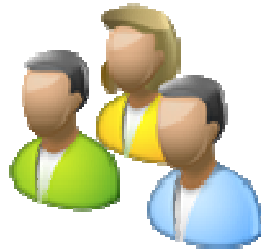


PEOPLE



What part of your audience cares most deeply about your issue?

Adapted from Beth Kanter's Social Media Game
By Kira Marchese at Environmental Defense Fund

PEOPLE



Are there geographical subdivisions in your group that you might want to target differently?

Adapted from Beth Kanter's Social Media Game
By Kira Marchese at Environmental Defense Fund

PEOPLE



Are there parts of your audience who are more or less likely to use social media?

Adapted from Beth Kanter's Social Media Game
By Kira Marchese at Environmental Defense Fund

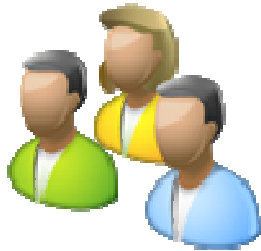
PEOPLE



Are there people in your audience who pass on information, say, by forwarding emails or blogging?

Adapted from Beth Kanter's Social Media Game
By Kira Marchese at Environmental Defense Fund

PEOPLE



Who _____ in your audience is most likely to create content — articles, data, videos, letters,

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PEOPLE



Is there a lot of demographic variety in your audience — age, race, political leaning? How does that affect your approach?

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By Kira Marchenese at Environmental Defense Fund

PEOPLE



Who in your audience has the most power to influence other members of the audience?

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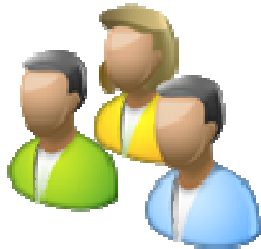
PEOPLE



Are _____ there formal networks, groups, publications or organizations where your audi-

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PEOPLE



Who in your audience is most likely to resist your position? Who might do that publicly?

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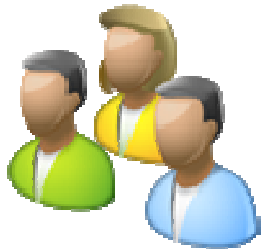
PEOPLE



What relationships with or connections to your audience do you already have?

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By Kira Marchese at Environmental Defense Fund

PEOPLE



How could you divide your audience into smaller groups? Does it make sense to target only one or some of them?

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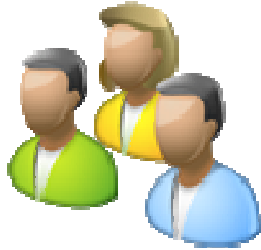
PEOPLE



What information or help would members of your audience most like from you?

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By Kira Marchese at Environmental Defense Fund

PEOPLE



Are there any champions for your
point of view in your audience?

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