

MEDIA CHEAT SHEET



The media you choose to send your message plays a big role in whether your audience gets to consume it. Remember that the best medium for your message depends on your audience's preference for getting information and the type of message you are sending.

The table below identifies some common media along with the type of information that is best suited for the medium and the language it uses.

| | Best At | Language |
|------------|--|--|
| Email | Written messages of medium length | Conversational, active writing style, plain language - simple words, short sentences, not too much information |
| Video | Delivering high level messages geared for quick consumption | Moving pictures, stills, text overlays and sound |
| Web pages | Providing content on demand that answers specific questions an audience may have | Plain language - simple words, short sentences, active style. |
| Twitter | Short, sharp informative messages (no more than two sentences). | Phrases and sentences. Never more than two sentences. Needs to be succinct and in an active style |
| Podcasting | Delivering messages in stories | Sound in terms of spoken words (the onomatopoeic effect), sound effects, mood music or atmosphere sounds) |

Taken from Bullseye! - Getting the RIGHT message to the RIGHT audience by Dave Halls. For more information get the book from amazon.com.