You've completed your research and shared it internally, but how do you get your work out there to the public? This is the exciting part of finally sharing your evaluation results and your program's story with your stakeholders! By effectively communicating your work, you will be able to establish, capture and share the legacy of your program's impact on youth

Questions to Consider Before You Begin Sharing Your Research:

- **WHAT** is the ideal platform or channel you should use to share your organization's impact with specific groups of stakeholders?

- **WHAT** are the outcomes from your evaluation that you want to share?

- **HOW** can simple design principles help amplify the impact of your program's story?

The Sharing Process

1. Know your story!

After completing your evaluation, you will have a lot of data to work with. It can be tempting to share everything, but it's important to be strategic to ensure your message has the greatest impact.

ASK YOURSELF:

- **What** are the outcomes from your evaluation that you want to share?

- **Are** there promising practices that would be helpful to communicate to external stakeholders?

- **What** can people learn from, based on your evaluation experience or the program that you've evaluated?

- **What** are your organization/program's next steps, knowing the results of this evaluation?

2. Know your audience

While you probably aren't able to communicate and create something specific for every stakeholder, it's really valuable to think through how to effectively communicate with your different audiences.

ASK YOURSELF:

- **How** can I tailor my message to my audience?

- **Who** are you sharing your story with?

- **What** does the audience want to know?

- **What** do you want to share?

- **What kind of language** is appropriate? (ie. Informal tone vs. formal tone)

- **What communication channel** suits the audience you're sharing your story with?

3. Identify what communication channel works best for what audience.

What creative formats can you use? There are so many options to choose from when deciding which channel to share your data.

You can use events, reports, infographics, art or music, community engagement roundtables, factsheets, blogs, visual reports etc. And then there's social media to consider! Don't get lost in the options.

REMEMBER...

You don't have to do everything! Pick based on your story, your audience, the skills available to support your team, and your capacity (time, money and staff-wise).
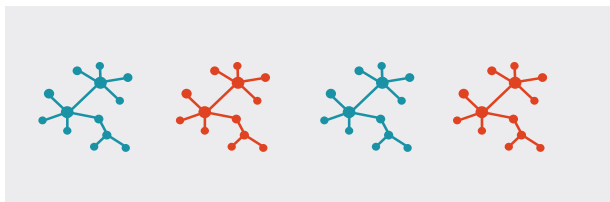
4. Create your communications products!

When doing so, make sure to stay consistent – with your message and your design – throughout.

CONSIDER THE FOLLOWING:

- Overall 'brand story': What is your organization's vision and mission?

- Design: What kind of language, colours, or visuals represent your organization?
  What elements can you use to tie the look and feel of your products together?

- What can you use to create a sense of harmony in your look?

- What visual elements resonate with your stakeholders?

- Hierarchy is important!

- What are the key elements of your reports/poster/image? How can you emphasize and draw attention to the key elements?

- Use white space to add breathing room and avoid overwhelming your reader

Keep your Evaluation Story in mind – regardless of your audience, the overall message should resonate across them all!
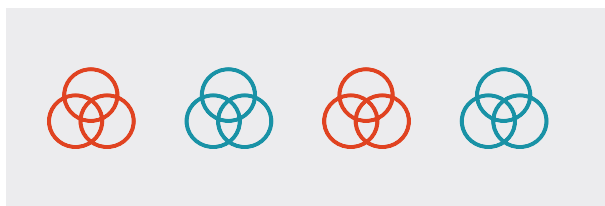
5. Engage your network

Champions in your network can be integral to getting your evaluation story and learnings out to a wider audience.

- Identify your champions and the channels that will best reach these champions.

- Twitter: can be used to reach people in and outside of your immediate network. With Twitter, bite-sized, visual elements are key.

- Mailing List: this is a great way to reach stakeholders who are working directly in your sector and who you generally know.

- Report: you will likely do a report for any funders you have; these can be modified for those stakeholders (such as governance board members) who will take the time to read through all the details of your evaluation.

- You could also try: an event, one-page briefs, bite-sized images with text, a presentation at community meetings.

Remember...

Authenticity is valuable – and valued.

People can tell when you are being authentic, and they appreciate it. Within reason, and taking into consideration what makes sense for the purpose of your communication, share your program 'successes', but also share challenges you faced and areas for change and improvement. Your audience will be able to connect more to your story, and perhaps, even learn from it!

Always check back with your organization or program's mission and vision.

Does your evaluation story align and connect with your overall organizational or program mission and vision? What you share is all part of the broader communication of your organization as whole; it can strengthen how your different stakeholders understand your

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