Communications & Broader Engagement Toolkit

This toolkit guides synthesis teams on how to communicate research to a variety of audiences.

We recognize that, along with actionable science, synthesis research exists along a spectrum: from advancing an academic idea to informing decision makers and changing behavior.

- A communication strategy will also exist on a continuum, too, to communicate results and translate findings to a variety of audiences and only you and your team can determine what level of engagement is necessary.
- No matter where your research and communication goals fall upon the spectrums, a communication strategy can be tailored to your specific needs.

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Download the Toolkit (coming soon)
What are your goals?

Who are your audiences?

Academics
Journalists
Government Researchers
Regulators
Constituents
Decision Makers
Product Purchasers
Land Owners

What’s the best method to reach each audience?

Visualizations
Social Media
Multimedia Presentation
Land Owners
Newspaper Article
In-Person Presentation
Community Forum Talking Points

How is the communication with this audience meeting your goal?

Source URL: https://www.sesync.org/for-you/communications/toolkit

Links