

# SAGEWEST

## Three Experts Share Online Tools to Improve Communications

SageWest: A Sagebrush Communications Network's Lunch-Hour Workshop | March 22, 2022



### DANIELLE BRIGIDA

Senior Director of Wildlife Communications and Strategy, World Wildlife Fund  
Deputy Director of Digital Strategy (former), U.S. Department of the Interior

- **Making social media accessible:**  
<https://doi.gov/employees/creativecomms/creativecomms-inclusive-social-media-making-images-accessible>
- **Plain language tips: Top 10 Principles for Plain Language | National Archives**  
<https://www.archives.gov/open/plain-writing/10-principles.html>
- **Google trends research:**  
<https://trends.google.com/trends/>
- **What people are asking about online:** <https://answerthepublic.com/>



### BEN HAMILTON

Director and Cinematographer  
Founder of award winning production company, Pioneer Studios

#### Web Resources to Better Understand your Audiences:

- AnswerThePublic: <https://answerthepublic.com/>
- Google Trends: <https://trends.google.com/trends/>
- Google Search: <https://www.google.com/>
- ClearScope: <https://www.clearscope.io/>
- Semrush: <https://www.semrush.com/lp/sem/en/>
- BuzzSumo: <https://buzzsumo.com/>



## EMILY REED

Associate Research Scientist, University of Wyoming's Migration Initiative

- Multi-media science communicator

- **There is No General Public: Starting with Audience for Stronger Science Communication Plans**  
<https://medium.com/science-communication-media/there-is-no-general-public-starting-with-audience-for-stronger-science-communication-plans-6603a81da8d6>
- **Science Communication to the General Public: Why We Need to Teach Undergraduate and Graduate Students this Skill as Part of Their Formal Scientific Training**  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3852879/>
- **6 Tools to Supercharge Your Science Communication**  
<https://www.lindau-nobel.org/blog-6-tools-to-supercharge-your-science-communication/>
- **How Desire can Warp our View of the World**  
<https://www.vox.com/science-and-health/2019/8/8/20706126/motivated-perception-psychology>
- **See What You Want to See: Motivational Influences on Visual Perception**  
<https://www.chicagocdr.org/papers/dunning.pdf>
- **Gaining Trust as Well as Respect in Communicating to Motivated Audiences about Science Topics**  
<https://www.pnas.org/doi/10.1073/pnas.1317505111>
- **How to Find and Target Your Social Media Audience**  
<https://blog.hootsuite.com/target-market/>
- **Social Media Content Overload: What It Is And How To Deal With It**  
<https://www.forbes.com/sites/theyec/2022/02/22/social-media-content-overload-what-it-is-and-how-to-deal-with-it/>

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The SageWest network is focused on advancing communications and encouraging outreach activities that support collaboration within, and effective conservation efforts happening across the sagebrush ecosystem. SageWest is an apolitical communications platform that brings diverse interests and expertise together—to amplify existing work and strengthen relationships.

To find out more, go to <https://www.partnersinthesage.com/sagewest>