

WHO IS YOUR TARGET AUDIENCE?

Communication method	Who is your target audience? Consider beginners, existing or returning participants?	What does your existing communication method look like now?	What do you want your target audience to feel? Think about women's values system	What do you need to change?
Example: Instagram	Raise awareness of a new activity to beginners.	Competitive Serious tone Male imagery Text heavy	Motivated/inspired to join. Fun and sociable	Imagery of girls having fun. Key messages of fun and socialising. Relaxed tone.
Website				
Flyer/Poster				
Other channel:				