



# COMMUNICATION CHECKS

1

## PURPOSE

Have you defined and met your objective(s) for writing e.g. do you need to inform, persuade, reassure?

2

## AUDIENCE

Have you adapted your tone and style to their needs, expectations and knowledge?

3

## MESSAGES

Have you included at least one key message from your communications strategy?

4

## SO WHAT

Is it clear why this matters to the reader – why should they care?

5

## CALL TO ACTION

Will the audience know easily what they need to do? In some cases there may not be a required action.

6

## LANGUAGE

Is the item written to be relevant, consistent, positive, active and inclusive?

7

## JARGON

Have all acronyms, abbreviations and other jargon been explained for non-expert audiences?

8

## VISUALS

Have you made the text easy to scan, used headings & included pictures or images that encourage reading?

9

## PRACTICAL POINTS

Does the item meet the word count and any other requirements for publication?

10

## FINAL CHECKS

Has the item been spell-checked and proof read, ideally by someone other than the writer?