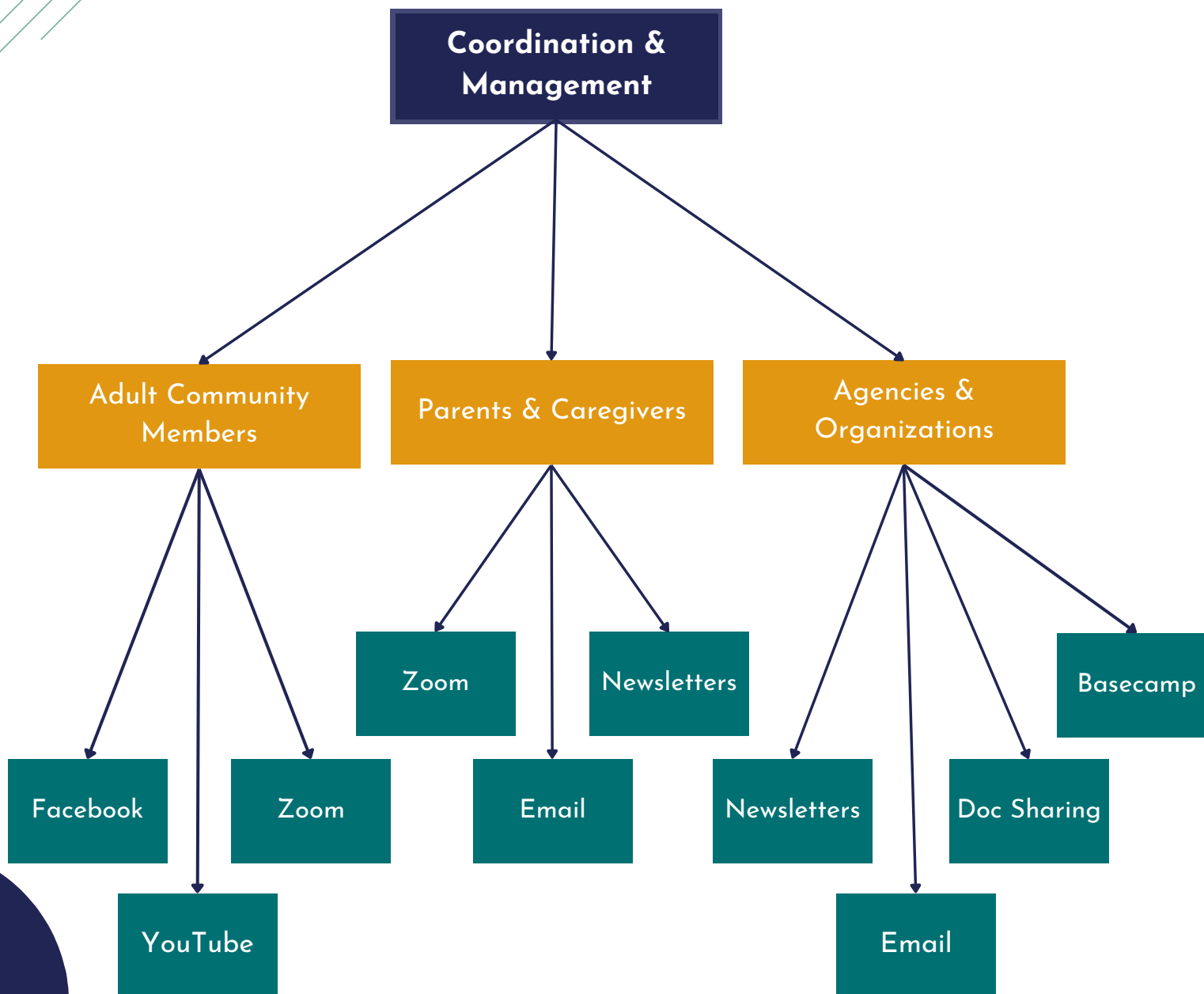


FINDING YOUR AUDIENCE DECISION TREE

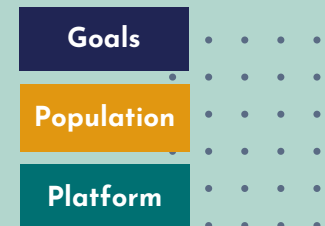
Using this Virtual Engagement Resource

This resource has four categories of SART goals. For each category, there is a decision tree to guide SARTs to identify the audience and virtual strategy to fulfill that goal.

