

Advocates Guide to Framing

A strategic communications checklist



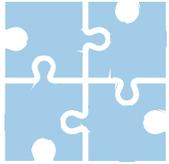
Use value statements

Why should this matter to your audience?



Public structures

How are you talking about the benefits of government?



Talk about solutions

Are you overwhelming them with crisis or providing solutions?



Metaphors trump facts

Are your facts described as metaphors and pictures?



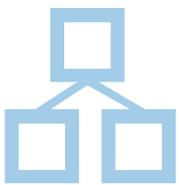
Unexpected messengers

Can you deploy a messenger not usually linked to your issue?



Insert social math

Can you simplify your numbers and provide comparisons?



Feature shared benefits

How can you highlight collective acts and benefits?



Leverage local narratives

Are there local, historical stories you can tap into?



This is about us

Is there any “us vs. them” or “otherizing” in your language?



Don't think of the elephant

Are you “cueing up” an opposing position with a “but” response?



Tell landscape stories

Does your story talk about ripple effects and policies?



Be aware of tone

Is your tone evoking a fight or is it reasonable and pragmatic?

People aren't blank slates. We come to conversations with previous ideas, values and experiences. These “frames” cause us to generate assumptions that shape the way we see everything. Our goal is to understand frames and use that knowledge to communicate more effectively. Run through this checklist when crafting messaging, media releases, blog posts and more.

Neighborhood
Partnerships