# 6 a Checklist for effective communication

Good communication techniques can underpin meaningful engagement, and lead to increased participation.

## Useful for
- Honing persuasive and purposeful communications.

## How it works

Tips and guidance for communicating with purpose based on our experience of delivering Project LEO trials.

- **Message**
  Cut to the chase – how much background or explanation do people really need? Craft your message around the interests and needs of your audience, not yours – start from what your audience will want to know, not what you want to tell them. Where possible strip out jargon. If it's necessary, add a definition or explainer. This is important even for technical audiences, who may use the same terms to mean different things.

- **Know Feel Do**
  We use this simple mantra to think through what we want a communication to achieve in terms of what we want the audience to know, feel and do as a result of receiving it. The do is the most important.

- **Call to action**
  What do you want your audience to do as a result of your communication?
  Focus on the first step you want them to take: for example, 'sign up on our website for more information' rather than 'take part in our trial by installing a heat pump'. Put your call to action up front in your message and repeat it.

- **Media**
  What's the most effective medium for your message? A written document, printed material, an animation, a website, a webinar, social media, a face-to-face meeting, press release or an event?

- **Channel**
  Which distribution channel of communication is going to be most effective at reaching your audience?  A door dropped leaflet, an item in a local newsletter or the side of a bus?
  What networks already exist that will reach your intended audience?
  Different channels will have different cost implications.

- **Messenger**
  Who should the communication come from?
  Who is most trusted by your target audience?
  Who already has communication channels that will reach them?
  How can you incorporate the power of social norming and peer to peer promotion - Quotes can be very powerful.

- **Images**
  People engage with people more than they do with technology.
  Will your target audience recognise themselves in your iconography or feel alienated?
  How can images make your communication more appealing and convey information better than words alone.

- **Measuring success**
  How will you know if your communication has got through?
  What will be your measures of success?