Climate Communication Engagement Checklist Summary

The following checklist is designed to help you evaluate your climate communication strategy and approach, based upon the information provided above. Much of these ideas are based in communication methodology in general—they will be applicable to your communication and engagement efforts no matter the topic.

Strategy:

☐ Have you clarified why you are communicating about climate change? What outcomes do you want?

☐ Are you clear about what will be important to those with whom you are communicating? How does that reflect your mission and work? Why is it relevant now?

☐ Are you addressing the topics your audience(s) see and/or care about?

☐ Are you using an appropriate tone and inclusive language rather than jargon?

☐ Have you considered who the appropriate messengers are to build trust around this topic, and in general? (It may not be your land trust people.)

☐ Have you selected a writing style and format that will capture peoples’ hearts and minds?

☐ Can you include a short story to help connect them to the issue at hand (e.g. a story of change)?

☐ Does the visual feel of your communication elevate your message?

☐ Is the solution something people can connect with, or does it feel elitist and out-of-touch? Can you ground it in a local experience?

☐ Is there a feeling of hope in your communication? Have you linked a solution to the challenge?

☐ Are you featuring others as change agents, rather than your organization, to empower them and allow your land trust to lead from behind?

☐ Is there an appropriate action (for them) that you want them to take, and have you asked it effectively? Have you considered what challenges they may face to take that action and how to support them in that change?

Tools and design:

☐ Have you selected the right communication tool to resonate with your audience as well as support the content? Is it as personal, and local, as possible?

☐ Does your design allow for people to skim, read, comprehend, listen, and engage in a manner that will resonate with them?

☐ Does your text density (ratio of text versus images/white space), paragraph length, and font-size allow for easy readability?

☐ Are your images reflecting the key reader/communication topic in a manner that relates to the audiences’ needs for emotional connection and comprehension? Do they reflect the relationships and messenger/messages you are hoping to convey?