

Audience Mapping Template

Complete this template for each audience group. Use the information to develop effective and engaging communications that are specifically tailored to each audience.

Audience Group: _____

Primary Audience

Secondary Audience

Tertiary Audience*

*See definitions on page 6

Who They Are:

Describe the group; what characteristics define them, including demographic and geographic information. What challenges do they face or what strengths do they bring that are relevant to your work?

Relationship:

How does this group currently interact with your organization? What power or influence do they hold? Note: it's possible that no relationship exists yet but would be desirable.

Awareness & Perception:

What is the group's current level of knowledge? Where is there opportunity to increase awareness or change/strengthen perceptions?

Shared Values:

What motivates this audience group? What is important to them? Where is there already common ground?

Desired Action:

How do we want this group to interact with our organization and/or other audience groups? What, specifically, do we want them to do? This can be a behavior, like getting involved, or a mindset, like an increase in understanding or more favorable opinion.

How to Reach Them:

What information sources does this group already rely on? Where do they go for updates? Which messengers do they already trust? List any specific communications channels where we know they are already active.

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Definitions

Primary Audience: Audience group that the message is intended for; the group we are trying to directly influence for behavior or perception changes and actions. This is the group that will carry out the actions and adopt the behaviors for us to be successful with our organizational and communications goals.

Secondary Audience: Audience group that engages with the primary audience. Secondary audiences can influence the behavior, actions, and perceptions of the primary audience. They hold power and are trusted by the primary audience group. They can hold responsibility for facilitating the desired action.

Tertiary Audience: Audience group that supports the efforts and helps create an enabling environment that is needed for the desired behavior change from the primary audience. They are less likely to be able to directly influence the behavior and actions of the primary audience. This group may sit on the sidelines and wait to act based on what they see.