

# 5 Steps of a Virtual Engagement Plan



## 1 Identify Your Audience

Learn about who you are trying to help, what they experience, and what they need.

## 2 Outline Your Goals and Objectives

Your current and future objectives will determine your plan. You can't measure your success without clear goals from the start!



## 3 Select Your Methods and Platforms

Choose the methods and virtual platforms that work best for your team and your goals. Choosing one or two is the best way to start.

## 4 Organize Resources and Leadership

Analyze your current resources, identify your community partners, and strategically organize your team and leadership in way that leverages everyone's strengths.



## 5 Implement Your Plan

Begin implementing your plan! Remember to follow up on how effective your strategies are. You can adjust your plan at anytime.