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?

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<td>Journalists</td>
<td>Constituents</td>
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<tr>
<td>Government Researchers</td>
<td>Regulators</td>
<td>Product Purchasers</td>
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Who are your audiences?

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

What's the best method to reach each audience?

- Land Owners
  - Visualizations
  - Social Media
  - Multimedia Presentation
  - 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