



SOCIAL MARKETING TA TEAM

Social Marketing/Communications Planning Needs Assessment For SAMHSA System of Care (SOC) Grantees

Your Role With the SOC Grant

1. What are your responsibilities for your SOC grant?

2. What is your role in social marketing and communications for your SOC grant?

Organization Goals and Staffing

3. How would you describe the main goals of your grant?

4. Do you have a social marketing/communications plan? If not, what have been the barriers to making one?

5. How do you believe your social marketing and communications efforts support the overall goals of your grant?

6. Are there any ways in which your communications efforts are/have been connected to the governance of your SOC?

7. Do you have a social marketing workgroup or committee, and if so, who is in that group/committee? If not, do you have any thoughts or plans about making one?

8. Do you feel there is adequate staff with the right skills to effectively carry out social marketing and communications?

Social Marketing and Communications

9. In your opinion, what are your top three social marketing and communications goals?

10. Who in the organization is responsible for setting the social marketing and communications goals?

11. Whom would you identify as your key audiences?

12. What are your challenges in reaching those audiences?

13. Are there any audiences you are not reaching?

14. In your opinion, what are your most urgent social marketing and communications needs?

15. Do you have any plans for how to sustain your social marketing/communications efforts once your grant funding years are completed?