Your Checklist for Digital Impact

As a digital leader, you want to create change in the digital and real worlds.
Use this page to help you plan and build digital content that makes a difference.

What?	How?
○ CAUSE: Research the landscape.	Learn about the root causes of an issue you're passionate about and explore how the problem impacts different audiences. Find out what the facts are, what public opinion is, what the experts say, and who else is trying to help.
○ COMMUNITY: Keep community at the center.	Make your project something the community wants and needs. Find out what's important to them. How can you communicate about the problem and solutions in a way that feels good to the affected community? What language do they use? What message do they want to share?
○ AUDIENCE: Know your audience.	Decide who to reach with your content. You might want to directly help those impacted, engage the public, or focus on community and government leaders. Learn how the audience uses technology and more about their involvement with the problem. Are they helping or harming? What platforms do they use?
○ PLATFORM: Choose your tools.	What content will be appealing to the audience? Decide on a goal for what you want your audience to do and what digital content can support it, like a photo, video, or toolkit. Then choose online and offline channels to share it, like social media, email, and in person.
○ MESSAGE: Decide what and how to share.	Craft your message to create digital content for your audience. Include photos, text, facts, video, or anything else to motivate and inspire. Make your content accessible, written in a language that is relatable, and shared in places familiar to the audience.
○ TEAM: Connect with others.	Working with others can make your ideas even better. Who can make sure your message spreads far and wide? What skills do you each have to contribute?
○ ACTION: Mobilize in the real world.	Engaging content can build awareness, ask the audience to consider a new viewpoint, and give them information to act. But one social media post or documentary won't change the world! Make sure there's a call to action for the real world behind your digital content.
○ IMPACT: Evaluate your content.	Did your content have an impact? After you share it, collect data about the audience's engagement, such as likes, follows, clicks, comments, or other feedback. How can you improve what you did and expand your efforts? Use the data to grow the impact your digital community can have.