

ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

Defining Your Audience Fact Sheet



Explore the insight...

Be tactical, don't waste time doing research on insight that already exists – find out what's out there. Research and insight will help you to understand and define your audience. This will enable you to meet their needs and involve them in the development of your project.

Local community groups and organisations that work with your target audience can be a great source of information. It's important that you combine existing insight with local information. Find out who can help you learn more about your target group and communities?

Start to 'walk in their shoes'

You have heard the saying 'put yourself in my shoes' – why not do the same with your target audience? It will help you understand their needs in greater detail if you 'start to walk in their shoes'.

Who are you planning to target with your project? Be as specific as possible. Here are some things to consider:

- What are their demographics - age, ethnicity and socio-economic groups?
- What is their life-stage – e.g. student, parent, teenager, retired?
- Where are they, where do they live and where else might they be found (for example, school, work, community group)?
- What online social media or forums do they use?
- What is their current behaviour that you want to change – e.g. they are inactive; active but don't play football; used to play football; currently playing football.
- What insight already exists about their attitude to getting active and playing sport?



The 'Know Your Audience' Fact Sheet offers some links to useful insight about under-represented groups in football.

Developing target audience personas...

1. **Find out what they are into:** their priorities, behaviours and what makes them tick
2. **Know where they are hanging out:** literally (home environment) and virtually (online)
3. **Understand what they feel and think:** their perceptions, attitudes, motivations and needs
4. **Put yourself in their shoes:** kicking a football might be as alien to them as learning Russian!