

## Tool 4: How to Ensure That Key Messages Make Their Way Into Your Communications

Every piece of communication can include your key message. If a story you are writing doesn't have a key message—doesn't demonstrate walking as a way to connect people with each other and to their communities—then why write it?

Focus your time when gathering stories to find good case studies that illustrate your key messages. Work with the volunteers in your local area to uncover projects that have successfully developed walking programs or walkable communities, and collect stories, quotes, photos and video that illustrate their impact. Ensure that these are communicated widely, using a variety of external and internal channels.

By thinking ahead, we can develop our communications and tell walking stories that make a difference. By planning ahead with our communications, we can ensure that we generate the right photos, text, audio or video for use across a number of channels, targeted to members and to the public.

Your existing event/program calendar is a great starting point for forward planning your communications. Take a look at existing events or themes during the year and add those to a planning chart; then fill your gaps with stories that will support your key messages.

A good story can be used within a number of outlets or channels, and across a wide time frame. Most stories have a 'moment in time,' and you can generate content that works before, during and after this fixed point. If you think in advance about your story, it will help you to choose the type of content you need. The table below shows the range of platforms, and what could be achieved with each at different moments in time.

Medium	Before the event	During the event	After the event
Printed newsletter	Article, photo and action		Articles and photos
Email newsletter	Article, photo and hyperlink		
Website			
Facebook	Photo, question/quiz and hyperlink	Live photo gallery	Photo gallery and Storify
Twitter		Live photo updates	Storify
YouTube		30-second video update	3-minute video
Vine	Video promos	Live video updates	
Newspaper	Pre-event news release	Live interviews, photo and video opportunities	Post-event press release, photo, quote
Radio	Pitch to journalists		
Regional TV			

<b>EXAMPLE:</b>	Highlight the impact on a community of walking through an organized walking group	Show the live activity and ideas developed as people come together to create a plan for a walkable community	Demonstrate the results and outcomes of a policy initiative for safe streets and sidewalks
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