

Overview of audience mapping techniques

Audience mapping approach	Strengths	Weaknesses	When to use	Resources required	Tips	Further reading
Segmentation and personas	<ul style="list-style-type: none"> • Foundation of a user-centred approach • Can be participatory • Can help identify gaps in current audience • Useful internal communication tool 	<ul style="list-style-type: none"> • Doesn't necessarily suggest a strategy – more channel/output focused 	<ul style="list-style-type: none"> • At organisational level • At very micro-level, e.g. developing tools or website 	<ul style="list-style-type: none"> • For workshop setting, notecards, drawings and photos to select from can be useful • Can draw on evidence, e.g. online stats, client database and user surveys 	<ul style="list-style-type: none"> • Limit audience groups to five or six • This is a qualitative exercise, but can be externally validated 	<ul style="list-style-type: none"> • How to Identify Audiences for Your Cause (CauseClarity), with worksheet http://bit.ly/2vMu5qN
Social Network Analysis (SNA)	<ul style="list-style-type: none"> • Very targeted • Granular • More scientific • Can suggest clear strategies and approaches 	<ul style="list-style-type: none"> • Can be time/resource intensive • May require additional technologies 	<ul style="list-style-type: none"> • For specific projects with clear objectives • Particularly useful for analysing social media 	<ul style="list-style-type: none"> • Surveys and survey tools • Social media scrapers and tools (e.g. socioviz) • Network visualisation tools (e.g. Google Fusion Tables) 	<ul style="list-style-type: none"> • Asking different questions can result in completely different network maps (e.g. who do you work with? vs who have you had lunch with?), so be careful and ask the right question! 	<ul style="list-style-type: none"> • Social Network Analysis (Wikipedia) http://bit.ly/2x8MEto

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Participatory Impact Pathways Assessment (PIPA)	<ul style="list-style-type: none"> Places project/ programme at the centre of the network Participatory Having a now and a future network helps to develop clear strategies 	<ul style="list-style-type: none"> Getting shared definitions/ understandings across all participants can be a challenge Depends a lot on who is in the room May require follow up analysis 	<ul style="list-style-type: none"> Good at planning large programmes, and maybe smaller projects 	<ul style="list-style-type: none"> People in a room! Notecards, markers and other workshop material 	<ul style="list-style-type: none"> Agree level of granularity in advance of workshop (Organisation? Team? Individual?) Explain difference between ‘now’ and hoped-for ‘future’ network before the exercise 	<ul style="list-style-type: none"> Ely A and N Oxley (2014) STEPS Centre Research: Our Approach to Impact. http://bit.ly/2vuWOoE Outcome Mapping practitioner guide – boundary partners http://bit.ly/2vvg4Cz
Alignment, Interest and Influence Matrix (AIIM)	<ul style="list-style-type: none"> Helps to produce actionable strategies Can also be used for MEL Can be light touch or more in-depth 	<ul style="list-style-type: none"> Subjective Getting shared definitions/ understandings across all participants can be a challenge Depends a lot on who is in the room 	<ul style="list-style-type: none"> Great for focused campaigns and projects Can be used during negotiations 	<ul style="list-style-type: none"> People in a room! Notecards, markers and other workshop material 	<ul style="list-style-type: none"> Agree level of granularity in advance of workshop (Organisation? Team? Individual?) Don’t put actors where you WANT them to be – put them where they are 	<ul style="list-style-type: none"> Mendizabal E (2010) The Alignment, Interest and Influence Matrix (AIIM) guidance note http://bit.ly/2wqdbQH

Additional resources

Knezovich J and M Julian (2013) ‘Taking think tank communications to the next level: Becoming fit for purpose (Part 3)’. On Think Tanks. <http://bit.ly/2eHxrpj>