



# S1E2: Who are you trying to communicate your science with?



## Welcome to your DIY resource!

Use this worksheet over and over again to really get to know and understand your audience. The silhouettes are just placeholders, so don't feel that they need to match your audience identity. The key parts are your answers to the questions. So, go ahead and create your audience profiles and you will be one step closer to having a more impactful scicomm project.

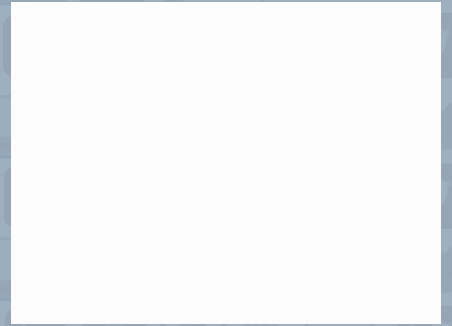
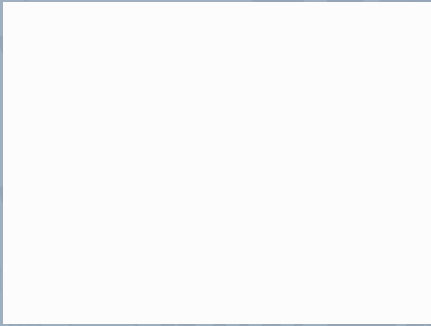
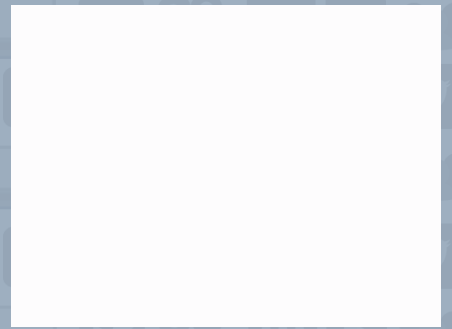
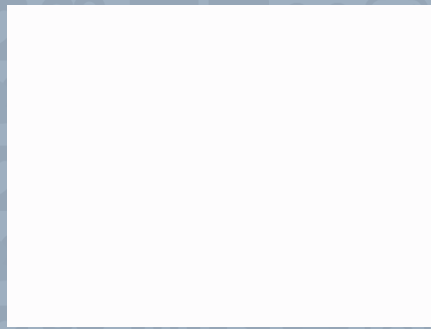
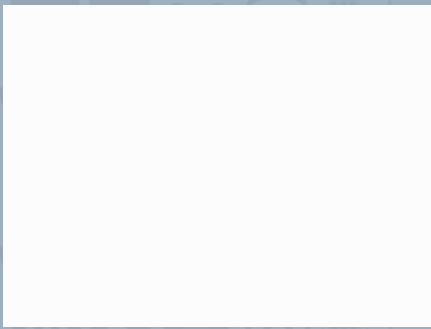


Name & age

Background, interests & goals

Barriers & concerns

Any other considerations



Now you have identified your audience, get planning your project!

If you have any questions, please get in touch. You can find me @soph.talks.science on Instagram and I hope you found this helpful. Use this over and over to help bring your science stories to life with your scicomm.

