Communicating Your Work provides a step by step guide for strategically planning and delivering new messaging.

**Phase 1:**
*Understanding your goals*

- **Step 1:** Identify your overarching goals
- **Step 2:** Determine what success looks like with metrics and specific details

**Phase 2:**
*Engaging your audience*

- **Step 3:** Map out your audience and stakeholders. Who are you trying to talk to?
- **Step 4:** Identify consumer insights—what do you want them to think about the city, Mayor’s Office, and programs?
- **Step 5:** Identify calls to action. What specifically do you want to spur your stakeholders to do?

**Phase 3:**
*Delivering your message*

- **Step 6:** Create talking points for general and specific audiences; rely on data and proof of performance—consumer insights and calls to action are your reference points
- **Step 7:** Audit your delivery channels. This includes social media, website, press, industry meetings and conferences, and public forums
- **Step 8:** Plot a timeline for communications opportunities based on important dates, program launches, etc.
- **Step 9:** Activate