

External Messenger

Responsible for crafting a public narrative

As external messengers, you take stewardship of the public face of the community. You consider who outside the community may benefit from being informed of what is happening. You pay attention to pearls that should be shared more broadly. And you craft additional communiqués, where necessary. The kinds of questions you focus on include:

- Who are the key external audiences and how are they best reached?
- What are the key messages we want to convey out of this meeting? In what language(s)?
- Who is responsible for final editing and publishing of these external messages? Through which media? How to get input on the final draft from the whole group?
- Should the community have a website for external audiences?
- Are any public/private issues raised by the desire to communicate externally?