**Communication plan**

The communication plan is an important planning tool when working strategically with your own research communication.

The plan will help you become clear on who you want to communicate with (target audience), what you want to communicate (message), how you want to communicate (media channel) and when you want to communicate (timing).

It also shows who has responsibility and/or co-responsibility for implementing the plan.

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| **Who**  **(Target audience)** | **What**  **(Message)** | **Where (Media channel)** | **When**  **(Timing)** | **Person responsible** |
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If you have any questions or need professional advice during the communication planning phase, please contact Strategic Communication Adviser Susanne Clement Justesen, SSH Dean's Secretariat, scj@adm.aau.dk