

# Communications Review Checklist

Use this 7-point checklist to confirm content is ready for distribution

Review Activity	Completed
1. <i>There are no typos or spelling issues</i>	
2. <i>It uses good grammar, including uncomplicated sentence structure and vocabulary that is easy to understand.</i>	
3. <i>The communication topic flows well from beginning to end. In other words, it makes sense to the reader.</i>	
4. <i>You provide people with the information/ability to do what you are asking so they can actually do what you are requesting of them</i>	
5. <i>Only have one topic in each piece or section. If you ask readers to do either/or, it means they have to decide something, and the decision is usually to scroll away or close the mail.</i>	
6. <i>If you use a photo or video, make sure it is relevant to the purpose. Otherwise it's confusing for the reader/viewer, and confusing does not get them to take any action.</i>	
7. <i>Make sure there is good use of white space so the eye can easily move around through the piece. This may sound odd, but think about it. A block of text is not inviting to anyone. Use lots of paragraph breaks, bullets/points, and even subtitles, to break up the text and be inviting to the eyes.</i>	