SARTs identify the **populations** they want to engage with then the recommended virtual strategies to use with that population and goal are provided.

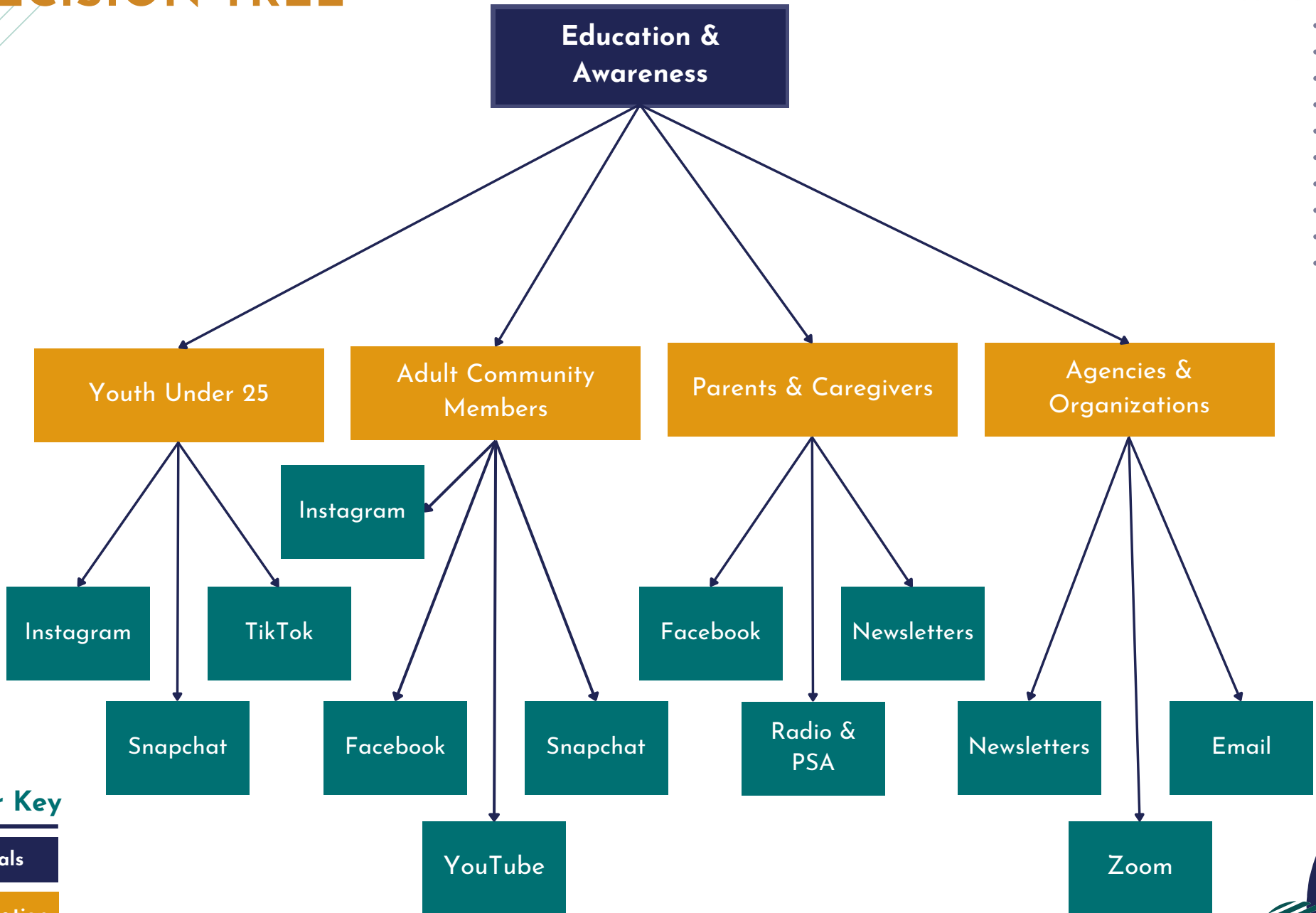


