**The First Step for an Effective Communications Strategy: the Audience Matrix**

Effective communication begins with understanding your audience.

Before jumping into tactics or messaging, it’s important to pause and focus on the people you’re trying to reach. Effective communication is not about what you want to say, it’s about what your audience needs to hear, understand and feel in order to act.

Your audience forms the foundation of your communications strategy. The better you understand them, the more meaningful and impactful your messaging will be.

To support this process, HQBC has developed a simple tool to help you map out the people essential to your project’s success: the **Audience Matrix**.

The Audience Matrix is a straightforward, strategic tool designed to help project teams identify and organize the key people you need to communicate with. By grouping audiences, the matrix supports clearer planning, more targeted communication and gives your project the best chance of success.

Whether you are just starting your project or refining your communications approach, the matrix can help you understand who your audiences are, what they need to know and how best to reach them.

You’ll find the Audience Matrix below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience Matrix**  **for Communications Planning** | **Deciders:**  The decision makers and potential funders who determine if the project moves forward | **Doers:**  The people who would implement the project | **Users:**  The people affected by the project | **Amplifiers:**  The people who can help increase uptake of the project |
| Is this a strong tie or weak tie? |  |  |  |  |
| How supportive or engaged are they with this work? |  |  |  |  |
| Why do they need to know about the project? |  |  |  |  |
| How do they receive their information? |  |  |  |  |
| Who would they like to hear from? |  |  |  |  |
| How will your project help them? |  |  |  |  |
| What concerns or questions might they have? |  |  |  |  |