

# Understanding you Audience | Te mārama ki te hunga mā rātau ō kōrero (Accessible Version)

Good public sector communications rely on understanding your audience, having clear and tailored messages and choosing the best channels for sharing those messages.

By knowing your audience, you can tailor your communication to their preferences and needs. Younger audiences might prefer updates on social media, but older audiences might prefer information on government websites. Understanding your audience helps you deliver messages that resonate and reach the right people.

When messages are created specifically to address the needs and preferences of different groups, they are more likely to get attention and prompt action. For example, detailed reports on government websites can provide in-depth information for stakeholders. By focusing on clear, audience-specific messages, you can ensure that your key points are communicated effectively

Choosing the right channel helps your message reach your audience in the most accessible way. Different channels cater to different audiences; social media is ideal for real-time updates, while email newsletters might be better for detailed information. Having the best channel increases the likelihood that your message will be seen, understood, and acted upon.

So by understanding your audience, crafting the right messages, and choosing the best channels, you can make your communications more effective and impactful.