

## Shared tools, different goals and metrics

### TOOLS

Includes digital and non-digital tools such as press releases, emails, printed materials, websites, social media, SMS.

### TOOLS

Uses same digital tools as comms, including social media, SMS and peer-to-peer text messaging.

### GOALS

Mold organization's image, communicate with internal and external audiences, and sustain a long-term positive reputation.

### GOALS

Shares goals with organizing team, e.g., voter turnout, union signups, event turnout, and legislative action.

### METRICS

Communications focused. Includes website traffic, media placements, email open rates and social media likes, follows, and shares.

### METRICS

Same as organizing team, e.g. voter contacts, event turnout, volunteer sign-ups. Comms metrics may be used as campaign benchmarks.

