


# What are you saying?

## Building a communication roadmap to effectively share Extension 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 and natural resource 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?

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

<p><b>Relevant messages</b></p> <ul style="list-style-type: none"> <li>• You can't know everything about rangelands, RangeDocs can help</li> <li>• No time to read hundreds of technical manuals? No problem, search RangeDocs for quick answers</li> </ul>	<p><b>Call to Action</b></p> <ul style="list-style-type: none"> <li>• Visit RangeDocs <a href="https://docs.rangelandsgateway.org">docs.rangelandsgateway.org</a></li> <li>• Never put out information online without a call to action</li> </ul>
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### 3 Where & who will deliver RangeDocs content?

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