



SEAN

Societal Experts Action Network

*The National
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SCIENCES
ENGINEERING
MEDICINE

10 Communication Strategies: (With Your Audience in Mind)

1. Use Clear, Consistent, and Transparent Messaging

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2. Avoid Undue Attention to the Frequency of Socially Undesirable Behaviors

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3. Foster a Sense of Efficacy and Avoid Fatalism

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4. Appeal to the Collective Good of One's Community

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5. Use Messengers Trusted by the Target Audience

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6. Tailor the Framing of the Message to the Audience

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7. Link Prevention Behaviors to People's Identities

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8. Highlight Social Disapproval of a Target Audience Member's Failure to Comply When It Occurs

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9. Highlight the Growing Prevalence of Behavior Change within the Target Audience When It Occurs

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10. Avoid Repeating Misinformation, Even to Debunk It

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