

Knowing your audience

We need clear, factual science communication to help ensure people are informed to make good decisions for themselves and their loved ones.

Information platforms are overflowing with content – factual and sensationalist – getting people’s attention and keeping it is getting increasingly difficult.

As a researcher, you are the expert on your field of study, however you are competing with misinformation, clickbait and cute cat videos for screen and brain space.

You can improve your chances of grabbing the overstimulated attention of your audience by distilling your key messages, the 15 second elevator pitch and using different content formats – as well as knowing your **audience**.

- **Who are they?**
fellow researchers, practitioners, specific community group, parents, school-aged children
- **What is important to them?**
impacts on their future research, improves operational response or safety, improves safety during a natural hazard, better prepares families ahead of natural hazards, improves understanding of/anxiety/reduces impact of natural hazards
- **How do they get their news and information?**
scientific publications, industry press and communications channels, social media, newspapers, television, radio, online news
- **What will make your information relevant and relatable to them?**
Why should they care? How does it affect them? What problem have you solved for them?

Once you know who you’re communicating with, you can develop and tailor your key messages to each group in a way that will resonate with them most.

For more information or advice, visit www.naturalhazards.com.au or contact Natural Hazards Research Australia’s communications team:

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