

Module 1

This module will cover:

- What are the objectives of your media campaign
- How to make them measurable

Objectives: define your objectives

This is the trigger to start the programme rolling. Without specific objectives it will be impossible to know where you are going and whether you have arrived.

Objectives have to be results-oriented not input-oriented. You can't just say let's produce a membership newsletter (input). The newsletter should be part of the internal PR programme developed to produce a change of opinion, attitude or behaviour. The impact of the newsletter should be measured through research – eg increase in members participating in activity (good objective – it is a desirable, measurable and achievable outcome). A new media tool may help achieve this objective in a more cost-effective and timely manner than a newsletter. For example, if you are seeking to increase membership, a Facebook recruitment strategy may be the most appropriate tool to achieve objectives.

Sound objectives are:

- measurable;
- quantitative;
- specific – most product lines v's product lines X, Y and A; hard to understand
- individual – rather than shared objective;
- realistic;
- time-bounded with clear limits for completion rather than time-extended.

Prioritise your objectives. Not all objectives will have the same priority or urgency. Some organisations may be known in the community but not necessarily in a positive way. The priority in this case will be on creating awareness and changing perception/ reputation. If awareness is low or non-existent, the focus will be on creating awareness.

Handy Tips to Help You

Prioritise Your Objectives. Ask:

1. What level of awareness do we currently have?
2. What do people know us for?
3. What do people think of when they hear our name?
4. Do people like what we do in the community?
5. What are the opportunities and obstacles in our way?



EXERCISE ONE: What is your aim? What are you trying to achieve?
Set yourself one or more measurable objectives. Some examples include:

- **To create awareness of my organisation/ initiative in one magazine and one online forum**
- **To enlist x number of online inquiries**