

# MEDIA STRATEGY PROPOSAL

## WE HAVE FAITH CARAVAN

### GOALS AND ACTION STEPS

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#### Reach 10 million people

- **Media:** Identify major media outlets; write/distribute releases.
- **Supporters:** “Friend n’ follow” like-minded groups and individuals.
- **New audiences:** Attract and engage new friends through curated blog; regular and meaningful social media interaction; and “share-ables”—multi-media content that can easily go viral, be downloaded for presentations and embedded in partners’ and supporters’ blogs and social media.

#### Inspire and educate

- Create virtual information hub—a website with a blog that includes case studies; interviews and multi-media presentations from the Caravan; external links to Caravan partners and key policymakers; internal links to climate change resources and action toolkits; country profiles; and fundraising materials.
- Develop boilerplate copy for marketing and web; blog editorial calendar to ensure regular and timely delivery and effective multi-media mix; and protocols for social media management and interaction.

#### Document the Caravan

- Create blog themes and templates within editorial calendar—e.g., volunteer confessionals, “next to me on the bus” interviews, event videos, etc.
- Make sure content presentation is culturally relevant and accessible to Caravan participants; consider universal multi-media content translation, ability to access from smart phones, and non-web-based content distribution options.
- Anticipate, write and upload content before departure, to publish on later dates.
- Establish social media-relevant crisis management and succession plan. (Who will update social media with emergency info? What will that include? Can someone else document the Caravan if the bus dies?)