


What are you saying?

Building a communication roadmap to effectively share rangeland knowledge

 80% of people only read the headline
Spend as much or more time on the title & subject line as you do on the actual content

The Problem

Rangeland professionals are subject matter experts who need to communicate important, actionable information to stakeholders

This can be **challenging without communication training** in an increasingly technology-driven world

The Roadmap is the Solution

The Rangelands Partnership collaborated with a marketing expert to create a communication roadmap

The roadmap helps you:

- 1 Better understand your **target audience**
- 2 Create relevant and **engaging messages** specifically for your audience
- 3 **Deliver** your content to your audience

Explore the Roadmap



& other communication resources

1 Who are you talking to?

The first step in any successful communication work is clearly defining and understanding who your target audience is. Develop an empathy map to explore what they think, feel, say, and do.

 If you try to reach the general public or everyone, you will actually reach no one

2 What are you saying to them & what should they do?

Create engaging and relevant messages targeted specifically to your audience. Your audience should feel heard and understood.

 There should ALWAYS be a call to action or a next step that provides additional information to engage people

3 How will you deliver your message to your audience?

Decide who are the best people to share your information. These should be the most trusted members of your network that can deliver your message to your target audience. Be aware, it may not be you.

 Trust is critical in communication
We listen to the people we trust

EXAMPLE We created RangeDocs, a tool to make rangeland science highly searchable

1 Who is RangeDocs for?

Be Specific	What do they think, feel, say, and do?
<ul style="list-style-type: none"> • Extension professionals in natural resources or agriculture • NRCS, USFS & BLM rangeland employees 	<ul style="list-style-type: none"> • Care about natural resources & good stewardship • Limited time & lots of priorities • An expert in one thing, but not everything • May be newer to the job & need help on particular management recommendations

2 How does RangeDocs help these people? What is the next step?

Relevant messages	Call to Action
<ul style="list-style-type: none"> • You can't know everything about rangelands, RangeDocs can help • No time to read hundreds of technical manuals? No problem, search RangeDocs for quick answers 	<ul style="list-style-type: none"> • Visit RangeDocs docs.rangelandsgateway.org • Never put out information online without a call to action

3 Where & who will deliver RangeDocs content?

How does your audience receive information?	Who does your audience trust?
<ul style="list-style-type: none"> • Emails & newsletters • Social media, if your audience uses it for learning • Often building a quality email list can meet your target audience better than sharing on social media 	<ul style="list-style-type: none"> • A recommendation from a trusted colleague is often the best delivery method • A seasoned Extension specialist who has built a strong network • An agency person keen to use new technology



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