



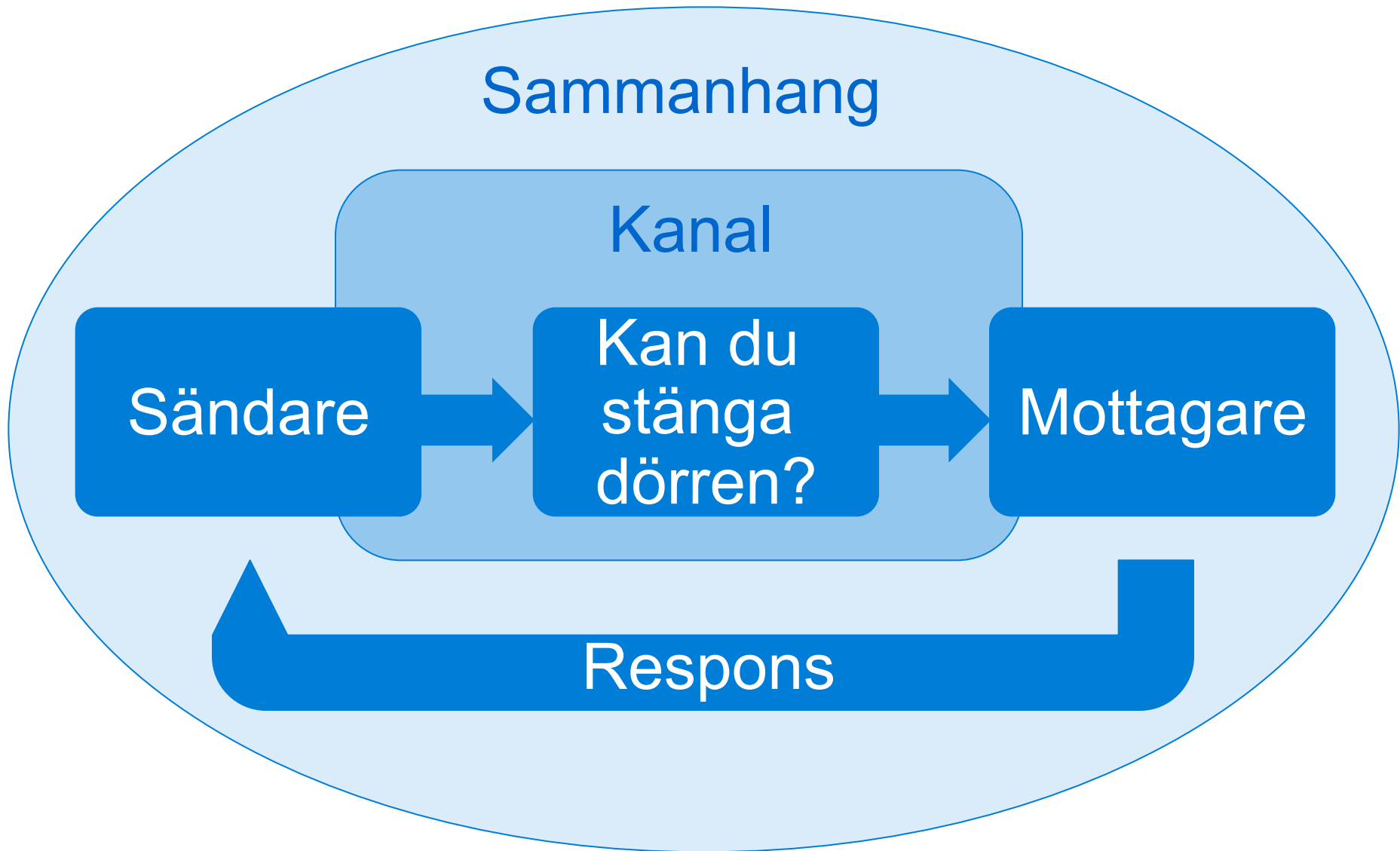
# Rätt information till rätt person i rätt tid

