



## Finding out about your audience: What you can do and who can help

You've had a little look at making an audience profile.

The next thing you are probably thinking is- this all sounds great but how do I actually gather this information?

Well, hopefully there will be lots of ideas and tips in this resource!

Essentially, to find out about your audience there are two ways of moving forward: finding out what is already out there and applying it to your own audience profile, and finding out yourself. We will explore these two ways in this resource.

### Finding out what is already out there

This way is a great way to explore what is already known about your target audience. Have other people already published information on your target audience? Has someone in your network done a project with a similar audience before? Is there a member of staff in your organisation/funding body that might know your target audience?

For example, can you look for:

- Examples/case studies of similar communication projects
- Published articles/research on your target audience
- Partners who may know your target audience really well
- Public engagement and communications staff in your organisation and or funding body

### Finding out yourself

This path may seem a little more tricky, but still do-able- find out for yourself. What do I mean by this? Well is there data that you can collect yourself?

For example:

- Conduct a survey/focus group with members from your target audience
- Can you use google analytics to obtain demographic data about website visitors (e.g. location, age, gender, interests)
- Can you evaluate the general culture, preference and attitudes of your target audience, for example on social media?



### Who can help:

There are lots of different people, both within and out-with your host organisation, that may be able to help you.

Here are some examples:

- 1. Public engagement (PE) officer/manager/coordinator:** this could be at a departmental, faculty, school or institution level. Have a look and see if your organisation has a public engagement team
- 2. Patient and Public Involvement (PPI) and engagement (PPIE) officer/manager/coordinator:** this could be at a departmental, faculty, school or institution level. Have a look and see if your organisation has a PPI or a PPIE team
- 3. Knowledge exchange (KE) and impact staff:** this could be at a departmental, faculty, school or institution level. Have a look and see if your organisation has a KE or impact team
- 4. Your funders:** may have staff listed above that may be able to help you
- 5. Local and national networks:** are you part of any research networks? These may have some of the staff members mentioned above
- 6. A public engagement consultant:** may be able to work with you on part or all of the project. We have consultants who work at Engagement with Impact ([find out information about this here](#)).
- 7. [The National Coordinating Centre for Public Engagement \(NCCPE\)](#):** has a wealth of knowledge on all things public engagement and communication

Have a think about the people you can reach out to now to get your communication projects started!