



QUICK COMMS CHECKLIST

This checklist is based on Animal Think Tank's *Communications Toolkit* and their social science research. Use it as a quick sense-check of your campaign communications plan. Treat it as guidance, not rules, and ideally test what works with your audience.

Audiences and next step

- We can describe our primary audience, and what matters to them (in 1-2 short sentences).
- We can name one specific next step we want this audience to take (small, doable, meaningful).
- Our tone invites reflection and curiosity (questions / "imagine if ...") rather than telling people what they should think, feel or do.

Example audience + next step

- **Audience:** People who already care about animals and health, feel uneasy about factory farming, but aren't sure what the alternative looks like and don't want farmers to suffer.
- **Next step:** Add your name to a national call to phase out factory farming and support farmers who want to move into arable farming.
- **Tone:** "Imagine a countryside where no animals live in sheds or cages, and farmers are paid well to grow plant-rich food that's good for all of us. By backing a UK plan to phase out factory farming, we can be the generation that ends industrial animal suffering for good." (Invites reflection, doesn't accuse.)

Core narratives (pick one to centre)

- We're clear which persuasive narratives this campaign foregrounds, and how they work together.
- Across the campaign, we have core narratives we keep returning to, such as:
 - Animal Abilities** - other animals' emotions, intelligence, relationships
 - Social Progress** - this is the next step towards a fairer, kinder society
 - Values & Morality** - as caring people, this is the right thing to do
 - Bigger Us** - shared home, shared experiences, shared future

Example core narrative:

- **Campaign:** A UK roadmap to replace testing on animals with modern, human-relevant science.
- **Key narratives:** Social progress + animal abilities + values and morality
- **One big idea:** "Most of us want life-saving medicine that doesn't make anyone suffer for it. But right now, thousands of dogs, monkeys and rats endure painful tests in UK laboratories, even though kinder, more reliable methods already exist. By backing a UK plan to fully replace testing on animals with modern, human-relevant science, we can protect people and animals - and show that real progress means leaving cruelty and out-of-date science behind."



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Message structure (for longer messages)

Do our images or words answer these?

- **Values:** Why should our audience care?
- **Violation:** What is happening that goes against our shared values? (+ who is responsible? - e.g. companies, laws - and why are they doing this? - e.g. profit)
- **Solutions:** What change(s) is needed (and how is it already starting to happen)?
- **Vision:** What does a better future look like, and how does it benefit us all - humans and other animals?
- **Action:** What's one clear ask that is specific, doable (a first/next step) and feels meaningful?

Example - For a longer message driving to a petition to end horses being forced to race:

- **Values:** Most of us believe no one should be pushed to risk their life for someone else's entertainment or profit.
- **Violation:** Yet thousands of horses are still forced to race at high speeds, breaking bones, collapsing and being killed by an industry that profits from them.
- **Solutions:** We can end horses being forced to race, while supporting workers and communities to move into kinder forms of work.
- **Vision:** We can become a country that protects horses, so they're free to live, play and grow old in safety.
- **Action:** Add your name to call on the UK government to end the racing of horses.

Language and imagery (quick sense check)

- We use animal-first, active language (e.g. horses forced to race, testing on animals)
- We avoid industry terms and euphemisms (e.g. killing not 'culling' or 'depopulation')
- We use inclusive language (e.g. people who care about animals)
- We show what we're for - not just what we oppose
- Where possible, we include images that show individuals with dignity/agency, as well as them suffering, to inspire connection rather than pity.

Backfire scan + quick test (A/B)

- Have we avoided shaming or blaming the audience, or implying they are the problem?
- Does the message inspire hope and centre shared values, rather than focus mainly on harm?
- A/B test - change one thing (word, image or ask) and compare your key metrics.

Want to dive deeper?

See our other in-depth checklists on: audiences, framing, narrative and messaging

