



## Science Communication Quick Tips

Remember that you are communicating with an actual human, who has hopes, dreams, needs, and priorities. Think about a specific person you want to receive your message and then make it relevant, concise, and actionable.



### Relevant

- What does the audience care about?
- How does your topic change their life?

### Concise

- Pick one main point.
- Remove all jargon.

### Actionable

- Tell the audience what to do and how to do it. Remove all barriers to entry.

Learn More <https://bit.ly/GASciComm>