

1. Message and tone.
  - a. What “noise” do you want to make?
2. Who is the audience?
  - a. Who are the type of people or specific person you want to engage?
3. What is the most effective way to get in contact with them?
  - a. How often should this be?
  - b. How much time do you put in?
4. What gets measured gets managed ...