Emmy Lundh  
Kommunikatör

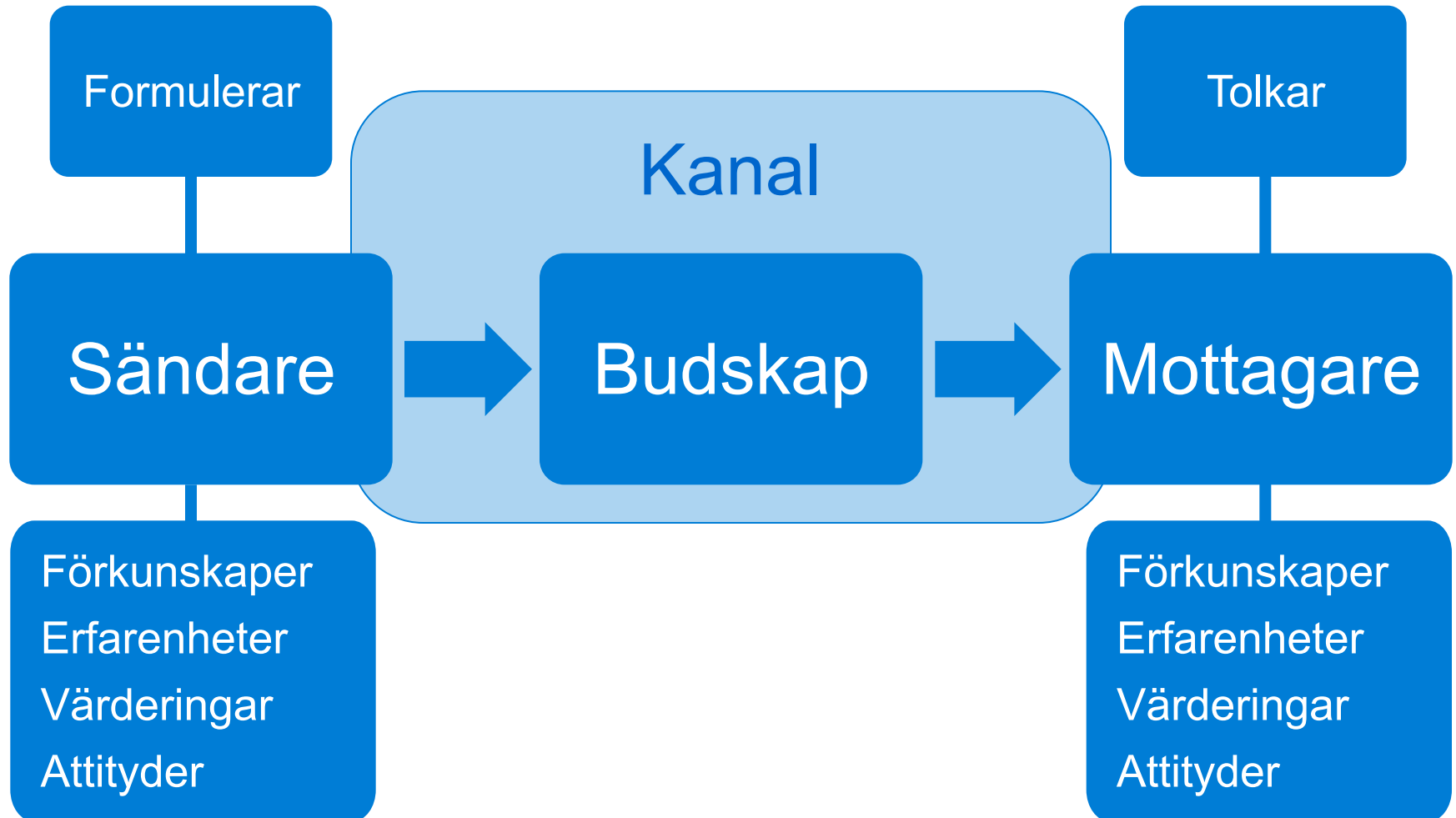
# Sändare-mottagare-modellen



