Handout 7: Methods for Implementing a Strategy

When thinking about how to implement a strategy for gaining understanding, it is important to choose methods and specific tactics that will help you reach your target audience and maintain consistent engagement. It is also important to understand what kinds of resources and experience will be necessary when planning for implementation. The following examples are some of the actions you can take to foster understanding:

Method	Sample Tactic	Pros	Cons
Newsletter	Send out biweekly e-mail newsletters to subscribers on topics such as new resources, trainings, or your state's participation in exhibitions and conferences.	• Cost-effective way to update subscribers. • Easy method for maintaining constant engagement. • Biweekly distribution schedule helps build relationships through regular communication.	• E-mails may get overlooked or may land in the spam folder. • Newsletters are time consuming to produce and may show inconsistency with the content and messaging. • Text-heavy newsletters may contain too much information.
Social Media	Develop a schedule for engaging audiences on social media platforms such as Facebook, Twitter, Instagram, etc.	• More people are reached through social media. • The platforms are cost effective and bring together people with similar interests. • Social media increase website traffic, consumer engagement, and networking opportunities.	• Requires daily monitoring. • Requires you to actively manage your presence to yield any demonstrable benefit. • Includes the risk of receiving unwanted comments and messages.
Webinar	Hold a monthly webinar to help foster understanding of topics of your choice.	• Cost effective and great for visual learners. • Other content can be created from the webinar.	• Editing content may not be done easily. • Includes the risk of viewers not being engaged if the content or speaker is not interesting.
Hotline	Create an e-mail account or phone number that people can use to ask questions.	• Provides people with an easy way to receive answers to their questions. • Offers a personalized approach.	• Requires daily monitoring. • Is costly and requires manpower. • Includes the risk of receiving unwanted calls and messages.