Section 3: Who do you need to reach?

○ **Whose behaviours need to change?**

○ **What can you learn about your priority audience(s)?**

○ **Who are the people who most influence your priority audience?**

○ **What are they doing and saying online?**

Section 3-
Prioritize audience(s) - Who do you need to reach?

3

Who Do You
Need to Reach?

3ᴬ

Whose Behaviours
Need To Change?

3ᴮ

What Can You Learn
About Your
Priority Audience(s)?

3ᶜ

Who Are The People
Who Most Influence
Your Priority Audience?

3ᴰ

What Are They Doing
And Saying Online?

W3
Priority
audience
profile

4

What Do You
Want Them To Do?

3ᴬ Whose behaviours need to change?

Importance ★ ★ ★   **Time** ★   **Cost** ★

Summary
Be very specific about who needs to take action in order to reach your objectives. "Everyone" or "the general public" is not precise enough to be helpful as you design your strategy.

Why is it important?
The clearer you are about which specific types of people to include in your priority audiences, the more effectively you can tailor your outreach to them. A one-size-fits-all strategy does not fit anyone very well. *Begin with your objectives and try to define which specific people in that category should take action.*

Key Considerations:

1

Use what you know about the problem and how it can be addressed to figure out what types of people are able to take relevant actions. At what level in the socio-ecological model does it make the most sense to intervene?

2

Just as important as saying who you will include in your priority groups is identifying who you will NOT include. Not everyone is in a position to take action on a particular aspect of the problem. You can also specify the geographic area to focus on, if your program serves a particular community.

Action steps:

1

Review the objectives you previously created. Can you get more specific on who needs to take action on each objective?
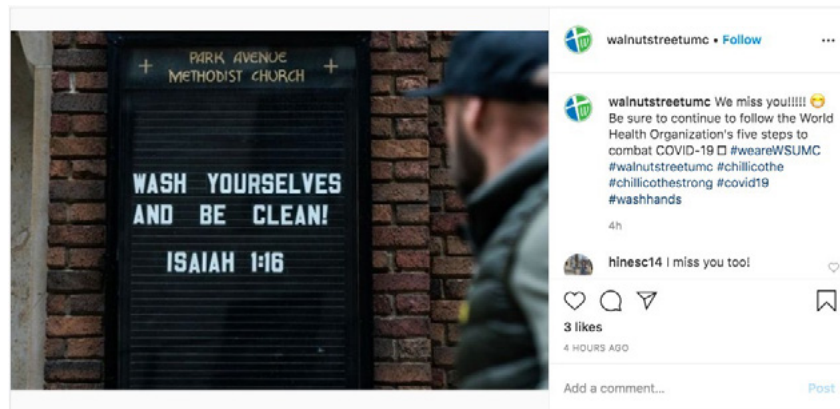
2

Use existing research to help you hone in on which groups' behaviour changes can make the biggest difference on the problem.
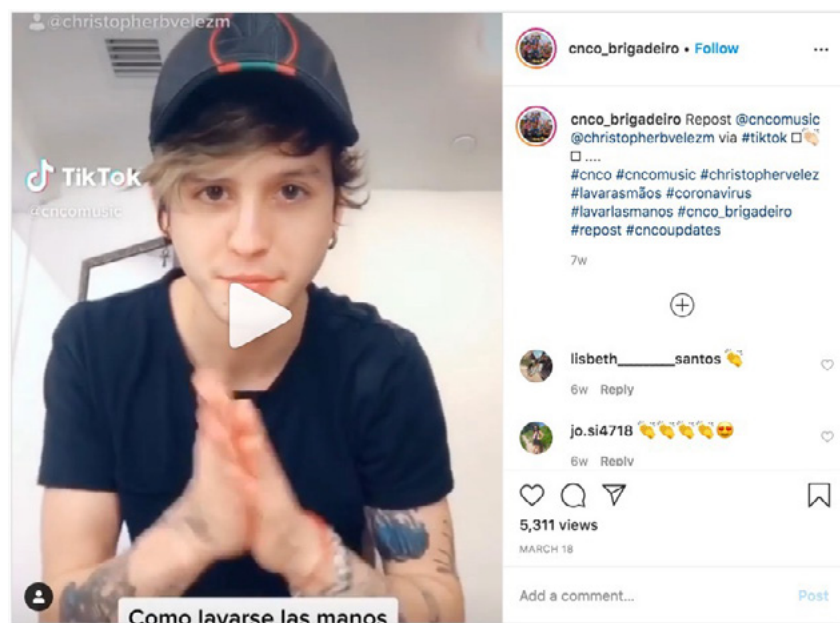
For more information:

- SBCC for Emergency Preparedness Implementation Kit – Selecting Priority Audiences

- Identifying and Prioritizing Audiences

Example:
Same Topic, Different Audiences, Different Approaches

https://www.instagram.com/p/B_0b8-9lja9/

https://www.instagram.com/p/B92fSr8J1Zq/

3ᴮ 🎯 What can you learn about your priority audience(s)?

