

Science Communication Starter Pack

WHY IT MATTERS

Strong science communication builds trust, deepens understanding, and connects research to real-world impact. Ensuring your research becomes actionable starts with defining your communication goals and identifying your audience *with your team*. By doing so early on, you can intentionally integrate communication strategy into your project.

Defining Your Goals as a Team

In your first few meetings...

Discuss:

- What do you want your research to **accomplish**?
- How do you want your research to be **used**?

Remember:

- More than just telling people about something, think about what you want them to **do** with the information
- You are trying to reach a **specific audience**, not a general audience
- Goals and audiences can **evolve** throughout the project



Examples of Goals



Change Behavior

Advance Workflows

Influence Policy

Build Partnerships



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Identifying Your Audience



Defining your goal leads to the next step in a strategic communication plan—who needs to know about and how to use your findings?

Ask yourself:

- Who are you **engaging with**?
- Who needs to know about your findings in order to reach your overall goal?
- Whose **knowledge, attitude, or behavior** must be **changed** in order to meet your goal?

Where to Go Next



Check out these resources for more information on how to build out your communications strategy

COMPASS
Message Box



Different Audiences,
Different Messaging



Giving Better
Feedback



Creating a Scicomm
Plan for Your Lab

