

SCIENCE COMMUNICATIONS FRAMEWORK



Elements of building an effective communications campaign for complex topics.

Effective communications campaigns always start with a clear objective and messages. When the content is complex, it is also important to deliver the messages in a way that is easy to understand and engages the audience to learn more and share what they have learned. Using this science communications framework and checklist can help you build your next campaign.



MAKE IT TRUSTWORTHY •

Factual
Balanced
Transparent



TELL A CLEAR STORY ••

Stepwise structure
Accessible language
Impactful visuals



MAKE IT RELEVANT •••

Targeted and timely
Relatable
Memorable

SCIENCE COMMUNICATIONS FRAMEWORK

Elements of building an effective communications campaign for complex topics.



1. MAKE IT TRUSTWORTHY

1.1 Factual

- ☐ Is rigorous scientific information being used?
- ☐ Are the data sources and references provided?
- ☐ Does the research, and the explanation of it, follow responsible and ethical standards?

1.2 Balanced

- ☐ Is the information provided truthful and objective?
- ☐ Are the spokespeople trusted by the audience?
- ☐ Is an independent view from a qualified expert included?
- ☐ Are you prepared to respond to other viewpoints or to address common misconceptions respectfully?

1.3 Transparent

- ☐ Is it clear who is behind this campaign?
- ☐ Is company or institutional support revealed and easy to find?
- ☐ Are funding sources and any potential conflict of interest mentioned?

Avoid cherry picking data and exaggerating claims.



2. TELL A CLEAR STORY

2.1 Stepwise Structure

- ☐ Is the topic put in context with the big picture?
- ☐ Is the information explained in a logical, stepwise format?
- ☐ Is it easy for the audience to go deeper into the content?

2.2 Accessible language

- ☐ Is the language simple and accessible?
- ☐ Is the style and tone appropriate for the audience?
- ☐ Are the key messages clear and consistent throughout the campaign?

2.3 Impactful visuals

- ☐ Are the visuals helping tell the story?
- ☐ Are the visuals impactful and will grab attention?

Start with a quick message and provide easy ways to dig deeper.



3. MAKE IT RELEVANT

3.1 Targeted and timely

- ☐ Do we really understand the audience?
- ☐ Does the timing of delivery make sense for the audience?

3.2 Relatable

- ☐ Is the story something that people can relate to?
- ☐ Are there metaphors or ways to make the unfamiliar familiar?

3.3 Memorable

- ☐ Does it connect at an emotional level?
- ☐ Is it memorable enough that people will want to share it?

Tell a story worth repeating.

