

Writing Checklist

Planning	<input type="checkbox"/> Do I know who my target audience is? <input type="checkbox"/> Have I chosen the best method to communicate with them? <input type="checkbox"/> Is there a clear, single purpose to my message? <input type="checkbox"/> Have I thought about the benefits to my audience? <input type="checkbox"/> Will the audience know what I want them to do or understand?
Draft	<input type="checkbox"/> Is my subject line engaging and descriptive? <input type="checkbox"/> Is my message logically structured with the important information at the top? <input type="checkbox"/> Have I told the reader everything they need to know? <input type="checkbox"/> Have I told them how to find more information? <input type="checkbox"/> Have I used clear and simple language? <input type="checkbox"/> Is my message positive and encouraging?
Edit	<input type="checkbox"/> Have I reviewed my writing using the 'Writing Toolkit' ?
Review	<input type="checkbox"/> Have I tested my message or asked for feedback? <input type="checkbox"/> Have I rewritten my message if necessary?
Proofread	<input type="checkbox"/> Has my message been thoroughly proofread?
Design and layout	<input type="checkbox"/> Does my document follow the Federation brand guidelines ?

Need a hand?

Your Student Comms team are here to help. If you need guidance with the tone, the language or the feel of your message, or simply would like someone to cast an eye over what you have prepared, contact us via email: studentcomms.hq@federation.edu.au.