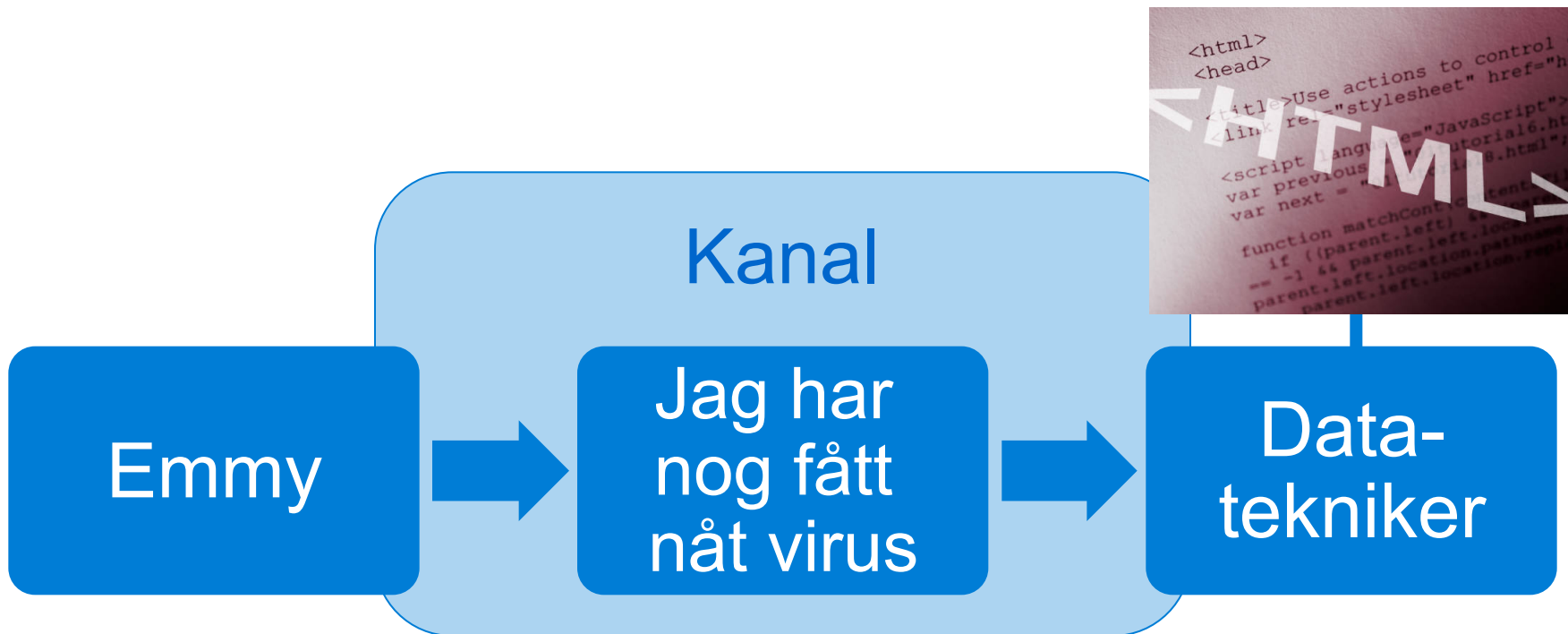
**"Behandlande läkare har tagit hand om knäna och skickat dem till röntgen."**



