

# IMPLEMENTATION: CREATING YOUR OWN MESSAGE

Individuals can follow these eight steps to create effective messages through climate and sustainability communications.

## Key Takeaways

1. **Start with people, say with people.** Your messages need to prioritize people and acknowledge and respect the perspectives within the community.
2. **Relate message to shared values.** Be sure to understand and relate to the common values—such as family, health, and fairness—of your community.
3. **Acknowledge ambivalence.** Your messages need to recognize uncertainty and acknowledge that there are varying perspectives and conflicting priorities among your audience.
4. **Focus on local realities.** By communicating climate change impacts that people can see with their own eyes, the issues will become both relevant and real.
5. **Emphasize solutions.** Inspire your audience with tangible, real solutions, which will help individuals focus on successful end results.
6. **Inspire and empower.** Show your community members how they can take climate action.
7. **Focus on personal benefits.** Emphasize how climate action saves money and protects the well-being of loved ones.
8. **End with your ask.** Always end your message with a clear call to action.

**Step 1** Start with people, stay with people

**Step 2** Relate message to shared values

**Step 3** Acknowledge ambivalence

**Step 4** Focus on local realities

**Step 5** Emphasize solutions

**Step 6** Inspire and empower

**Step 7** Focus on personal benefits

**Step 8** End with your "ask"

**Follow the outlined eight steps to create your own communications message.**

## Next Steps

1. **Follow the eight steps for creating a compelling message.** Remember your messages will vary depending on your goals and audiences.
2. **Determine the best channel to share your messages.** Identify the best channel to reach your intended audience, such as social media channels, websites, data dashboards, newsletters, and public outreach events.
3. **Identify and track key performance indicators.** With support from your communications staff, you will identify the best metrics to track the level of engagement with your messages and assess if you are meeting your goal.
4. **Adjust your messages and communication plans accordingly.** Being flexible with communications is key. Depending on your key performance indicators, you may need to pivot with your messaging style and communication channel. Remember to meet your stakeholders where they are!

