

# Know your audience

To achieve your communications goals and targets you must understand who it is you need to reach, influence and engage with. You can't reach everyone, so be very specific and understand their needs, from what type of information they want to how they want to receive it. Recognize your limits and prioritize your efforts to get the most value from your investments.



## **Who are they?**

Can you describe this 'audience' as if they were an individual person? What are they like?



## **What do they care about?**

What do they care about? What matters to them? What excites them?



## **What do you want them to know?**

What information do you want them to know? What information is important they understand?



## **How do they like to get their information?**






What communications tools/channels do they like (e.g. news, social media, websites, videos, etc.)?



## **Who do they listen to?**

Are there any individuals who they might be more likely to listen to?

## Find the right tool to reach your audience:

				
Online	Publications	Events	Mass Media	Other
<p>Website</p> <p>Blog posts</p> <p>Newsletters</p> <p>Articles</p> <p>Social Media Twitter Facebook Linkedin Instagram</p> <p>Videos Youtube Vimeo Facebook</p> <p>Photos Tumblr Instagram</p>	<p>Reports Annual Reports Program reports</p> <p>Brochures</p> <p>Posters</p> <p>Info-graphics</p> <p>Fact-sheets</p> <p>Case studies</p> <p>Policy briefs</p> <p>Info-briefs</p>	<p>Community meetings</p> <p>One-on-one meetings</p> <p>Conferences</p> <p>Workshops</p> <p>Field trips / exchanges</p> <p>Community theatre groups</p> <p>Community cinema / screenings</p> <p>Campaigns</p>	<p>Newspapers</p> <p>Journals</p> <p>Magazines</p> <p>TV</p> <p>Radio</p> <p>Press kits</p> <p>Media trainings</p>	<p>SMS</p> <p>WhatsApp</p> <p>Phone calls</p> <p>Emails</p> <p>Personalized letters</p> <p>Presentations</p> <p>Word-of-mouth</p>