

# GETTING YOUR MESSAGE OUT TO EVERYONE: Health literacy tip sheet



Reaching more people with your messaging during COVID-19

## Tips for communicating with diverse communities

### Do some research

- Find and use social media platforms (websites/chat/media) that your intended audience uses: different communities use different social media platforms
- Find out from community members where there is confusion and boost your key messages to address them
- Use social media to ask what communities want to know and to share the key messages in response



### Build on relationships

- Use your existing links with community members to develop and share messages
- Use your diverse workforce to create resources and social media messages – your workforce are a valuable asset and can act as a ‘cultural bridge’ to community.

### Opportunities to act

- Reach out to those community members you consider to be influencers
- Establish and work with community connectors
- Counter misinformation with clear and consistent messaging