Importance ★ ★ ★   **Time** ★ ★ ★   **Cost** ★ ★ ★

Summary

Talk to the people in your priority audience(s) to understand what they already know about the problem, what will be motivating for them, and what barriers stand in their way to adopting key behaviours.

Why is it important?

Whether you call it "research" or just "getting to know your audience better," this step is critical for the success of your program's social media outreach. Ideally, you would conduct formal research, such as surveys, focus groups or interviews with people in your priority audiences, *to explore how they think about the issue, what they're already doing (or not doing) and why.*

Even if you cannot invest in formal research, there are many ways of finding information about your priority audiences—through secondary research that other programs have done with similar audiences, or by talking with audience members informally. In later steps you will also learn more about them by seeing what they're saying online   .

Here are some of the types of information you need to know about your priority audiences to help you design messages and materials that will be optimized for behaviour change:

- **Demographics** – sex, age, life stage, socioeconomic status, ethnicity, language, literacy levels

- **Psychographics** – lifestyle, values, personality type

- **Risk factors** – medical history, health status, home/neighborhood disaster readiness

- **Knowledge** – facts they don't know, misinformation they believe, where they get their information

- **Attitudes** – opinions and beliefs about the problem and related behaviours, benefits and barriers they see to behaviour change, perceptions of social norms

- **Behaviours** – what they currently do related to the issue, frequency, in what circumstances, whether they are using social media

Key Considerations:

1

Not all characteristics of your priority audiences will be relevant for you to focus on for behaviour change. Invest more effort on reaching people with the traits that likely have an impact on their disaster preparedness decision making or in how you will be able to reach them. For example, specific knowledge and attitudes may be more important than demographic factors in whether they take action, but demographics like language spoken or age may be very relevant to how you reach them online.

2

You can use the ideas of "high risk" and "high opportunity" to prioritize audience groups with particular characteristics. Who is most at risk of the problem if they don't change their behaviours? Who is most ready to make a change? These two groups don't always intersect, but sometimes by focusing efforts on those who are most ready, you can create momentum that then reaches the higher risk groups.

Action steps:

1

Decide what type of information to collect directly from members of your priority audiences, and which research methods to use. Talk to as many people as you can to learn about how they think about the problem, what motivates them, and the barriers that stand in the way of behaviour change.

2

Find secondary research on similar audiences to supplement what you are able to collect yourself.

3

Prioritize the most important characteristics based on "high risk" and "high opportunity" groups.

For more information:

- How to Do an Audience Analysis

- How to Do Audience Segmentation

- Behaviour Change Communication in Emergencies Toolkit – Part 3: Tools

- Formative Research for Assisting Behaviour Change

Example:

In a study for the Global Disaster Preparedness Center, researchers found three distinct audience types when it comes to disaster preparedness digital engagement, which could extend to social media. Based on their different characteristics, each would need a specific type of strategic approach. They are:

1. **Preppers** – who have extensive experience in disaster preparedness or the emergency field, along with an extensive preparedness ecosystem. Disaster-related alerts trigger them to turn to other sources to confirm the information, then they take preparedness action and transmit the information to other people in their network.

2. **Learners** - who are interested in using technology for learning and exploring new knowledge about disaster preparedness. When they develop a sense of trust in an information source, they fill their own knowledge gaps and gain confidence in their own ability to act in emergency situations, becoming motivated and ready to act.

3. **Trustors** – who are not necessarily predisposed toward preparedness, but their relationship with and trust of another person in one of the other types leads to their taking action.

Source:*https://www.preparecenter.org/sites/default/files/strategies_for_effective_msging_in_rcrc_digital_design_final.pdf*

3⁹ Who are the people who most influence your priority audience?

Importance ⭐ ⭐　　　　　　　　**Time** ⭐　　　　　　　**Cost** ⭐ ⭐

Summary

Identify the people who your priority audiences trust and pay the most attention to in their lives. They may be an even more significant group to mobilize in order to reach your priority audiences.

Why is it important?

No person is an island. *Everyone is influenced to some extent by the other people in their lives.* These influencers may include people like parents, spouses, teachers, doctors, local or online celebrities, or community leaders.

Key Considerations:

1

In order to identify the likely influencers on the behaviour of your priority audience, ask them who they think is most knowledgeable and credible on your issue. Who would they go to with questions? Who do they admire and want to be like? Who is most associated with the issue?

2

If you choose to add an influencer group to your outreach, you'll need to follow the same process for that audience to develop your social media strategy that you are using for the primary priority audiences.

