



Creating Audience Personas

An audience persona is a detailed, semi-fictional character based on real research that helps teams think beyond numbers and design communication and services with real people in mind.

Why Do Audience Personas Matter?

Audience personas help organizations move beyond generic, one-size-fits-all messaging and create more effective communications by identifying what matters to different audiences, how they receive information, and what might influence their engagement.

How to Create an Audience Persona

Choose a specific audience you want to reach and create a fictional person who represents that group. Consider their needs, challenges, motivations, and communication preferences. Draw from what you already know about your audience, community feedback, program experience, or available data to inform your answers.



Remember: Base your persona on what you know about your audience, not assumptions or stereotypes.

Need Help Getting Started? Here's an Example:



Meet Julia, a Community Health Clinician

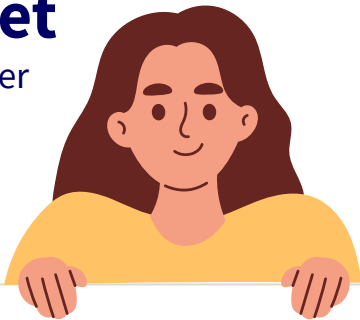
- Supports refugee and migrant families in a busy clinic
- Values culturally responsive care, but is short on time
- Needs plain-language tools she can use immediately
- Responds best to visuals and simple, action-focused messages

How could you best reach Julia?

Use concise messages, clear visuals, and practical resources she can use immediately.

Create Your Audience Persona Worksheet

Create a persona representing an audience you want to reach, then consider how to communicate with them. Remember to be as specific as possible.



Step 1: Create Your Audience Persona

Give your persona a name:	
Who does this fictional person represent? (behavioral health provider, community partner, case manager, policymaker)	
How do they interact with or benefit from your work?	
What challenges or barriers do they face? (overwhelmed, seeking support, skeptical of systems)	
What matters most to them?	
Where do they get their information? (social media, word of mouth, email, flyers, community meetings)	

Step 2: Reflect

What is one thing you want this person to understand better about your work or program?

How could you tailor your communications to better reach this person?