**Shape, rectangle

Description automatically generatedTool 21. Media mapping**

**METHODOLOGY:**

**In the Tool 21 template below: In Column 1 provide the name of the media channel/contact or social media influencer. In Column 2 enter the potential audience/followers of that channel/influencer. In Column 3 enter details of the message you want to give to audiences. In Column 4 provide details of what you want to use the audiences to do as a result of receiving the message. In Column 5 describe the particular method of reaching audiences.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media/social media channel/ contact** | **Reach/audience of media channel** | **Message to convey** | **Aim of media engagement** | **Method (news release, briefing)** | |
| **1. Intervention/NAP area:** | | | | |  |
| **2. Advocacy objective:** | | | | |  |
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