Project Promotion Implementation Planning Worksheet

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REPRODUCTIVE HEALTH
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Use this worksheet to document the promotion strategies you'll implement to achieve each of your objectives. A promotion strategy includes the channel you'll use, how often you'll distribute content through this channel, and what that content will be about.

Example:

Goal

Increase uptake of family planning services among teens in our county.

Objective #1

Generate 500 visits to our website in the next four months.

Promotion strategy #1

Develop and post 1-2 Instagram posts per week about STI prevention, screening, and/or treatment.

Task	Timeline	Person responsible	Indicator of completion
Draft 8-10 Instagram posts that drive our priority audience to our website	*3/15/20XX*	*Outreach Coordinator*	*8-10 draft Instagram posts*
Present draft posts to Youth Advisory Council (YAC) for feedback	*4/15/20XX*	*Program Coordinator*	*Notes or marked up posts that show YAC feedback*
Incorporate YAC feedback into draft posts	*4/25/20XX*	*Outreach Coordinator*	*Finalized posts*
Create a schedule for posting	*5/15/20XX*	*Outreach Coordinator*	*Finalized posting schedule*
Post initial 8–10 posts on Instagram	*6/30/20XX*	*Public Information Officer*	*Posts shared on Instagram*
Track performance of initial posts on Instagram	*6/30/20XX–7/10/20XX*	*Outreach Coordinator*	*Data documented in tracking spreadsheet*
Draft next batch of posts (incorporating learnings from first batch)	*7/10/20XX*	*Outreach Coordinator*	*8-10 draft Instagram posts*

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Instructions: Refer back to your goals and objectives. Then fill in one table below for each objective. In each table, note your goal, the objective, the promotion strategy you'll use to achieve the objective, and the tasks required to implement the promotion strategy.

After completing the worksheet, copy/paste the contents into the Implementation Plan tab of your *Project Promotion Plan*. If you prefer, skip filling out this worksheet and enter your responses directly into the plan.

Goal
Objective #1
Promotion strategy #1

Task	Timeline	Person responsible	Indicator of completion

Goal

Objective #2

Promotion strategy #2

Task	Timeline	Person responsible	Indicator of completion

Goal

Objective #3

Promotion strategy #3

Task	Timeline	Person responsible	Indicator of completion

Goal

Objective #4

Promotion strategy #4

Task	Timeline	Person responsible	Indicator of completion

Goal

Objective #5

Promotion strategy #5

Task	Timeline	Person responsible	Indicator of completion

Goal

Objective #6

Promotion strategy #6

Task	Timeline	Person responsible	Indicator of completion