

Single Overriding Communication Objective Worksheet

Purpose

Organizations need to deliver clear, consistent messages. The Single Overriding Communication Objective (SOCO) Worksheet is a tool to create a specific message. Use the message developed in the SOCO Worksheet for communication with employees and customers/clients. Contact information identifies the communication contact for the organization. The SOCO approach applies to any public health-related communication.

Directions

Work with communications staff and partners to complete the SOCO Worksheet. Use the best available information. First, think about the reason for the message and the actions needed. Next, answer each question. Use the results to develop all communication. As the situation changes, use this worksheet to update the message.

Key Message: Provide Meaning and Context

In one brief paragraph, state the key point or objective your organization wants to communicate.

Key Facts

What are the three most important facts you need an individual (employee, customer/client) to understand?

Target Audience

Who is the main audience or population segment you would like this message to reach? Who is the secondary audience?

- Primary Audience:
- Secondary Audience:
- Tertiary Audience:

Communication Objective

What is the one message or action someone (employee, customer/client) needs to understand?

Primary Contact

Who in your office/organization is the primary point of contact?

- Name:
- Phone/Email:
- Date and time(s) available:



Adapted from:

Tools & Templates: Before an Event: Single Overriding Communication Objective (SOCO) Worksheet

Developed by the Centers for Disease Control and Prevention and the American Water Works Association in collaboration with the U.S. Environmental Protection Agency and other partners.

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