# Den meningsskapande modellen

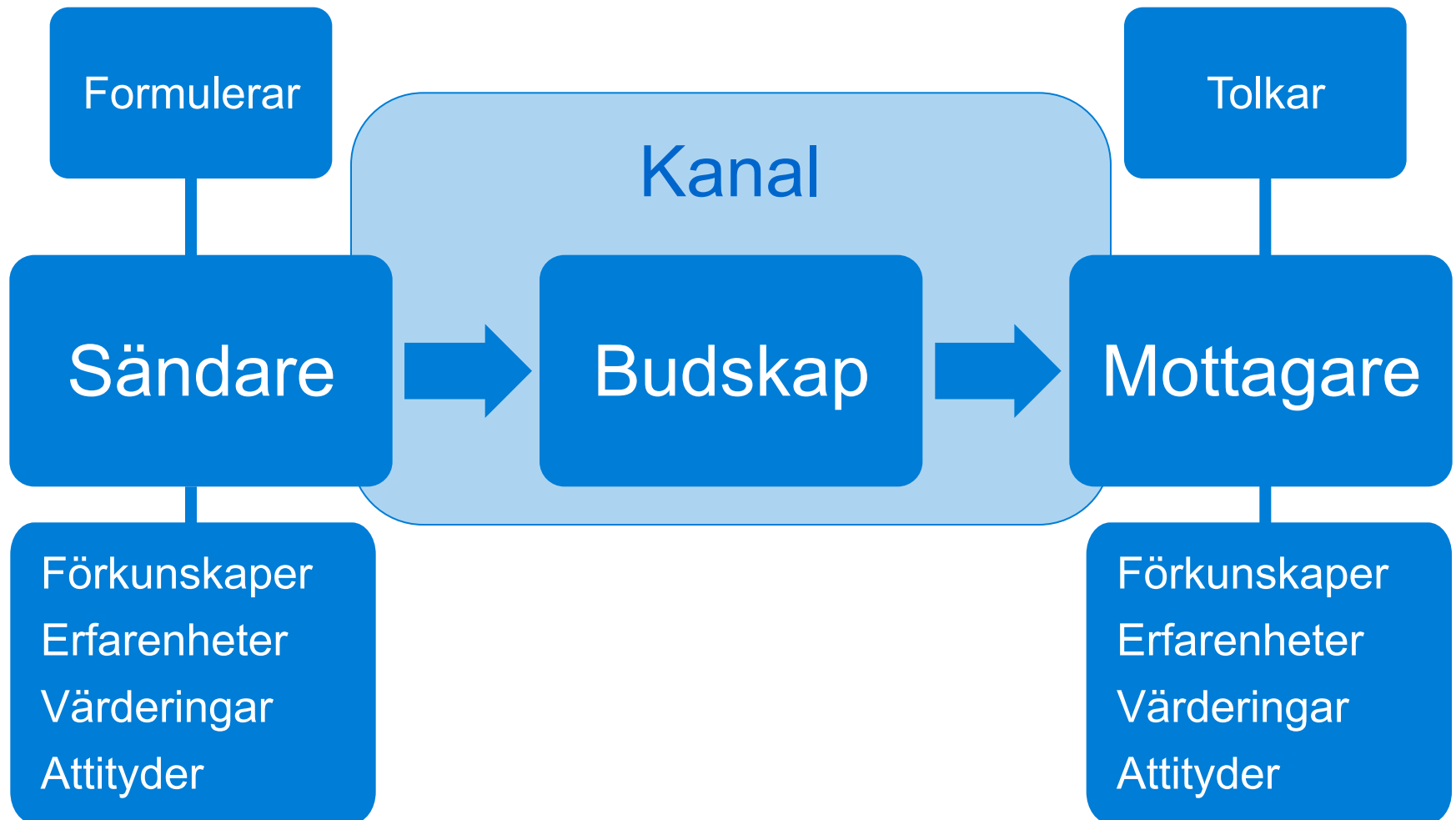








# Den meningsskapande modellen



# Synsätt

Sändare-mottagare

Meningsskapande

# Strategi

1

2

3

4

Mål



Veta

Tycka

Göra

Mål

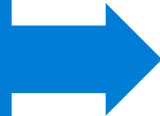
Målgrupp



Mål

Målgrupp

Budskap



Volym

Närhet

Vad  
Varför

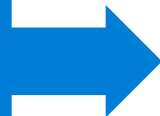
Vem  
Hur

Mål

Målgrupp

Budskap

Kanal



Samtal

E-post

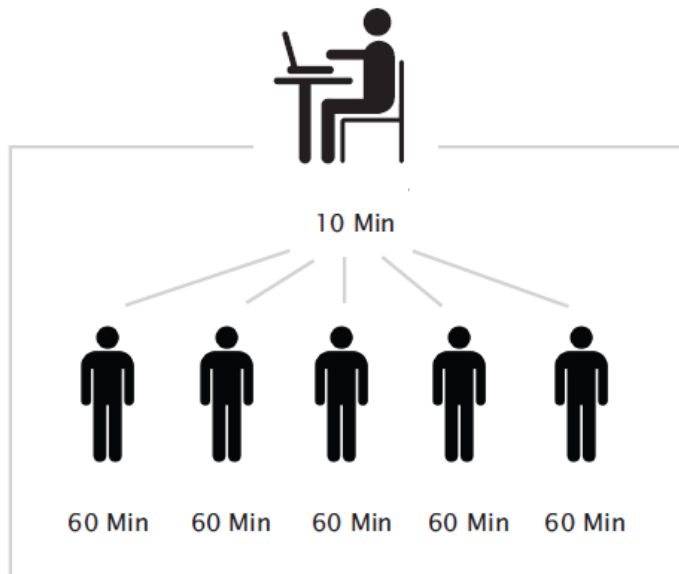
Intranät

Nyhetsbrev

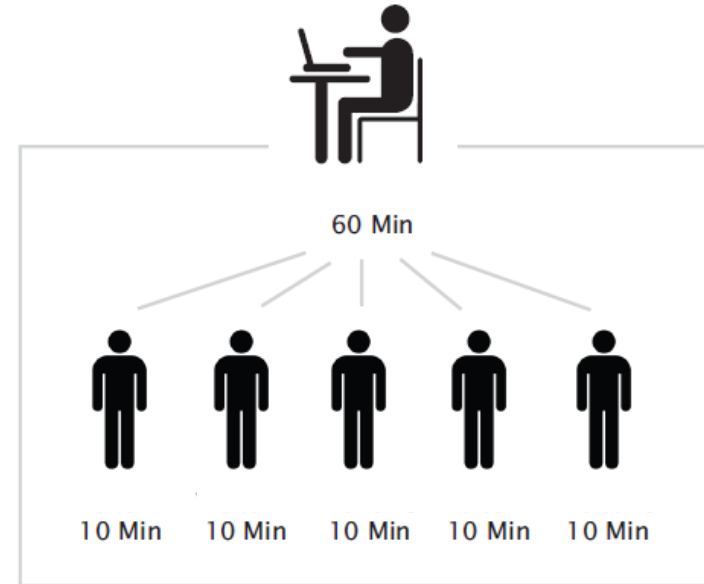
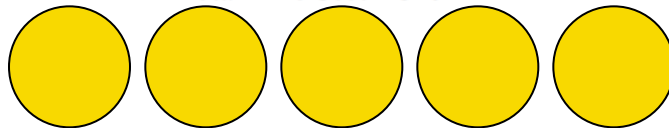
Möten



# Målgruppsanpassning



Total Time Cost = 310 Min



Total Time Cost = 110 Min





# Synsätt

Sändare-mottagare

Meningsskapande

# Strategi

Mål

Målgrupp

Budskap

Kanal

An underwater photograph of a coral reef. The scene is dominated by a large, flat, fan-shaped coral in the foreground. The reef is covered with various types of coral, including branching and rounded forms. A large school of small fish is visible in the upper half of the image, swimming in the clear blue water. The lighting is bright, suggesting a shallow depth, and the overall color palette is a range of blues and greens.

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