FOREST AND CLIMATE INITIATIVE

TOOL 13
AUDIENCE MAP

FROM THE TREE OF PRACTICES TO THE FOREST OF KNOWLEDGE

A guide to identifying, capturing, sharing and communicating REDD+ Inspiring Practices

PURPOSE
This activity helps to identify the target audiences for sharing your REDD+ knowledge, as well as the messages that will resonate with them.

WHEN TO USE IT
When defining a communication strategy to share your REDD+ knowledge.

DESCRIPTION
- Creating a communication strategy involves defining the set of individuals, groups and organizations to whom we want to communicate findings, processes and lessons learned.
- Identifying the target audiences is crucial because the type of audience helps define the style and format of communication products.
- The example table can serve as a guide to understanding each audience's needs and the most appropriate communications channels to reach them.

Example table:

Audiences	Motivations	Message and central focus	Channels and formats
Who do we need to receive this information?	What is this audience's relationship with the topic?	What messaging will influence them?	How will we reach this audience? Will we connect with them through emails, social media, interviews, radio, tv, newspapers, face-to-face, reports, etc.? What languages will we use?