Social Movement Action Framework:
A framing checklist

Use the checklist below to evaluate your framing and reframing and other communication materials developed to promote the shared concern or desired change, urgent need for action and goals of the social movement.

The 'What' or 'Why' (or context) of the frame (or message):

- ⊘ Is it written in plain language so that it is understandable?

- ⊘ Does it identify what the need for change is regarding?

- ⊘ Does it indicate the values, if appropriate, that align with the change (e.g., responsibility, respect)?

- ⊘ Are the underlying values reinforced in accompanying words, images and/or metaphors?

- ⊘ Does it indicate that solutions exist? Do the solutions address the shared concern or desired change?

- ⊘ Does it inspire optimism and a belief in the power and courage of people to effect change (agency)?

- ⊘ Does it clearly describe the shared concern or desired change, its causes, and who is responsible for addressing the concern?

- ⊘ Does it indicate the urgency to take action? Does it make clear the risks if no action is taken?

- ⊘ Does it explain the history and context of the shared concern or desired change?

- ⊘ Is it orientated to the audience and their priorities?

⊘ Does it clearly indicate how people can get involved? Get more information? Know who to contact?

The tone of the frame (or message):

⊘ Does the message remain non-politicized and impartial by avoiding inflammatory attacks?

Visuals of the frame (or message):

⊘ Do the visuals support the message? Are they organized in a way to support and further understanding?

Numbers of the frame (or message):

⊘ Are numbers used sparingly and to support the narrative of the message? Are they explained first before presenting them so that you can explain their meaning?

Messenger(s) of the frame (or message):

⊘ Are the messengers used credible and trustworthy?

Reframing the frame (or message):

⊘ Are all of the elements of a frame – context, numbers, messenger, visuals, metaphors and tone - used?