

Mass Media Communication

Collection of 15+ Power Point Templates



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Steps of mass media communication plan

The following slide illustrates the process to draft mass media communication plan to clearly convey message to the target audience. It includes elements such as mission statement, objectives, segment audience, USP, feedback loop, success evaluation etc.



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Mass media communication goals objectives and strategies

The following slide depicts the key goals, objectives and strategies to share and quickly transmit information. It also includes elements such as strengthen employee relation, quality improvement projects, posting relevant content, team engagement etc.



Goals	Objectives	Strategies
<ul style="list-style-type: none">○ To strengthen employee relation	<ul style="list-style-type: none">○ To promote mass interaction with social media channels	<ul style="list-style-type: none">○ Draft and post relevant content to encourage shares and comments○ Add text here
<ul style="list-style-type: none">○ To let staff learn about their challenges	<ul style="list-style-type: none">○ To expose themes among interactions	<ul style="list-style-type: none">○ Organize weekly thematic analysis○ Add text here
<ul style="list-style-type: none">○ To execute quality improvements projects	<ul style="list-style-type: none">○ To gain engagement with team and group	<ul style="list-style-type: none">○ Promote discussions to listen employees○ Add text here

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01. To Inform People

- Circulates information to mass people
- Add text here
- Add text here
- Add text here

02. To Persuade

- Stimulates audiences beliefs, opinions, attitudes etc. and bring change
- Add text here
- Add text here

03. To Promote Products and Services

- Transmit messages associated with new product features etc.
- Add text here

04. To Achieve Desired Goals

- Influences stakeholders and target audience to attain goals
- Add text here

05. To Collect Public Opinion

- › Add text here
- › Add text here
- › Add text here
- › Add text here

Objectives of mass media communication plan

The following slide depicts some objectives of mass media communication plan to streamline mission, vision and company's goals. It also includes elements such as inform people, persuade, promote products and services, achieve desired goals etc.



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Impact of implementing mass media communication software

The following slide illustrates the impact of executing mass media communication software to easily flow information through multiple channels. It includes elements such as safe environment, enhances efficiency, minimizes cost, effective communication etc.



Safe Environment

- Provides quick, secure information
- Ensures timely delivery of instructions, updates etc.
- Add text here
- Add text here

Enhances Efficiency

- Releases real time information
- Minimizes time wastage and optimizes operations
- Add text here
- Add text here

Minimizes Cost

- Automates manual processes
- Schedules communication activities
- Add text here
- Add text here

Effective Communication

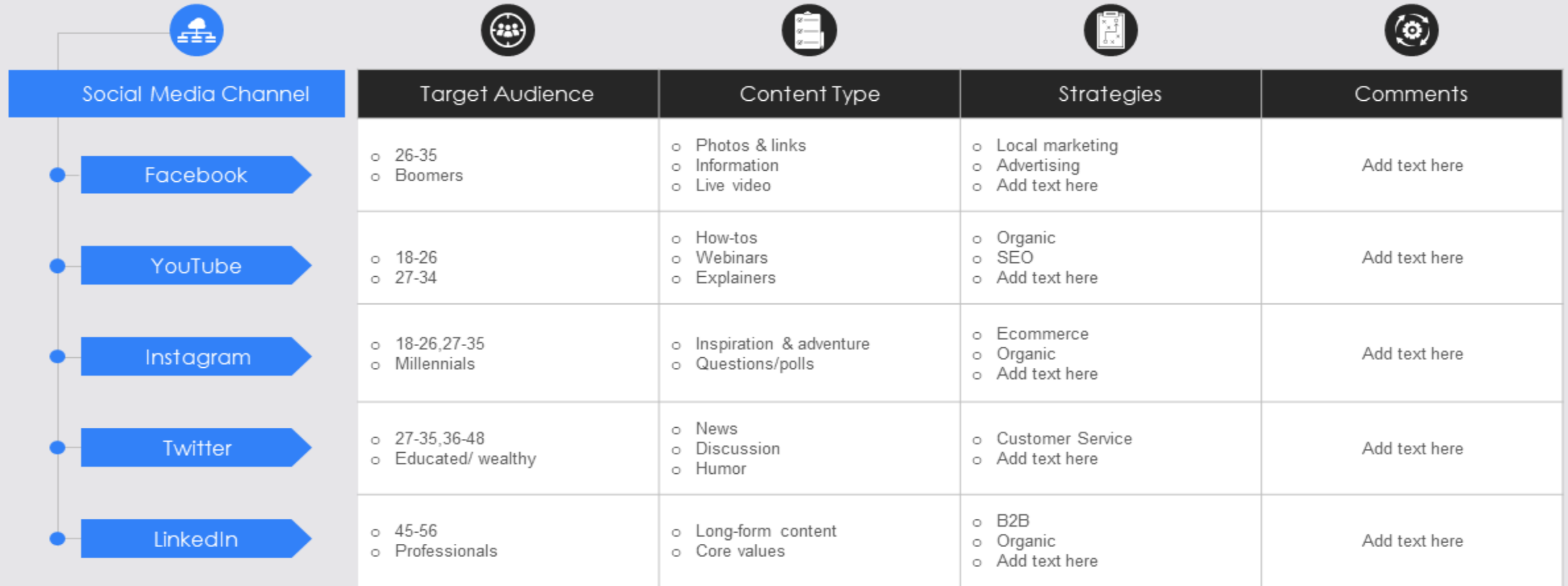
- Ensures clarity in information transmission
- Add text here
- Add text here
- Add text here

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Social media mass communication plan

The following slide showcases the mass communication plan to boost brand engagement and increase sales. It includes elements such as social media channel, target audience, content type, strategies, comments etc.



Social Media Channel	Target Audience	Content Type	Strategies	Comments
Facebook	<ul style="list-style-type: none">26-35Boomers	<ul style="list-style-type: none">Photos & linksInformationLive video	<ul style="list-style-type: none">Local marketingAdvertisingAdd text here	Add text here
YouTube	<ul style="list-style-type: none">18-2627-34	<ul style="list-style-type: none">How-tosWebinarsExplainers	<ul style="list-style-type: none">OrganicSEOAdd text here	Add text here
Instagram	<ul style="list-style-type: none">18-26,27-35Millennials	<ul style="list-style-type: none">Inspiration & adventureQuestions/polls	<ul style="list-style-type: none">EcommerceOrganicAdd text here	Add text here
Twitter	<ul style="list-style-type: none">27-35,36-48Educated/ wealthy	<ul style="list-style-type: none">NewsDiscussionHumor	<ul style="list-style-type: none">Customer ServiceAdd text here	Add text here
LinkedIn	<ul style="list-style-type: none">45-56Professionals	<ul style="list-style-type: none">Long-form contentCore values	<ul style="list-style-type: none">B2BOrganicAdd text here	Add text here

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Types mass media communication technology

The following slide showcases the various types of mass media communication technologies to promote goods and services. It mainly includes elements such as traditional, print, electronic broadcasting, digital media etc.



Traditional Media

- Based on local culture and language
- Includes theatre, drama, storytelling etc.
- Add text here



Print Media

- Most appropriate method to reach wider audience
- Includes brochures, newsletters, magazines etc.
- Add text here



Electronic Broadcasting Media

- Facilitates effective and
- Includes television, radio, audio recording etc.
- Add text here



Digital Media

- Most interactive medium with highest communication speed
- Includes websites, email, podcast etc.
- Add text here

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Address

street number, city, state



Contact Number

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Email Address

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