



	Audience	Message	Desired Behavior	Vehicle	By Whom	Frequency	Budget
Stakeholder 1							
Stakeholder 2							
Stakeholder 3							
Stakeholder 4							
Stakeholder 5							

For strategic support or one-on-one implementation advice, feel free to contact [allison@ahcconsulting.com](mailto:allison@ahcconsulting.com)



Strategy	Objectives	Action Items	Questions
<i>Establish a Twitter presence for our organization.</i>	<i>Engage stakeholders and potential stakeholders.</i>  <i>Be an influential voice in our industry.</i>	<i>Sign up for Twitter account</i>  <i>Update account regularly (several times per day)</i>	<i>Who should speak on behalf of our organization?</i>  <i>How can we ensure that this person has enough time and resources to fulfill his duties?</i>