

AmeriCorps Communications Check List

- Create a Digital Communications Folder to include:
 - Resources (logos, templates, photos, volunteer project ideas)
 - Contact Lists (local media, your board, VSC staff/board, government officials, and business/service project contacts)
 - Content Calendars
 - Forms (Photo Release, Volunteer Sign Up, etc.)
- Create/Update your Program Webpage
- Create/Update your Program Social Media Accounts
- Subscribe to a Content Management System like Buffer or Hootsuite
- Subscribe to Canva
- Set up Google Drive (or alternative site) to save and organize photos and videos
- Designate a primary social media content manager
- Designate a primary photographer and videographer
- Complete Audience Analysis
- Use Communications Outreach Tool to Match Audience to Communications Outlet
- Create media e-mail and phone lists
- Create a General Content Calendar
- Order any collateral needed for marketing from VSC and/or CNCS (brochures, signs, banners, etc.)
- Order gear for members
- Post dates and deadlines to your Outlook/Google/Print calendar
- Create Google Alerts for your program, Days of Service, etc.