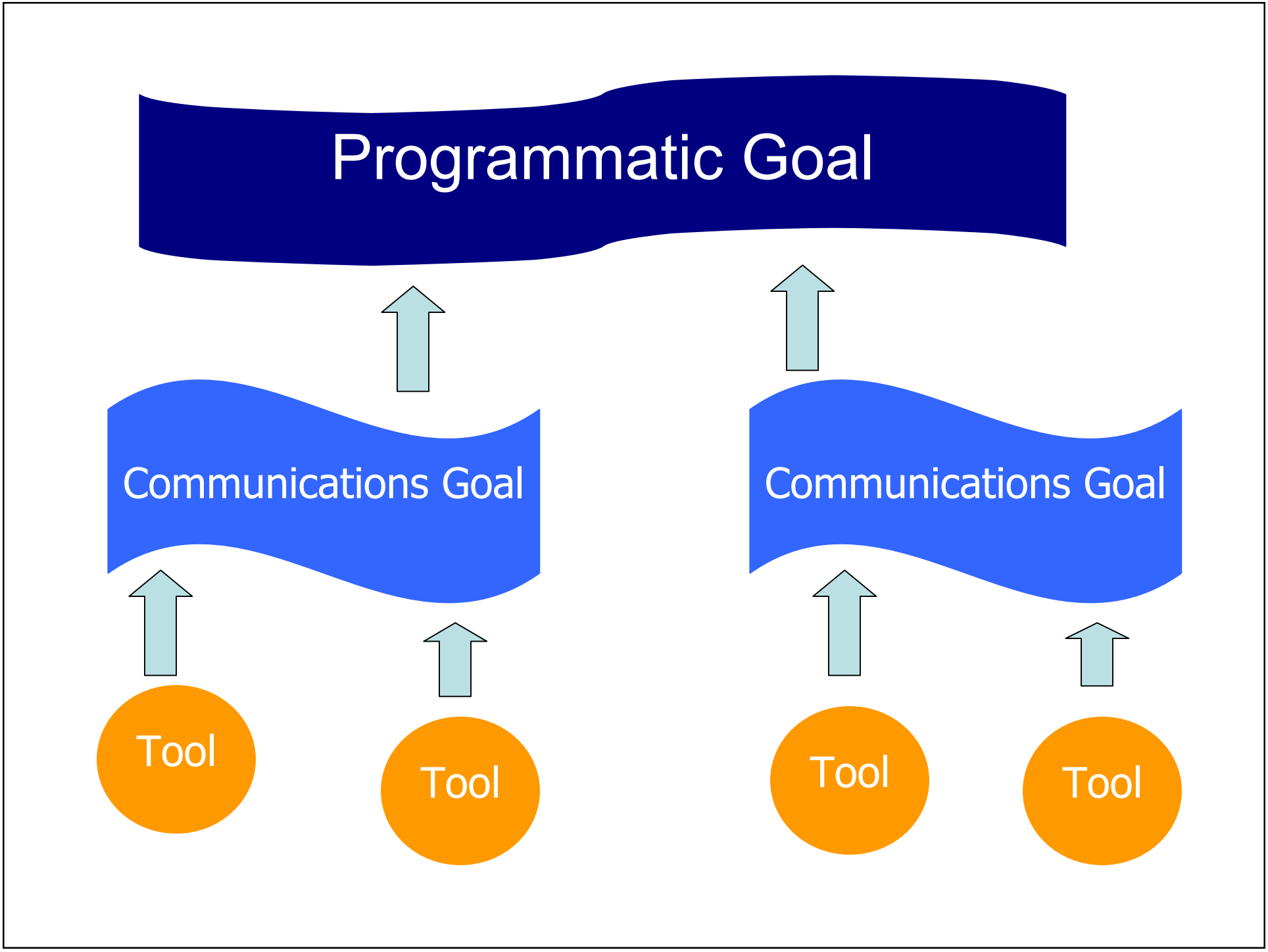
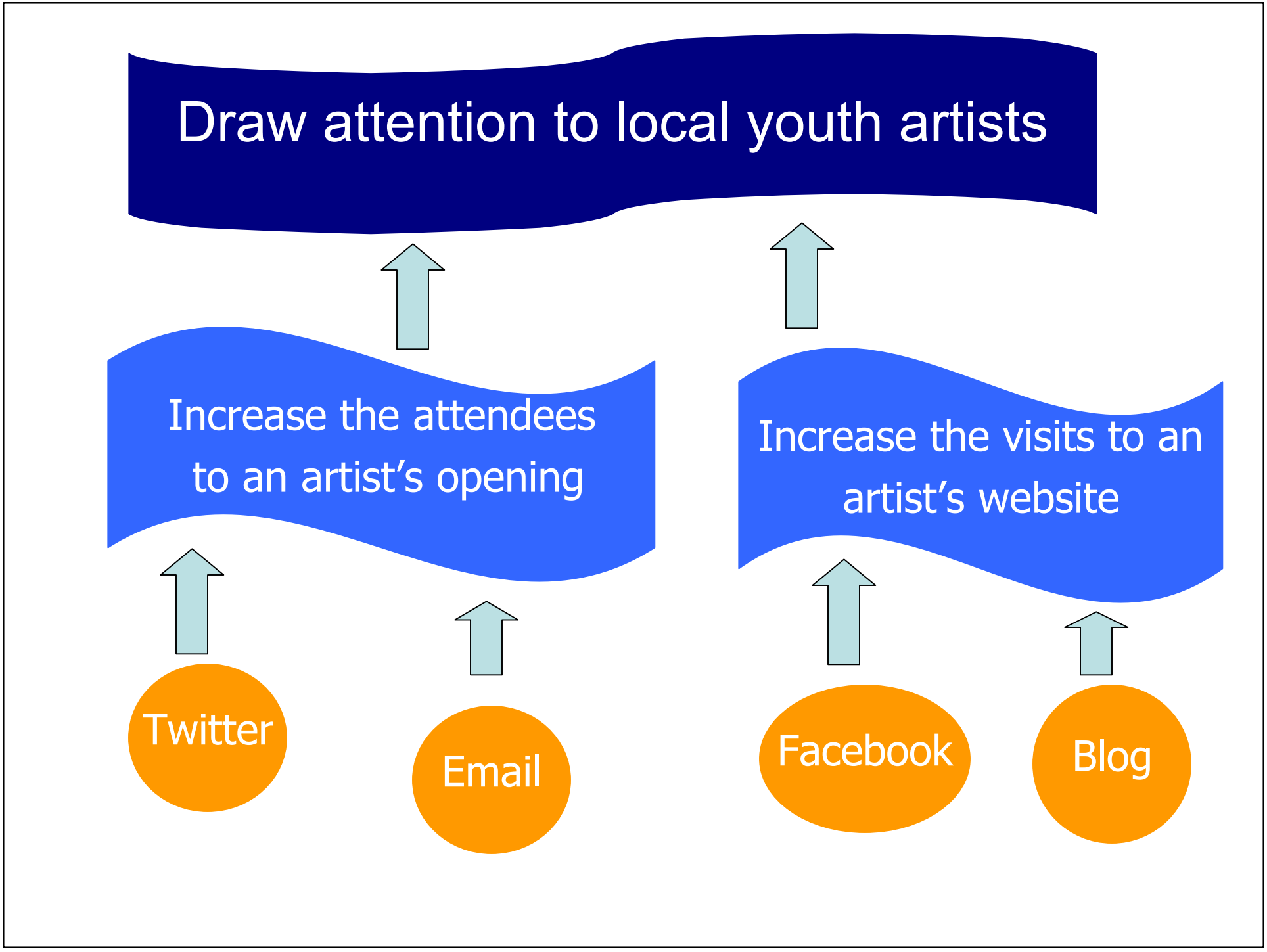
Let's Talk About Goals

- What Are Your Goals?
  - Measurable
  - What does success look like?
  - Tool Agnostic
    - Make sure that your communications plan stays intact when the tool that you're using fails you


Programmatic Goal
Communications Goal
Communications Goal
Tool
Tool
Tool
Tool


Draw attention to local youth artists
Increase the attendees to an artist's opening
Increase the visits to an artist's website
Twitter
Email
Facebook
Blog

Activity:

What are your measurable communications goals?