USING THIS TEMPLATE

Update this template as you progress through each of these concepts in the **Strategic Community Management** program. Use it to create your Community Strategic Plan by tracking elements such as:

⬢ **GOALS**

This is what the organization wishes to achieve from the community

⬢ **OBJECTIVES**

Objectives are what behavior you need members to perform in order to achieve this goal

⬢ **STRATEGY**

The strategy includes the emotions you will amplify in order to influence people to perform this behavior

⬢ **TACTICS**

Tactics are the specific action steps you will execute to amplify these emotions

GOALS AND OBJECTIVES

COMMUNITY GOAL(S) List by priority - linked to clear value	MEASUREMENT List how you will measure goals
1	1
2	2
3	3

STRATEGIC OBJECTIVES List by priority - linked to what you need people to do	TARGET AUDIENCE Identify your target audience for each objective
1	1
2	2
3	3

STRATEGIC OBJECTIVE ONE

STRATEGY DETAILS	MEASUREMENT
OBJECTIVE 1 List your key objective here	
STRATEGY Short paragraph to describe your strategy	

TACTICS List by Reach * Depth * Longevity	RESOURCES Detail resources required for each tactic	TIME FRAME
1		
2		
3		
4		
5		

STRATEGIC OBJECTIVE TWO

STRATEGY DETAILS	MEASUREMENT
OBJECTIVE 2 List your key objective here	
STRATEGY Short paragraph to describe your strategy	

TACTICS List by Reach * Depth * Longevity	RESOURCES Detail resources required for each tactic	TIME FRAME
1		
2		
3		
4		
5		

STRATEGIC OBJECTIVE THREE

STRATEGY DETAILS	MEASUREMENT
OBJECTIVE 3 List your key objective here	
STRATEGY Short paragraph to describe your strategy	

TACTICS List by Reach * Depth * Longevity	RESOURCES Detail resources required for each tactic	TIME FRAME
1		
2		
3		
4		
5		

CLOSING SKILL, KNOWLEDGE AND RESOURCE GAPS

TEAM MEMBER List team members	GAPS TO CLOSE Identify gaps to close	ACTION(S) TO CLOSE GAPS List how you will close gaps (e.g. training)
	Skill	
	Knowledge	
	Resource	
	Skill	
	Knowledge	
	Resource	
	Skill	
	Knowledge	
	Resource	
	Skill	
	Knowledge	
	Resource	

IMPROVING EXECUTION OF TACTICS

TACTICS	EVALUATION How well did it succeed and why	IMPROVEMENT Tweak, stop, repeat or increase support
1		
2		
3		
4		
5		
6		
7		
8		

STRATEGY

STRATEGY	EVALUATION	IMPROVEMENT
	How well did it succeed and why	Tweak, stop, repeat or increase support
1		
2		
3		

OBJECTIVES

OBJECTIVE	EVALUATION How well did it succeed and why	IMPROVEMENT Tweak, stop, repeat or increase support
1		
2		
3		

GOALS

GOAL	EVALUATION How well did it succeed and why	IMPROVEMENT Tweak, stop, repeat or increase support
1		
2		
3		