

## Creating key messages

Successful communication is strategic communication. Consider two or three of your most important points. These are the heart of what you want to say. Although you might have much to say, narrowing down your key messaging to the most important elements will help to ensure you get your message across. Put yourself in the shoes of the audience. What will resonate most for them?

### Ask yourself:

- What is the most important thing about this research/project/event?
- Why should people care about what I have to say?
- How would I explain this so that a lay person might understand?
- How will this interest people? How will the information make a difference in people's lives?
- What is the call to action?

### Remember:

- Key messages should be short.
- Think in terms of soundbites—no longer than one sentence.
- Key messages should be few.
- Two to four key messages is plenty. This will increase the likelihood your most important message will make it into media coverage.
- Key messages should be memorable.
- Use active verbs and descriptive language.
- Key messages should be tailored.
- Speak with your audience in mind. Who are you trying to reach? Is it parents? Politicians? Fellow scientists?