3

You can choose to work with individual social media influencers, either directly or through an agency, depending on how they operate. The most popular online celebrities generally charge a fee for sponsored posts, though you can likely find many who would share your information as a public service at no cost. Influential accounts can also be identified through social listening or other analysis to see whose posts your audience likes or talks about most.

Action steps:

1

Include questions about influencers when you talk with members of your priority audiences.

2

Consider whether it makes sense to add an influencer group as an additional priority audience.

3

Keep a list of potential individual social media influencers to work with when you are ready to design your social media engagement plan.

For more information:

- How to Do an Audience Analysis
- How to Do Audience Segmentation
- Behaviour Change Communication in Emergencies Toolkit – Part 3: Tools
- Formative Research for Assisting Behaviour Change

Example:

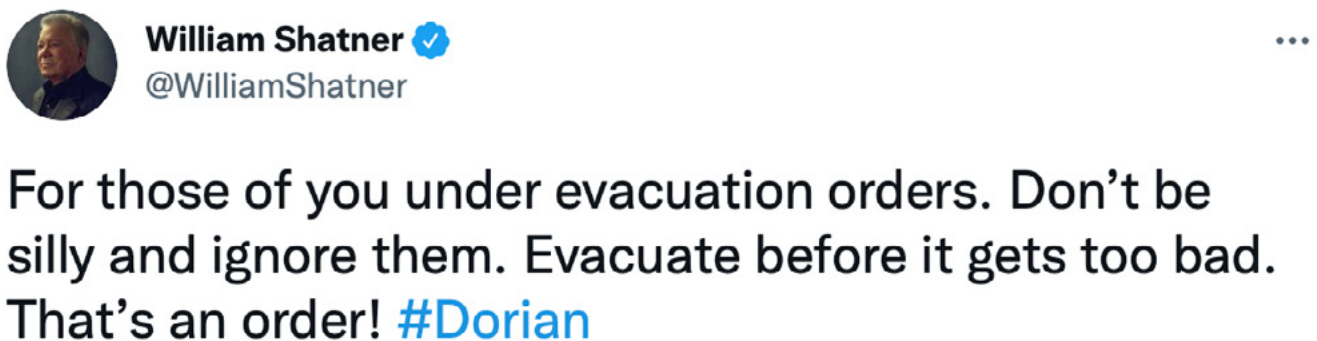# 3D What are they doing and saying online?

Importance ★ ★   **Time** ★ ★ ★   **Cost** ★ ★

Summary

Understanding your priority audiences' online activity is critical for designing an effective social media strategy to engage them.

Why is it important?

Throughout the strategy design and content development process, *you need to have a good idea of how your priority audiences use social media and other online sites.* This means learning where they spend their time online, what they are doing there, and what they post about your issue.

Analyze your audiences' social media habits, or "technographics," such as:

- Do they use social media regularly? (If not, this is likely not the right way to reach them!)
- Which social networks are they most active on?
- Which accounts do they follow that they consider trustworthy and influential?
- What are their social media use patterns? Do they tend to lurk and just read what other people post? Do they interact with other people? Do they post their own content?

Use "social listening" to learn what people are saying on social media about your issue (see 8B for more details). Numerous social media analysis tools offer methods of tracking conversations via keywords and hashtags, so you can find out how people are talking about your issue and organization. Also important is learning which words they tend to use related to the topic, so you can talk to them in their own language.

Key Considerations:

1

A great deal of secondary data exists on where different groups can be found on social media, and how they are using the sites. This can help get you started when looking at demographics like age, sex, ethnicity, country, etc.

2

Find out which online news and information sites your priority audiences spend time on in addition to social media, to get a sense of their digital lives and how it all fits together.

3

Social listening is an important research method to use throughout the social media development and community engagement process. Tracking what people are talking about online in relation to your topic is critical to be able to address gaps in knowledge and negative attitudes, as well as to take advantage of social media trends that can make your posts more relevant.

Action steps:

