

Identify Your Target Audience

Knowing who your audience is makes it possible to plan your communication logically. First, choose which key audience your message will focus on. You will need different messages for different groups and different channels and methods to reach each of those groups. Next, consider whether you should direct your communication to those whose behavior, knowledge, or condition you hope to affect, or whether your communication needs to be indirect. Sometimes, for instance, in order to influence a population, you have to aim your message at those to whom your audience listens to – clergy, community leaders, and politicians, etc.

Recommended data collection, analyses and interpretation: This tool will help your organization brainstorm a myriad of possible ways to identify your audiences and aid your organization in generating ideas about how to reach them.

Step 1: Review the list below and rank each “audience” in terms of their importance to your work (not applicable, somewhat important, and critically important).

Step 2: Decide whether you have been effective or not effective at reaching out to them.

Step 3: Rank the 5 most critical audiences. Check the appropriate boxes.

	STEP 1		STEP 2		STEP 3		
Category	N/A	Somewhat Important	Critical	Not Effective	Effective		Rank the Top 5
Health care providers							
Faith communities							
Workplace settings/Employers							
Recreational Clubs							
Private Business Owners							
Community/public officials							
Civic groups							
Funders (board members, local foundations)							
Public Institutions							
Internal Staff							
Other community organizations or groups							
Media							
Other							