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| * 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

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| --- | --- | --- | --- | --- |
|  **Målgruppe** | **Funktion** | **Barrierer** | **Motivation** |  **Aktivitet** |
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**6. Kommunikationsplan**

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| **Hvem****(Målgruppe)** | **Hvad****(Budskab)** | **Hvor(Mediekanal)** | **Hvornår****(Tidspunkt)**  | **Ansvarlig** |
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**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