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.