

Checklist communication actions	Considered / Involved	Primary target group	Secondary target group	Comments
US AND COMMUNICATION				
Communication plan	I			Is made
Editorial team and responsible	I			Already running
Efficacy and evaluation	I			
CHOICE OF COMMUNICATION CHANNELS				
AMBASSADORS				
MEETINGS				
Network meetings	I			
Focus groups	I			
Information sessions for advisors	I			
Congresses and fairs	I			
Information sessions for colleagues	I			
WEBSITES				
For experts / consultants (in Denmark landbrugsinfo.dk)	I			
For farmers (in Denmark landmanden.dk)	I			
For colleagues and press (in Denmark vfl.dk)	I			
For politicians and interest groups (in Denmark lf.dk)	I			
NAV website	I			
Newsletters by mail	I			
Banner ads	C			
Intranet	I			
SOCIAL MEDIA				
Facebook	I			
LinkedIn	C			
Blogs for advisors and colleagues (in Denmark i.e. DLBR.dk)	I			
Blogs for farmers (in Denmark i.e. Erfaland.dk)	I			
THE PRESS				
ELECTRONIC COMMUNICATION CHANNELS				
Promotional and product video	I			
Apps, games, gadgets	C			
Webinar (suggestion no. X)	I			
PRINTED MATERIALS				
Product sheet and leaflets	I			
Direct Mail	C			
Employee magazines (in Denmark Indblik)	I			
Powerpoints	I			

