|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | * Øverst på formularen  KommunikationsstrategiBaggrund2. Projektmål  3. Kommunikationsmål           Interessenterne …   * Baggrund: * Indikatorer: * Måling: * Succeskriterium:           Interessenterne …   * Baggrund: * Indikatorer: * Måling: * Succeskriterium:           Interessenterne …   * Baggrund: * Indikatorer: * Måling: * Succeskriterium:           Interessenterne …   * Baggrund: * Indikatorer: * Måling: * Succeskriterium:  4. Kernebudskaber    * xxx * xxx * xxx  5. Målgruppeanalyse    |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Målgruppe** | **Funktion** | **Barrierer** | **Motivation** | **Aktivitet** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  |   **6. Kommunikationsplan**       |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Hvem**  **(Målgruppe)** | **Hvad**  **(Budskab)** | **Hvor (Mediekanal)** | **Hvornår**  **(Tidspunkt)** | **Ansvarlig** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  |   **7. Evaluering og forankring** |  |   transparent |

Hvis du har spørgsmål eller brug for faglig sparring i kommunikations-planlægningsfasen, så kontakt strategisk kommunikationsrådgiver Susanne Clement Justesen, SSH Dekansekretariatet, scj@adm.aau.dk