

<p>P</p>	<p>People</p> <ul style="list-style-type: none"> • Who are you trying to reach? • What do you know about how/if they use new media? • How can you find out more? <p><i>Start a new media strategy by understanding your audience's use and need for new media.</i></p>	
<p>O</p>	<p>Objective(s)</p> <ul style="list-style-type: none"> • What do you want to accomplish with new media? <p><i>Decide on your objective(s) before you decide on the new media tools.</i> <i>Does your project seek to hear from your audiences, train them, exchange ideas, or collaborate with them?</i> <i>Consider how you'll measure the success of each objective.</i></p>	
<p>S</p>	<p>Strategy</p> <ul style="list-style-type: none"> • How does new media support your objectives? • How does it support your other "online" activities? • Is there an "offline" component that you need to support/connect? • How will you get your project to embrace a new media strategy? • What resources do you have to implement and maintain your strategy? <p><i>Strategy results in a plan to meet your objectives, and considers your overall communication strategy, and organizational culture/resources.</i></p>	
<p>T</p>	<p>Tool(s)/Technology</p> <ul style="list-style-type: none"> • What tools best support your objectives and match your intended audience's needs? • How many hours do you need to allocate to this tool? <p><i>A wiki. A blog. Podcasts. Texting. Google Alerts... Once you know your people, objectives, and strategy, then you can decide what tools will work best in the context of your organization/project's resources.</i></p>	