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How to Engage the Public on your Project

- Temidayo Oniosun
Important Questions to Answer:

1. What stories do you want to tell?

2. Who will be at the center of these stories?

3. Who will be speaking to the public, appearing in the media and granting interviews?

4. How much of the project details do you want to share with the public?

5. Who are the media companies you want to work with? Industry based, National, Regional and Global.

6. What platforms do you want to use to speak to the public?

7. How do you want to receive feedback on your project?
There are four (4) key components of an effective awareness-raising campaign and all should be defined and described:

1. **Message**
2. **Strategy**
3. **Audience**
4. **Timing**
Thank you!

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