

# Messaging Tip Sheet

**When considering how to communicate and reach effectively to affected people, the following are key questions to consider:**

- Who are the audience groups that we are trying to address and what is their information need? How do we know this information is needed?
- What are the primary ways that affected people within the context you are working communicate and who do they trust most as a source of information?
- How do we tailor information to cater for the needs of specific groups or nationalities, including adjusting the messaging, the language used, as well as the means of communication?
- What formats and languages are most relevant and accessible to the affected people within your context and how can we ensure that the messaging is also accessible to people with specific needs, including people with diverse sexual orientation, gender identity, gender expression and sex characteristics (SOGIESC), and people with disabilities?
- Have we tested the information to ensure it is useful, incorporates suggestions from affected people, and has been adjusted to improve its relevance?
- How do we continue to update, adapt and finetune our messaging through a continued process of feedback being provided by affected people?
- Is there any rumors or misinformation around the topics we are trying to communicate in the context you are working on? If so, how can we counter this?
- Lastly, how do we work together with partners to ensure that our messaging is consistent and reaches as broad an audience as possible, depending on the need identified?