

# Plan Your Impact Assessment

Use this guide to help you articulate your goal, and build a strategy to get there. You can do this on your own, or as a group, if you already know who you're going to involve.

## Define the goals and scope

### Summarize the issue in 1–2 sentences.

For example, a trend in data center construction, a policy for addressing harms online, or a business decision that could affect security.

### What are you looking to get out of this Internet Impact Assessment?

Are you looking to stop a harmful policy, check if something will have an impact on the Internet, influence public opinion—or something else?

### Who do you need to influence?

Once you've completed your assessment, who do you need to communicate it to (e.g., the media, government officials)? What do you believe will interest them most about what you deliver?

### Who will benefit most if your Impact Assessment is successful?

Describe the individuals or groups who will benefit most from what you prevent, support, or change. How will they benefit?

## Define the work

### What skills do you need to do this work, and who can do it?

Most Impact Assessments require some technical and policy expertise, but you might also want experts in communications, a topic, or regional affairs.

### How urgent is your timeline?

Consider your deadline, as well as how much time you can realistically devote to this work. Consider the types of output you'll create, including if you want to create a full Internet Impact Brief.

### What could help or hinder your ability to carry out this assessment?

Is a key collaborator not available often? Are there security concerns? How can you mitigate or manage these potential issues?

### What resources or other work can you build on?

This could be related policies or trends, existing Internet Impact Briefs, or campaigns or discussions elsewhere in the world.

## Set expectations

### How will you review your work?

For example, contacting topic experts, collaborating with an Internet Society chapter, or having your analysis validated by Internet Society staff.

### What does success look like for this Impact Assessment?

If your Internet Impact Assessment goes as you hope, what does success look like? What content or output can you generate to increase your chances of success?

### When and how can you follow up on the outcome?

Describe who you might need to contact, and how often you should check in.

### What further work needs to be done on this issue or policy?

Some policies or trends also need other types of assessments, such as environmental or privacy impact, risk analysis, or security assessments.