



Dissemination Tip Sheet

Consider Your Audience

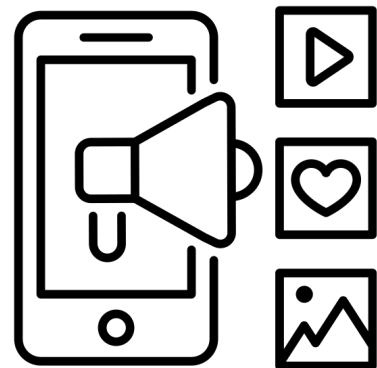


- Consider who your audience is before choosing the type of content and invite a few members of that group to weigh in on your dissemination strategy
 - i.e. *If you were trying to reach youth for your YAB you could invite a few teens to join your dissemination discussion*
- Meeting with a few of your audience members can help you determine what platforms or types of content your audience prefers
 - i.e. *The teens you invited for your dissemination discussion say that all of their friends are on TikTok and enjoy short videos*
- Consider what motivates your audience, what do they hope to get from your work?
 - i.e. *Teens are looking for ideas for screen-free activities*

Choose the Type of Content

Choose the type of content based on the audience considerations above. We recommend that you use multiple modes of dissemination for the same campaign.

- Newsletters and workshops
- Website and videos
 - *Rather than building something from scratch, go to where they are already watching something*
- Live streams and podcasts
 - *Include different stakeholders and trim content to digestible snippets*
- Social media
 - *Near peers might be more effective than celebrity influencers*
 - *Utilize visual content*
- Press releases
- One-pagers
 - *For different audiences focused on relevant findings*
- Visual and graphical representations of findings
- Webinars
- Community forums



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