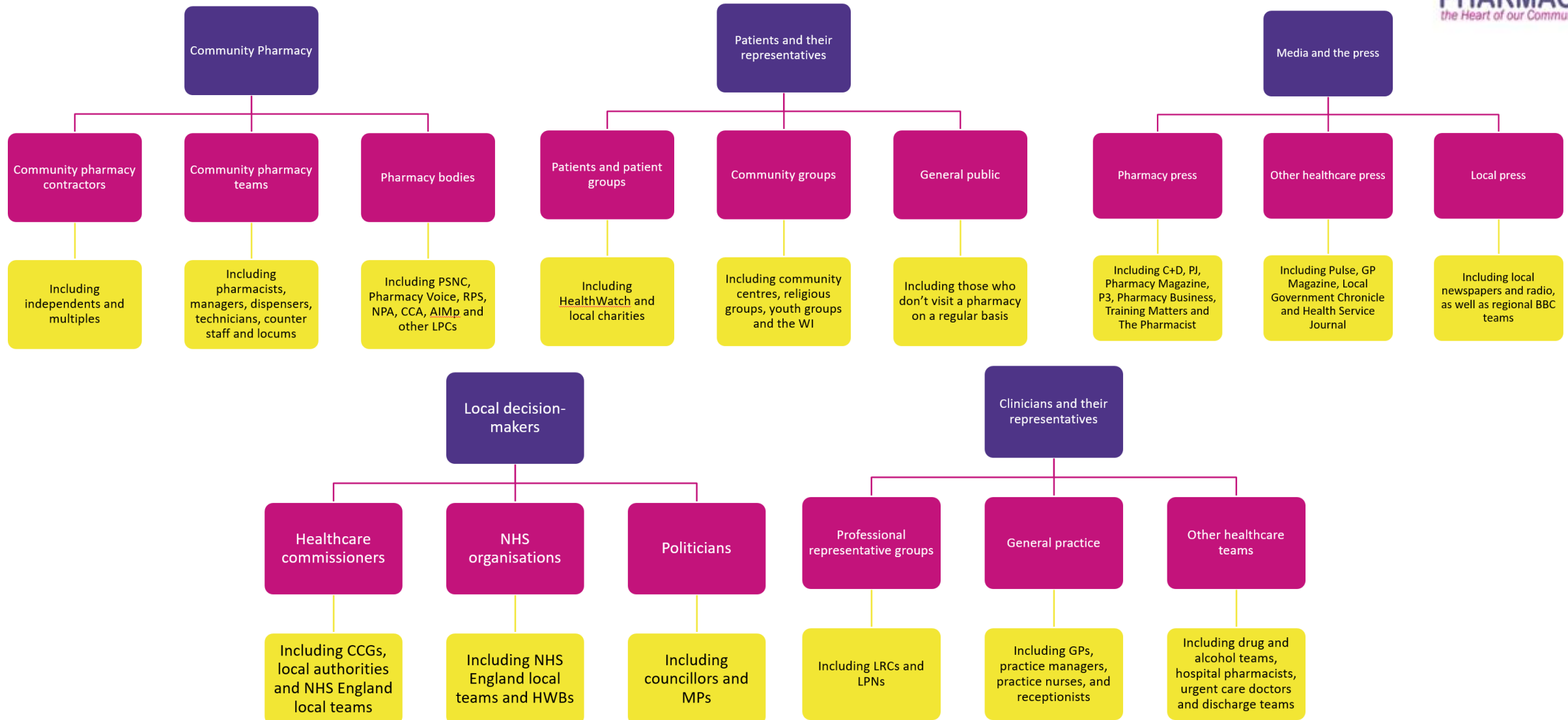


# Digital and Social Media Training

Stakeholder messaging

# LPC Stakeholders list



# Key Messaging Matrix

Key Message	Representation	Knowledge	Trust	Usefulness/ availability	Combat negative view of ineffectual/ out of date
Stakeholders					
Community Pharmacy	X		X		X
Patients & their reps	X	X			
Clinicians & their reps		X	X	X	
Local Decision Makers	X			X	
Media & the press		X			X