DIGITAL SUSTAINABILITY COMMUNICATION
SELF ASSESSMENT TOOL

How do we communicate sustainability?

Objective	Measures	
Fix the basics of communication	✓ We know what the purpose of the content we publish is. ✓ We write to the reader. ✓ We post content that our readers find interesting. ✓ We comply with copyrights and obtain permission to publish, if necessary. ✓ We only talk about one thing in one publication.	✓ We write closely and divide the text into paragraphs. ✓ We end the publication on a positive note. ✓ We publish the links to the channel in the best way. ✓ We know how to spell our company and product names and we always use the agreed spelling.
Choose the most appropriate forms of communication	✓ We choose the format of the sustainability message (e.g. blog, newsletter, social media post) according to the target group and purpose.	✓ We find out about the requirements of the form of communication in question. ✓ We prepare our messages to meet the requirements of the form of communication and the channel in question.
Publish sustainable content systematically	✓ We have drawn up a social media strategy. ✓ We have prioritised the social media channels. ✓ We use a content calendar.	✓ We create content creatively (questions, competitions, holidays, topics related to our own activities, e.g. recommendations from our customers) ✓ We schedule the publications when necessary.
Choose the appropriate language and words	✓ We use precise words that are as unambiguous as possible to describe our sustainability. ✓ We avoid vague and too general, abstract words related to sustainability, such as sustainable, green, eco, organic, local. ✓ We use active and direct language that speaks to the recipient (e.g. "Sort your rubbish!").	✓ We use the "We" form to communicate our own actions and goals. ✓ We use clear and simple language. ✓ We check and correct the language and spelling errors in the content.
Ensure the appropriate tone	✓ We ensure a consistent tone of voice among content creators. ✓ We have agreed on whether to use colloquial or standard language in our social media posts.	✓ We use emojis, exclamation marks and other accents as agreed. ✓ We use our tone of voice to show empathy.

Communicate in a compelling manner	✓ We know what we want to appeal to in our recipient. ✓ We appeal to the benefit that the recipient receives. ✓ We appeal to the recipient's feelings and good conscience. ✓ We appeal to the experience the recipient has received. ✓ We appeal to the recipient's sustainability awareness.	✓ We appeal to the guilt of the recipient. ✓ We appeal to the recipient with facts and concrete examples of our sustainability. ✓ We talk about our sustainability without exaggerating. ✓ We talk about our sustainability honestly. ✓ We talk about our sustainability without misleading the recipient.
Increase interaction	✓ We are actively present in our chosen channels. ✓ We have agreed whether we answer all of the questions asked of us on social media. ✓ We treat everyone equally. ✓ We are empathetic to the parties engaged in communication. ✓ We have agreed on how we respond to criticism.	✓ We do not delete comments unless they are spam. ✓ We answer questions within 24 hours. ✓ In our posts, we encourage action: give a thumb up or like. ✓ We address people by their first names. ✓ We like all positive comments.
Communicate visually	✓ We publish pictures. ✓ We publish videos. ✓ The images we publish are visually interesting: colourfulness, happy people/animals. ✓ We only use high quality images/videos. ✓ We credit the persons who took the photos/videos.	✓ We also use authentic, "rougher" images of our natural environment. ✓ The videos we publish are scripted (what, why, length). ✓ We make sure that the audio quality of the videos is good. ✓ We keep the videos short. ✓ We use sustainability symbols, such as badges, certificates and stamps in our publications.