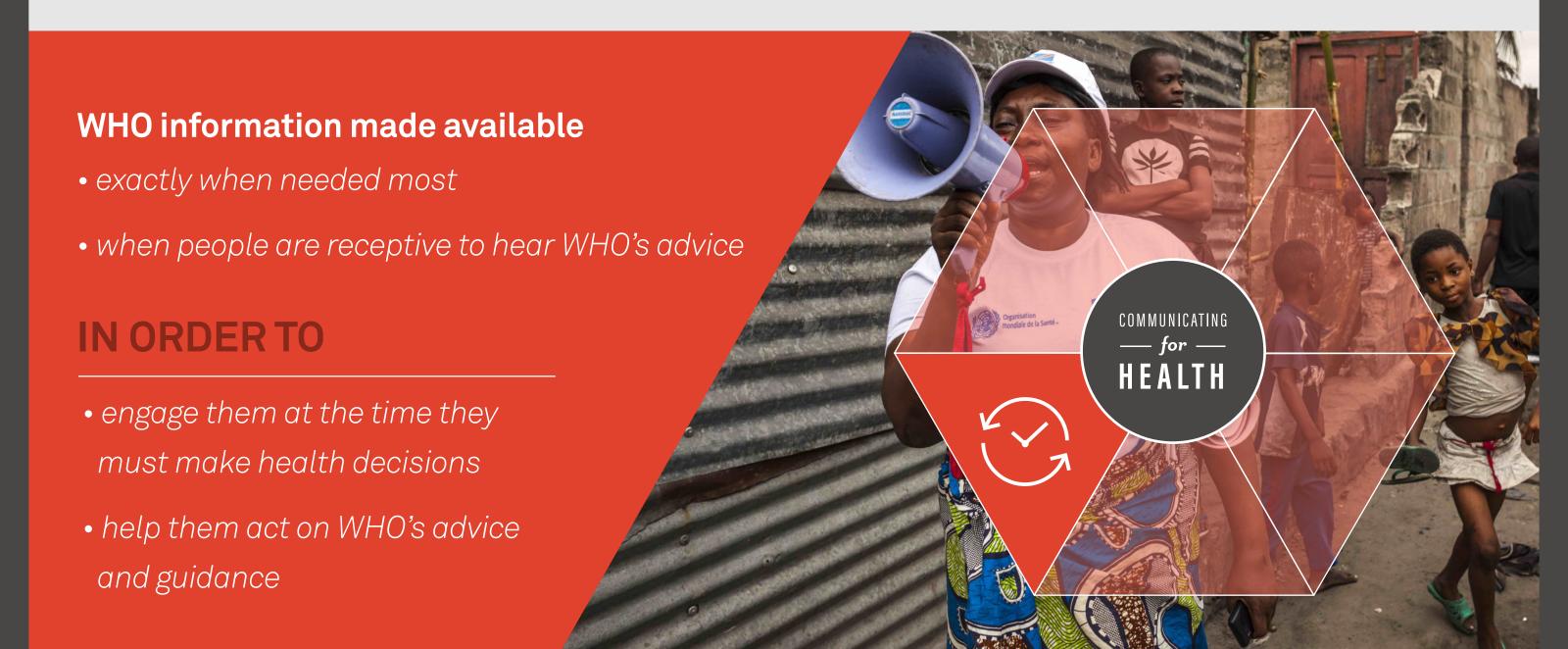


Principles for effective communications

TIMELY



How to engage audiences quickly in emergencies?

When will people have to make a health-related decision?

How to give audiences time to understand and act on your messages?

How to sequence messages to increase take-up of WHO's health advice?

···· When to engage with media?

How to involve and coordinate with partners?

HOW TO MAKE YOUR COMMUNICATIONS TIMELY?

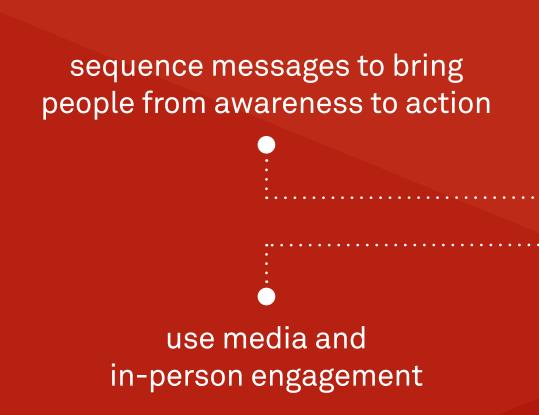
WHAT TO

ASK WHEN

PLANNING









BUILD THE CONVERSATION

deliver health messaging at times agreed with partners

time the release of your stories to show momentum

schedule webinars, Facebook hangouts, Twitter chats, YouTube, Periscope, Storify and other channels' use

