

## Platforms and Methods

### Ways to communicate with your audience

There are so many different ways that you can communicate with your audience. In this resource we will explore the different platforms and methods.

If you think back to your “Audience profile”, in one section we wanted to get to know the “Channel and the content”. This resource is all about exploring that some more. We can think of the channel as the platform, and the content as the method. You can use different combinations of platforms and methods to communicate with your audience- although some platforms are best suited to particular methods. For example, a video on a social media platform may be much better than a written blog. Alternatively, a video may not work so well at a festival- in a festival context a board game may work better.

So lets take a look at the different platforms and methods that we can use to communicate with our audience.

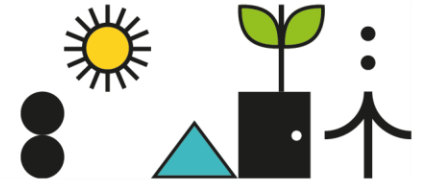
### Platforms

When we talk about platforms, this is really the channel or vessel by which you communicate with your audience.

This includes things like:

- Social media e.g. Twitter, LinkedIn, Facebook, TikTok, Instagram
- Traditional media e.g. Radio, Newspaper, Magazines, TV
- Online media outlets e.g. Website, podcast site
- In-person events e.g. festivals, lectures, debates
- Virtual events

A great place to start could be by seeing what platforms your host organization or funder already has up and running- and perhaps you could share your content on already existing platforms- that may already have a following (this following may already suit your target audience- fantastic!). For example, you could find out if your organization holds an annual festival, a public seminar series,



or a public blog. You could find out about national programs or competitions, for example the Conversation (to which your organization may already have a subscription).

## Methods

When we talk about methods, this is really the type of content that you are using to communicate with your audience, via a certain channel/platform.

This includes things like:

- Videos
- Blogs
- Written articles
- Vlogs (video blogs)
- Infographics
- Games
- Audio recording
- Interactive workshop
- Q&A session
- Webinar
- Seminar
- Live debate

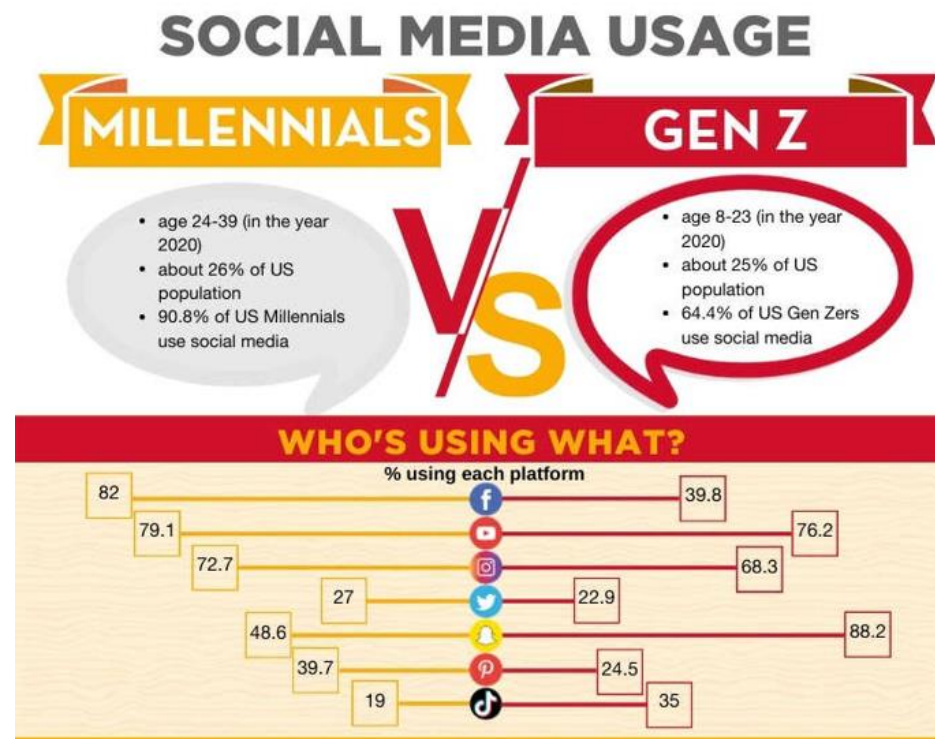
There will be many other platforms and methods that you could explore- but the key to figuring out the best one for your audience is going back to the “Getting to know your audience” part of the course. Who are they? Where do they “hang out?” What barriers and challenges might they face when engaging with you? What might they find the most interesting?

If you have done some research on your target audience, the platforms and methods to use may be obvious.

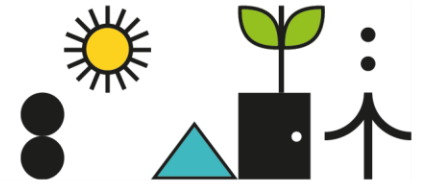


For example, I really like to use established data on where different generations like to hang out on social media.

[Infographic: Millennials vs Gen Z Social Media Usage – Pam Abernathy Marketing](#)



With this sort of information, you can start to see how some platforms and methods will work better for some target audiences, but not for others.



i.e. a video on TikTok might work very effectively for people aged up to 23, but a Facebook video might work better for people aged over 30.

The last thing to do when you have thought about which platforms and methods you would like to use, is how you can weave through and use your research story! So over to you in the next activity!