**Communications Assessment: Basic Version 1**

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| **Who do you want to reach?** | **Be specific about whose opinion matters.**  Answers: |
| **What do you want them to understand?** | **Be specific: accomplishments, good news, challenges?**  Answers: |
| **What do you want them to do?** | **What change do you want to see?**  Answers: |
| **Where do they hang out online?** | **List social media pages, news media sites, and similar places where people express opinions**.  Answers: |
| **What are they saying about you?** | **Good —**  Answers:  **Not so good —**  Answers: |

