



Communication Strategy Checklist:

1. Define the Aim:

- Specify the purpose of the communication strategy (e.g., demonstrating impact, engaging stakeholders, disseminating findings).

2. Identify Target Audiences:

- Determine the primary target audiences (general public, policymakers, industry/NGOs, scientific community).
- Prioritize audiences based on the project's objectives.

3. Select Communication Channels:

- Develop a project website (university platform or individual).
- Choose social media platforms (e.g., LinkedIn, Twitter, Facebook, Instagram).
- Decide on outreach channels for the general public (press releases, public lectures, science cafes, educational resources, citizen science initiatives).
- Determine channels for policymakers and industry/NGOs (policy briefs, meetings, workshops, seminars).
- Plan for scientific communication (peer-reviewed publications, conferences, online scientific platforms).

4. Outline Dissemination Activities:

- Describe specific activities for each communication channel.
- Consider collaborating with communication specialists, science journalists, or public engagement groups.
- Create a timeline for dissemination activities throughout the project duration.

5. Evaluation and Metrics:

- Define success metrics for each communication channel (e.g., media mentions, website traffic, downloads, social media engagement).
- Establish methods to track and evaluate the effectiveness of the communication strategy (analytics tools, feedback, number of posts).



6. Budget:

- Allocate funds for communication activities (outreach materials, event costs, website development, travel expenses).

7. Additional Considerations:

- Address potential ethical considerations or data privacy concerns.
- Incorporate accessibility features (e.g., translations, sign language interpretation).
- Highlight open access publishing options.

8. Adapt for Project Type:

For personal projects:

- Focus on specific research interests and target audiences.
- Leverage social media and personal website/blog.

For large international projects with academia and NGOs:

- Emphasize collaboration and coordination among partners.
- Develop a comprehensive website with project information and resources.
- Engage with policymakers, industry, and NGOs through targeted activities.

For academic projects involving multiple academic institutions:

- Coordinate communication efforts among partners.
- Prioritize scientific communication channels and conferences.
- Explore opportunities for public engagement and outreach.

Remember to tailor the communication strategy to the specific project's goals, target audiences, and resources available. Regularly review and adjust the strategy as needed throughout the project's lifespan.