



# Messages and Audiences

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# Module Summary

- How people evaluate messages in a crisis
- Ways to build trust through your messages
- Tips for crafting your initial messages
- Dealing with rumors and social pressures to build consensus

# Messages

The public will judge your message by its content, messenger, and method of delivery.

# Audiences

## Name possible distinct audiences

- Based on their demographics
- Based on their relationship to the incident

# Audience Relationship to Event



# List Audience Concerns

Are they ranked differently depending on their relationship to the incident?



# Judging the Message

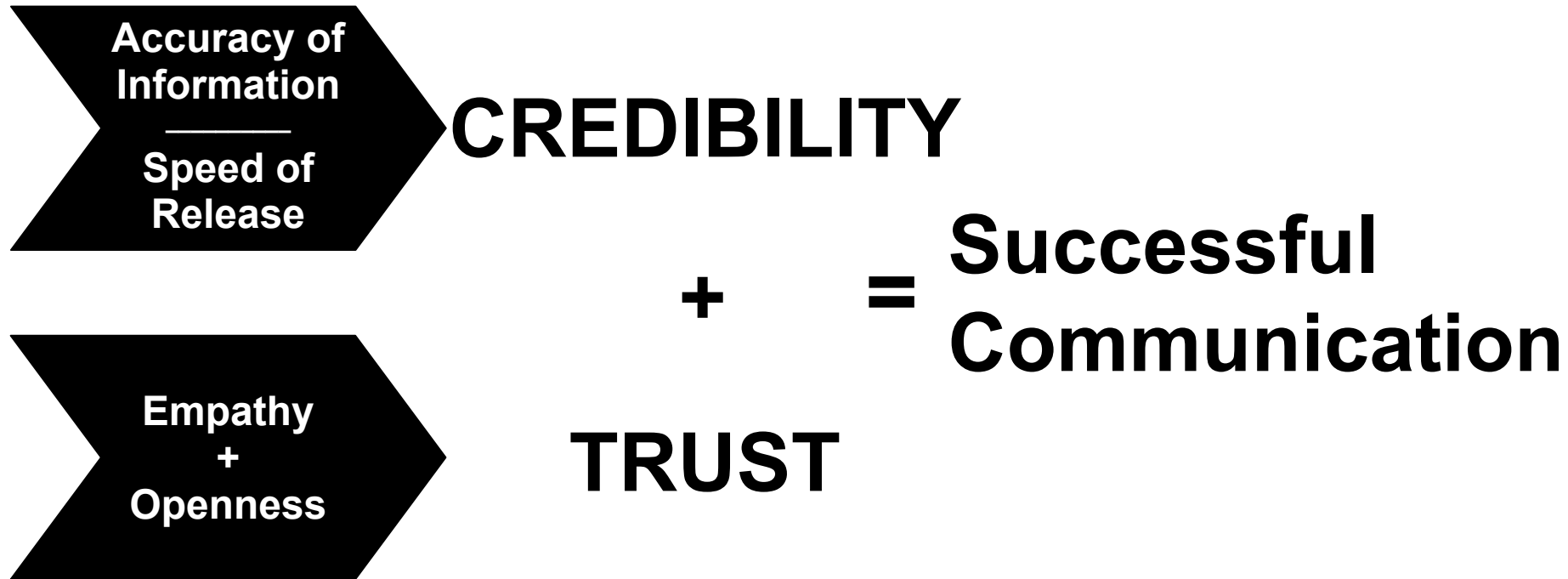
- Speed counts
- Facts
- Trusted source

# Key Elements To Build Trust

- Expressed empathy
- Competence
- Honesty
- Commitment
- Accountability







# Initial Message

## Must

- Be short
- Be relevant
- Give positive action steps
- Be repeated



# Initial Message

## **Must *Not***

- Use jargon
- Be judgmental
- Make promises that can't be kept
- Include humor



# Dealing With Rumors

- Rebut it without really repeating it.
- Limit rebuttal to places where the rumor exists.

# Sources of Social Pressure

- What will I gain?
- What will it cost me?
- What do those important to me want me to do?
- Can I actually carry it out?

# Building Consensus for Action

- Increase expected gains
- Decrease expected costs
- Increase social pressure
- Improve ease of action
- Decrease value of competitive alternatives