

# HELIX ARTS.

## Communications Checklist

Project:

Lead:

Costs:

### **Paid communication channels**

#### **Advertising**

(Do you want to run any social media, web, print advertising as part of your campaign?)

#### **Printed material**

(Do you need to produce any flyers or brochures about your project?)

#### **Sponsored content**

(E.g. advertorials and paid-for articles with media/bloggers/influencers)

#### **SEO / PPC**

(Search Engine Optimisation and Pay Per Click to drive traffic to the website page of your project)

#### **Photography / video**

(Do you need to capture images/footage of your event/project?)

### **Owned communication channels**

#### [www.helixarts.com](http://www.helixarts.com)

(What content can you add to social media / website/ newsletters e.g. articles/blogs/videos content)

#### **Helix Arts' social media platforms**

(Do you have a content plan for Twitter, the project? What will you post about the project?)

#### **Helix Arts newsletter**

(Include information about your project in the newsletter)

#### **Helix Arts Trustees**

(Ask the Trustees to share information through their networks)

#### **User generated content**

(Share content generated by participants through Helix Arts' platforms)

### **Earned communication channels**

#### **Media coverage**

(Does your project require PR support?)

#### **Blogger / Influencer relations**

(Would working with an influential blogger increase participation in your event?)

### **Shared communication channels**

#### **Funders' comms platforms**

(Can funders share information on their to the website about your project?)

#### **Project partners' comms platforms**

(Can partners share information on their Facebook, Instagram etc. social media / website/ newsletter about the project?)

#### **Participants' social media channels**

(Encourage participants to post about your project)