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# COMMUNICATION STRATEGY GUIDING QUESTIONS

Although there may be many audiences that you want to communicate with about your program, different audiences may be more or less important at different times. You can use these guiding questions to help you further develop a communication strategy around a particular high-priority audience.

1. **Audience:** With whom are you trying to communicate? What are their characteristics? How do they relate to your program?
2. **Your needs:** What do you want this audience to do with respect to your program?
3. **Audience needs:** What do you think your audience wants from your program?
4. **Priority message:** What do you want this audience to know? Think about what is *most* important.
5. **Stories, data, details:** What is most interesting to your audience?
6. **Secondary messages:** Is there anything else you want this group to know (a “nice to know” rather than a “need to know”)?
7. **Platform(s):** What is/are the best way(s) to reach this audience? How do they typically want to receive information?
8. **Staff and schedule:** Who on your team will do this work, and when will they do it?