

Communication strategy check list

1. Define your goals and objectives

What are your objectives? Receiving feedback or engaging in dialogue, influencing the attitudes of decision-makers, having people make a decision? The objectives must be specific, measurable and of course, achievable.

2. Assess your resources and skills

Communicating costs time and money. You will probably need professional assistance with some tasks like the drafting of press releases, graphic design, and maintenance of the website...
Is continuity ensured?

3. Draw up a planning

Communication is a continuous process, not a one-time effort at the end of the project. Your communication planning should follow the development of your project and include the milestones.

4. Define your target audience

Before starting communication, you need to know who you want/need to talk to. The audience must be specific and include all relevant target groups.

5. Choose your tools and channels

Make sure the tools and channels you chose reach your audience. Don't forget the media mix and the multipliers (including the European Commission). Prepare monitoring tools and a methodology.

6. Craft the messages

The message must be adapted to the target audience and to the channel. Is it news? Answer the WWWW: Who, What, When, Where and How? Tell a story do not just list facts.

7. Test your products

Before the release, make sure your communication product is well designed by testing it friends, colleagues or relatives, or even better on a 'real' panel.

8. Act and react

Communication is a two way process. During the implementation phase be always ready to react and also to face the unexpected.

9. Monitor and evaluate

Make sure you stay in line with your objectives by regularly monitoring your progress.

10. Adapt and reshape

According to the results of your monitoring, be prepared to adapt your strategy and to change your plans along the way.