1

In your research with the priority audiences, be sure to ask them which social networks they use regularly and what they do on them, as well as where else they spend time online.
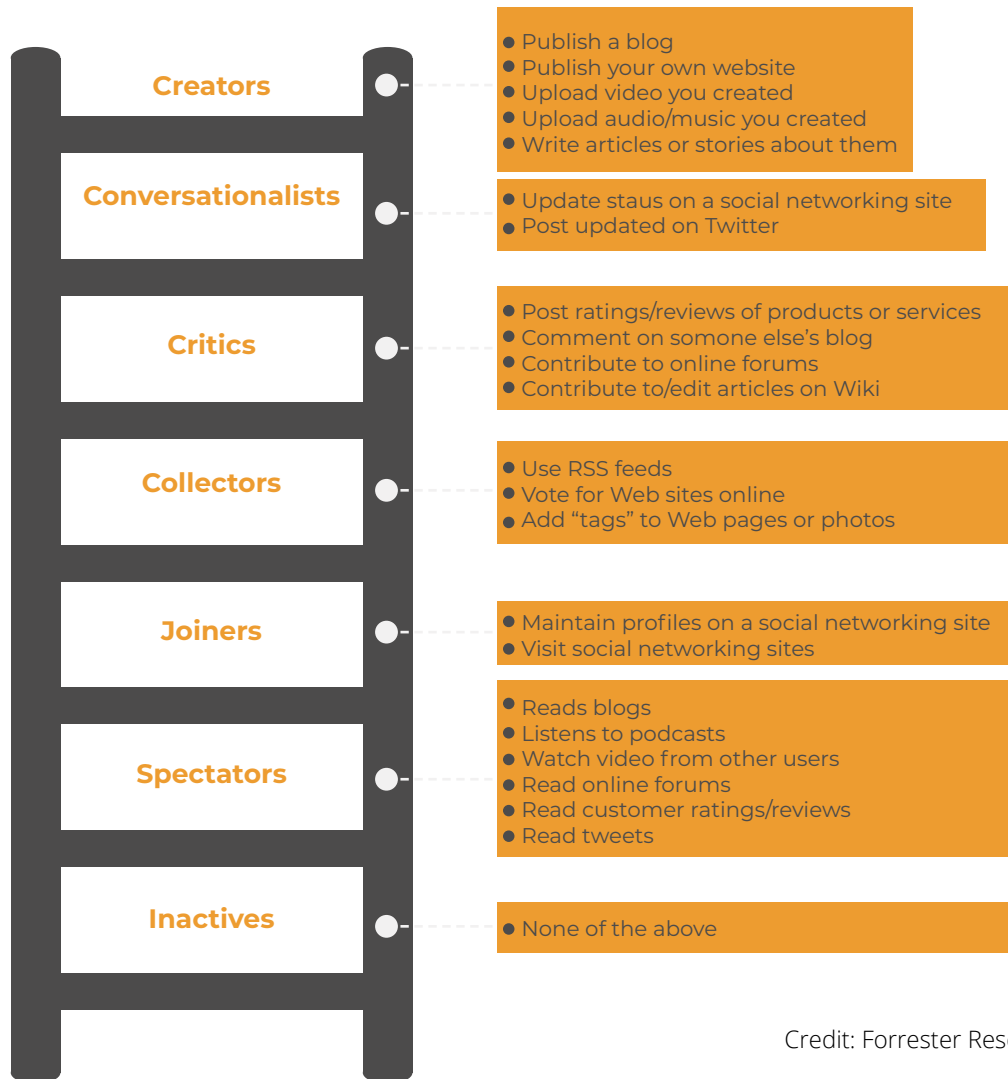
2

Set up a social listening system to start to understand what people in your audiences are talking about on social media.

For more information:

- For more information on behaviour change documents go to the: CEA HUB
- Social Technographics Profile
- What is Social Listening, Why it Matters, and 10 Tools to Make it Easier

Example:
What are social technographics?

Creators
- Publish a blog
- Publish your own website
- Upload video you created
- Upload audio/music you created
- Write articles or stories about them

Conversationalists
- Update staus on a social networking site
- Post updated on Twitter

Critics
- Post ratings/reviews of products or services
- Comment on somone else's blog
- Contribute to online forums
- Contribute to/edit articles on Wiki

Collectors
- Use RSS feeds
- Vote for Web sites online
- Add "tags" to Web pages or photos

Joiners
- Maintain profiles on a social networking site
- Visit social networking sites

Spectators
- Reads blogs
- Listens to podcasts
- Watch video from other users
- Read online forums
- Read customer ratings/reviews
- Read tweets

Inactives
- None of the above

Credit: Forrester Research, Inc.

Worksheet 3 -
PRIORITY AUDIENCE PROFILE WORKSHEET
ACCESS WORKSHEET ONLINE HERE

1.

What are the key groups whose behaviours need to change to make a difference on the problem, based on your objectives?

_____

_____

_____

_____

_____

☐ Secondary research (existing data about similar audiences)
☐ Interviews
☐ Focus groups
☐ Survey
☐ Other _____
_____

2.

What kind of research will you do to learn about your priority audiences?

3.

Based on the results of your research, what are the most relevant characteristics of your priority audiences for this issue? (Fill out one worksheet for each audience.)

a) Demographics
_____

b) Psychographics
_____

c) Risk factors
_____

d) Knowledge
_____

e) Attitudes
_____

f) Behaviours
_____

_____

_____

_____

_____

_____

4.

Which audience group(s) are at highest risk of the problem if they don't change their behaviours?

5.

Which audience group(s) are most ready to make a change?

_____

_____

_____

_____

_____