

The **Do's & Don'ts** of Science Communication

Do



Know your audience



Use storytelling elements, like tension and scene-setting



Make it authentic and personal



Speak the same language, i.e., reduce jargon



Use engaging visuals and multimedia when it makes sense

Don't



Assume a “one size fits all” mentality when framing your message



List series of facts and expect your audience to accept them



Speak in an overly technical way that could alienate your audience



End on a negative note



Overdo it with animations or visuals that distract your audience

AMERICAN CHEMICAL SOCIETY

**SUPPORT
SCIENCE**

supportscience.com

A world built on science starts
when people understand it

Develop your message

What is your goal?

Is it outreach, advocacy, boosting your own profile, education, or something else?

Who is your target audience and what are their goals?

Are they peers you want to educate, policymakers to be convinced, etc.?

What is the one thing your audience needs to take away from your message?

What are the three-main points of your message?

What jargon will you need to avoid?

How are you presenting your message?

Is it a video for social media, a formal presentation, or something else?
