

# Communication strategy

Orientation: Internal External

*Cross out the one which not fit.*

Aim:

Why?

*What is the Aim of your communication?*

Target Group:

To Whom?

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*What is your target group? On whom you focus?*

Message:

What?

*What is your message? What you want to say?*

Communication Channels:

How?

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*Via which means of communication? Which tools or communication channels will you use for this?*