

Make It and Take It Engagement Strategy Workshop

#ONA17Engagement

Workshop facilitators:

Ashley Alvarado Alex Laughlin Julia Haslanger Jennifer Brandel
@AshleyAlvarado @AlexLaughs @JuliaJRH @JenniferBrandel

Welcome! As we're getting settled, please take a few minutes to fill out 1-4.

1. Your Name and Organization:
2. Brief description of the project/beat/idea you'd like to build an engagement strategy for today:
3. Goal(s): (can be editorial goal / business goal or both)
4. How long do you anticipate this project will take to complete?

Getting Started

5. Who do you want to engage with and why? Be as detailed as you can.
6. What do you want to make for them / know from them?

Part 1: Finding the people

Facilitator: Ashley Alvarado

7. Who is most affected by the issue or topic you're covering?
 8. Where can you go to meet these folks where they are (language, platform, physical space)?
 9. Who is a fixer or community gatekeeper? Whom might you already know?
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Part 2: Finding direction

Facilitator: Alex Laughlin

10. What are you asking of your audience? Can you distill it to 1-2 sentences?
 11. Who on your team will be responsible for fielding submissions/stories?
 12. What kind of workflow can you build out that will make it easier for you to incorporate your audience's stories?
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Part 3: Giving Credit

Facilitators: Jennifer Brandel and Julia Haslanger

13. How will you highlight the contributions of your audience/community in your published work?
14. How will you thank the contributors and let them know their engagement mattered?
15. What options can you give people to continue to engage post-publication?

Next steps

16. What's your deadline?

17. What are benchmarks you can put on your calendar between now and then to keep things on track?

1.

2.

3.

4.

5.

Accountability Partner

My accountability partner's name and project:

Contact info for the best method to communicate with them:

I will reach out to my accountability buddy by this date:

Other notes: