

Users, owners, funders, friends:

The challenges of overlapping audiences in the age of weaponised social media

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Objective

Encourage resilience in stakeholder (audience) planning

Starting principles

- All communication / engagement should be two-way
- Engagement effort should be prioritised to the 'virtuous cycle'

This is a workshop

- Open discussion
- Share experiences even if you don't think they're relevant to others

Resilient engagement

There are real organisational benefits in understanding our audiences / stakeholders

- Enables better management decisions & strengthens the impact of our work

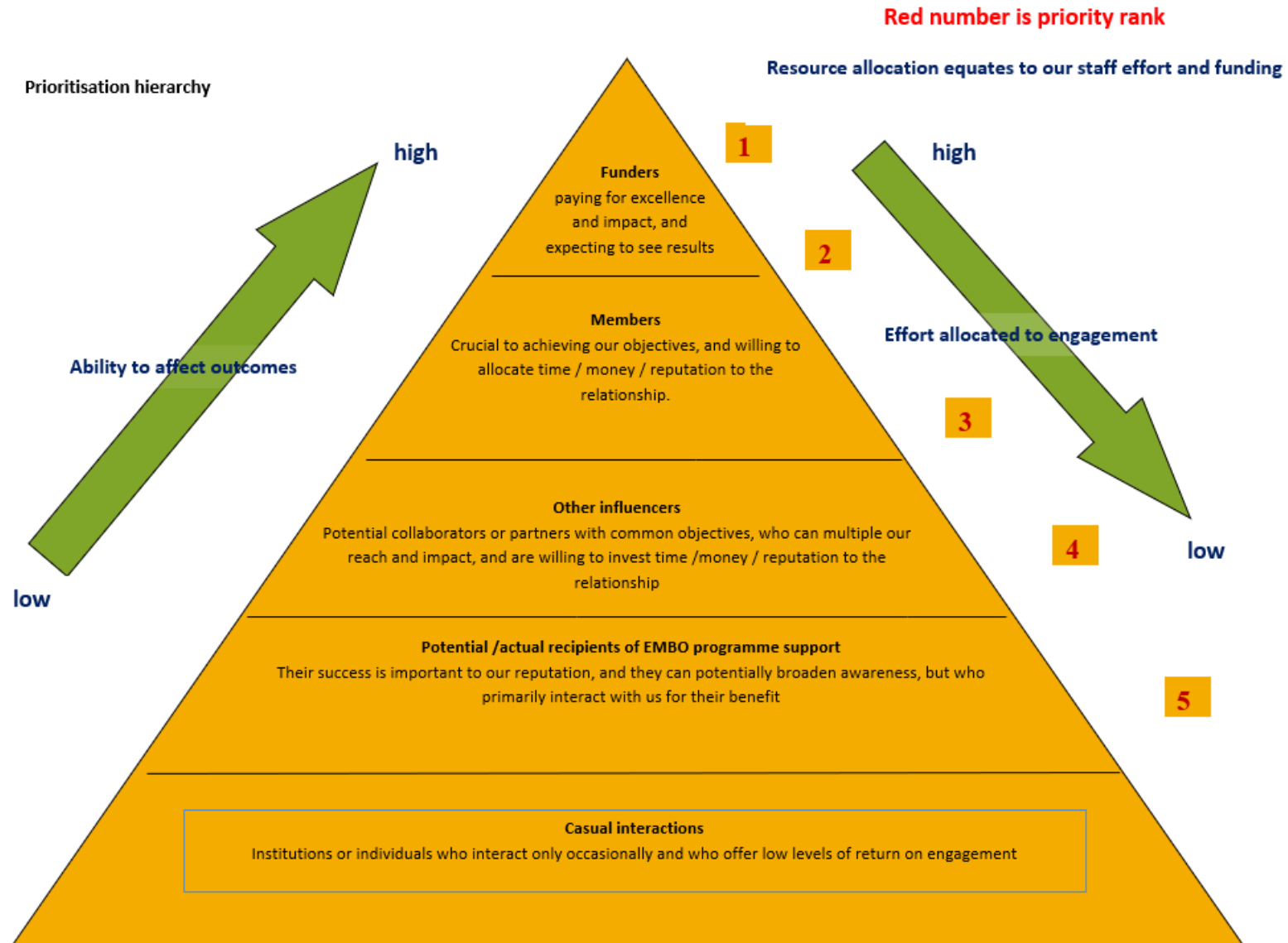
Analysis is especially important with multiple, overlapping groups of 'stakeholders'

- National funders, local officials, staff, users, suppliers, community groups etc

Understanding the special nature of RIs helps create stronger and supportive networks

- Especially important when 'batteries not included' is increasingly an issue

Audience Engagement



Pyramid or Matrix?

The Pyramid

It's presented as a linear relationship for clarity in decision making

- Who, with whom, when etc

Matrix

Reality is more complex and confusing

- Everything everywhere all at once
- Can lead to the loudest getting the most attention even if they're the least influential

The pyramid dilemma

We operate in a matrix world

- We can't and shouldn't ignore any audience

But there *is* a hierarchy & some stakeholders *can* shut us down

- We must engage with them to meet *their* information needs
- Eg, funders expect us to do – and be seen to do – more than 'excellent science'

Houston, we have a problem

- Weaponised social media is creating new power centres that influence decision-makers

Good news


We do have potential allies in the 'info wars' to whom decision makers also listen

- Local communities
 - We live, shop and our kids attend schools there
- Directly affected special interest groups
 - Schools, community groups etc
- Others
 - Local elected officials, media etc

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Do we 'inform' or just tell?

Why it matters

The Leak



Robert P. Crease with Peter D. Bond

**Politics,
Activists, and
Loss of Trust
at Brookhaven
National
Laboratory**



 **Fermilab** | Community
Advisory Board



Why it matters



Subaru Telescope

Hawaii News

TMT project manager admits past mistakes, notes project is dependent on NSF funding, support from Hawaiians

By [MICHAEL BRESTOVANSKY Hawaii Tribune-Herald](#) | Sunday, April 21, 2024, 12:05 a.m.

Toward Coexistence with Hawaiian Culture

NAOJ and Island of Hawaii



Photo: Celebrating Tanabata Star Festival together with local communities.

NAOJ and Island of Hawaii

NAOJ believes cooperation with the host community is essential for operation of the Subaru Telescope. It has highly valued community engagement in Hawaii for 30 years from the very beginning of the Subaru Telescope's construction. Our staff from Japan reside in the Hawaii Island to know and understand communities in Hawaii. About half of our staff members are locally employed, greatly contributing to the observatory. Sharing with people on the islands discoveries and knowledge on astronomy obtained through the skies of Maunakea is also part of our mission, through school visits and community events such as AstroDay.



Why it matters

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The
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Middle East & Africa | Of deserts and stardust

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SARAO - South African Radio Astronomy Obs @SKA_A · Nov 15, 2023 ···

In a thrilling showcase of creativity, innovation, and engineering prowess, the South African Radio Astronomy Observatory (SARAO) recently hosted the 2023 FIRST Lego League Northern Cape Provincial Robotics Competition at Carnarvon High School

#robotics #northerncape #SARAO



Your experiences

- Do you agree?
- Who are your allies?
- What special factors affect your audience engagement?
- What techniques do you use to ensure resilience?