

Content Strategy Template.

For more information on this topic, see the Grassroots Growth handbook on Building a Following Online and Offline.

WHAT IT IS

It's important to have a plan for how you will create and release content to your communities. See our sample content strategy on this page. The following page contains a blank template that will help you to develop a detailed plan for how to roll out the content you create.

GOAL: To promote our upcoming community barbecue, an event being held to raise awareness of our work, raise money, and recruit volunteers.

Platform	Key Message	Audience	Timeline	Responsibility
Blog	The importance of building community, getting to know your neighbours, and giving back	People in the non-profit sector interested in community building, people engaged in their local community, potential donors and volunteers	Two weeks before the barbecue	Board chair
Facebook	Event announcement	Facebook followers and their friends	Three weeks before the barbecue	Social media volunteer
Twitter	Encourage to read the blog post	All followers interested in community building	Day of the blog post	Social media volunteer
Twitter	If you're in the area, come to the event!	Followers who live in the neighbourhood	Series of tweets during setup and event	Social media volunteer

GOAL:

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