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| **1. Media Engagement Goals** |
| Define a Media Engagement Goal. | Identify the Key Performance Indicators (KPIs) you will use to evaluate your MEG. | Identify the main resources required to carry out this proposal (financial, human/ skill-based resources, tech). |
| **2. Media Landscape Analysis** |
| Identify any laws, practices and social norms relevant to your work (censorship, journalistic regulation, online harassment policies, etc.). | Identify the media actors you can potentially work with. (Up to 10)Select one media organisation to work with based on your MEG. | Do you need to outsource work to analyse your data?Potential collaborators |
| **3. Media Engagement Strategy** |
| 1. **Dissemination & reach**
* Purpose of the outreach:
* Target audience:
* Message:
* Timeline:
 | **B) Co-creation of content*** Core message:
* Target audience:
* Type of media:
* Channels/platforms:
 | **C) Partnering up*** What will you do together?
* What is the timeline of the project?
* What are the expected outcomes?
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