

# Dissemination: Top 10 Tips

1. **Identify your target audience.** Don't write for or present to everyone, think through who might benefit from learning about your project and why they would need the information. Consider specific people and organizations that will benefit from the information you have to share.
2. **Ask your target audience what they want to know.** Don't just guess at what people want to know, make a couple of phone calls in which you introduce the project and see what questions people have. The more aligned the information you are sharing is with the needs of your target audience; the more likely those resources are to be consumed.
3. **Determine the purpose for sharing information.** Are you trying to simply build awareness of your project or are you hoping that the target audience will act on what you are sharing with them? Clarifying the purpose guides the information you provide.
4. **Focus on the three key points you want someone to take away from the material you are sharing.** Identifying specific takeaway messages will help shape the content of your material.
5. **Match the type of information you want to share with the best vehicle for communication.** Different product types serve different purposes. Videos can be a great tool for sharing a story but are not the ideal way to present statistics. A brochure can introduce someone to a project, but its primary purpose should be to encourage action (e.g., visit a website) not to impart detailed information. Research reports provide for a lot of detail and may need a companion piece such as an executive summary or a brief to be consumed by a wider target audience.
6. **Consider how your audience prefers to consume information.** Are members of your target audience most likely to read a brief, watch a video, or glance through a professional trade magazine? Understanding how and where they access information can inform they type of product(s) you develop.

7. **Create a package of information.** People need to see and hear information in multiple ways over multiple times. When creating materials, consider how they work together and reinforce the information you are sharing.
8. **Remember that communication is a two-way street.** Include resources for additional information and project contact information to encourage the exchange. Find out what else your target audience wants to know about the project. You may not be able to answer their questions today but it can help guide the development of future resources.
9. **Think about what networks you can leverage to continue to move information.** Your target audience is likely connected to multiple networks which may benefit from the information you are sharing. Even if you think your target audience is very familiar with the work you're doing, develop products that can be easily shared with those who may be less familiar with the project.
10. **State how you will know that the information you wanted to share was effectively communicated.** You may determine that the number of web page visits or the pure quantity of a resource that was distributed is sufficient; or you may want to use a short questionnaire that the target audience completes after reviewing the material you shared. Thinking about what someone should get from the information you are sharing will help inform the content and organization of the product.