

DIGITAL PRESENCE CHECK

OPTION A

See your online presence through your audience's eyes.

Choose one homework option. Keep it focused and realistic.

1 CHECK THE BASICS

For each statement, mark the answer that best describes your organization today.

CAN PEOPLE EASILY ...	YES	NEEDS WORK	NOT SURE
FIND US? Our organization appears under the correct name and information.	☐	☐	☐
UNDERSTAND US? It is clear who we are, what we do and who we serve.	☐	☐	☐
TRUST OUR INFORMATION? Important dates, contact details and links are current.	☐	☐	☐
TAKE THE NEXT STEP? People can easily register, join, donate, subscribe or contact us.	☐	☐	☐
RECOGNIZE US? Our name and basic information are consistent across key channels.	☐	☐	☐

2 CHOOSE ONE PRIORITY

The one area that matters most for our current goal is:

3 TAKE ONE REALISTIC NEXT STEP

Our next step:

Owner: _____

By when: _____

GOAL + ACCR

OPTION B

Turn one communication priority into a simple plan.

Choose one homework option. Keep it focused and realistic.

1 DEFINE ONE CLEAR GOAL

What do we want to achieve?

What should people know or do?

How will we know it worked?

2 MAKE FOUR PRACTICAL DECISIONS

Use your goal as a filter. Keep each answer short.

AUDIENCE

Who matters most for this goal?

CHANNEL

Where can we realistically reach them?

CONTENT

What do they need to know or do?

RHYTHM

When should we start, and what can we maintain?

3 CHOOSE ONE NEXT STEP

The first small action we will take:

Owner: _____

By when: _____

REMEMBER

One clear goal. Four practical decisions. One realistic next step.