FROM THE TREE OF PRACTICES TO THE FOREST OF KNOWLEDGE

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

TOOL 13
AUDIENCE MAP

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:

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Motivations</th>
<th>Message and central focus</th>
<th>Channels and formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who do we need to receive this information?</td>
<td>What is this audience’s relationship with the topic?</td>
<td>What messaging will influence them?</td>
<td>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?</td>
</tr>
</tbody>
</table>
