

## STRATEGIC COMMUNICATION CHECKLIST

Before creating an action plan, it is important to answer the following questions:

 **What is the purpose of communication?**

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 **Who is the audience?**

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 **What is the main message we want to convey?**

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 **What field or context will we work in?**

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 **What channels are available?**

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 **What human, financial and material resources are available?**

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 **What are the indicators of success?**

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