General Checklist

This checklist summarizes the most important steps of the communication tool and helps you to plan the communication surrounding your campaign. Of course, you do not have to go through all the steps to have a successful campaign, though we have identified some Essential Steps\* that you should think about when planning a campaign.

We further added some Optional Steps – things to discuss, but not key steps for each and every campaign you might want to launch.

You can apply the checklist to your campaign and identify whether you are good to go – or whether there are some things that might require a discussion ☺ Most importantly, this checklist is here to help you, provide insights and impulses and even spark creativity.

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| **WHEN PLANNING THE CAMPAIGN** | YES / NO /  Not applicable |
| Do you have a clear message?\*  What is the story you want to tell with your campaign?  Which values are you pushing for? |  |
| Did you set realistic objectives?\*  Basically: What is the purpose of your campaign? |  |
| Did you select you target audience?\*  Who are you addressing with this campaign? |  |
| Did you select the platform you want to use?\*  And where do you want to address your audience?  Also: Is your audience active on the platform you selected? |  |
| Are you aware of all the technical considerations?  Bear in mind that different format work better on different platforms, e.g., photos and pictures on Instagram, short clips on TikTok, etc. |  |
| Do you have a good slogan or hashtag for your campaign?  Depending on the type of campaign you are running, it is relevant to have a catchy hashtag or slogan – branding and so on. |  |
| Do you have an authentic and credible messenger?  Is the messenger you decided to work with a supporter of your cause? Did you prepare your messenger for possible negative feedback? |  |
| Do you have a Netiquette / rules in place to support moderation and community management?\*  As a project/ initiative, you should have rules in place on your platforms, to determine how to respond to criticism, but also how to handle hate speech and racist slurs. Ideally, you do not accept them and delete/ report this kind of content.  The Hate Speech Calculator [link] might be helpful. |  |
| Lastly: Do you have a clearly outlined communication strategy?  Even though spontaneity is great and being flexible in your responses and activities is important, it might be beneficial to have a schedule to determine at what time which postings will be published, etc. |  |
| **WHILE RUNNING THE CAMPAIGN** |  |
| How do you engage with the users who are responding to your campaign?\*  This refers also back to the netiquette or rules in place for your community, but also outlines your own communication: are you being formal or funny or both? How do you interact with your community? |  |
| How do you monitor the performance of your work?  Do you have any processes in place to identify whether you reach your goals? Whether you have an impact? |  |
| Are your safety settings up to date?\*  There are several steps to take to make sure your accounts are safe. However: you should also make sure that your own “safety settings” or rather batteries are fully charged and you (as well as your team) are mentally prepared. |  |
| Are you prepared for hate comments or shitstorms?\*  Even though not all campaigns trigger hateful comments, it still is best to be prepared for the worst.  Important note: Take breaks and catch your breath. You do not have to deal with hate speech if you are not mentally up for it – or you simply do not want to. Its most important that you as well as your team and supporters are save. |  |
| **AFTER THE CAMPAIGN** |  |
| Did you evaluate your campaign?  While monitoring your campaign while its running is an important step, it is equally important to evaluate the overall performance of your campaign. Did you reach your target audience, did you fulfil your goals? What worked great, what needs to be improved? |  |