*Logo SORS-Schule*

Kommunikationsplan "Thema"

**Grundsätze**

* intern vor extern kommunizieren
* Adressaten/Zielgruppen via Brainstorming bestimmen

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Wann?** | **Wer?** | **Was?** | **Wie?** | **Verantwortung** | **Bemerkungen / Reflexion** |
|  | **Zeitraum** | **Adressaten/Zielgruppen** | **Botschaft/Inhalt** | **Form/Kanal mündlich/schriftlich?** |  | **Reflexion: Was hat sich bewährt? Was muss verbessert werden?** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
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