Color Key



FINDING YOUR AUDIENCE

DECISION TREE



Color Key

Goals

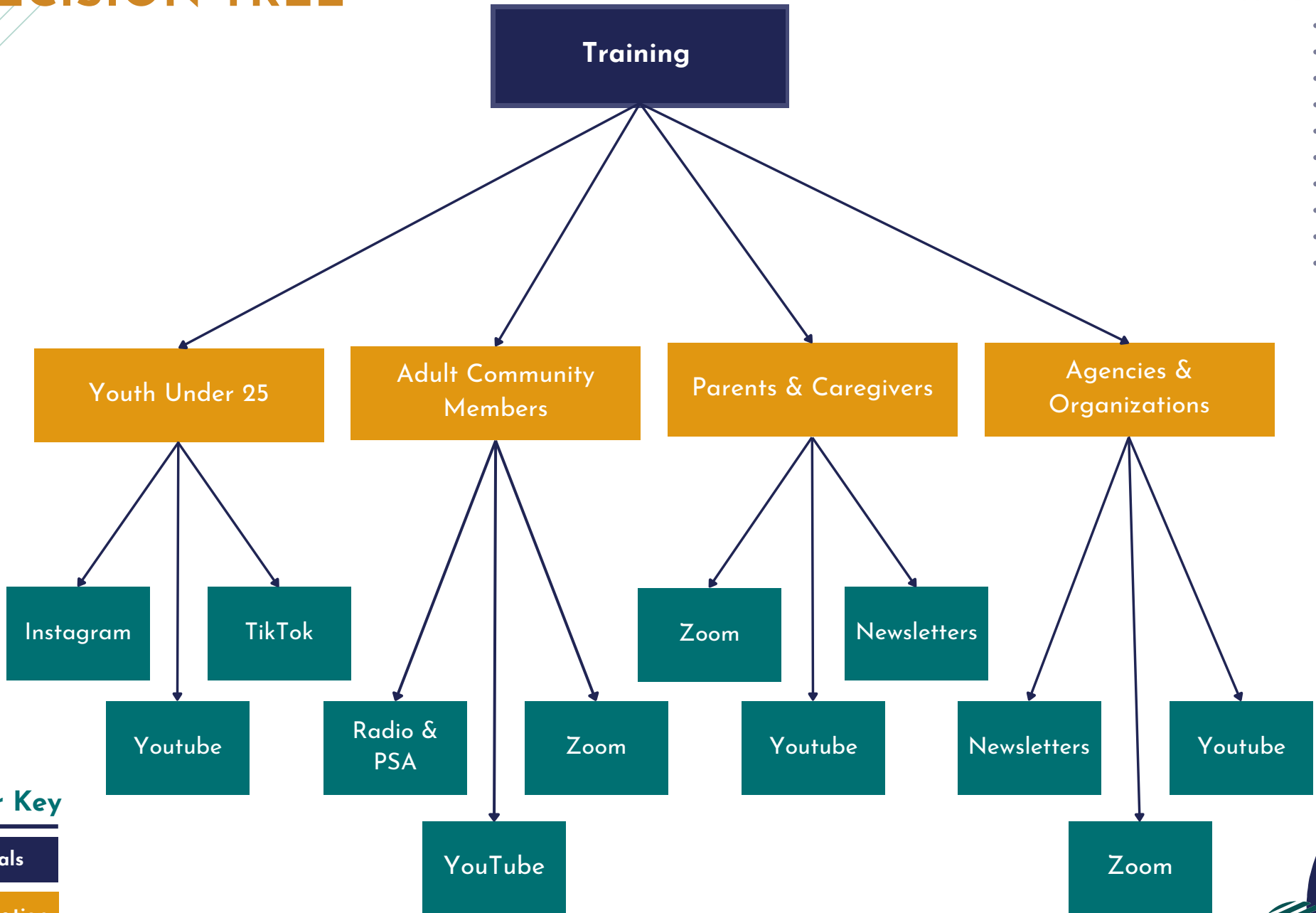
Population

Platform



FINDING YOUR AUDIENCE

DECISION TREE



Color Key

Goals

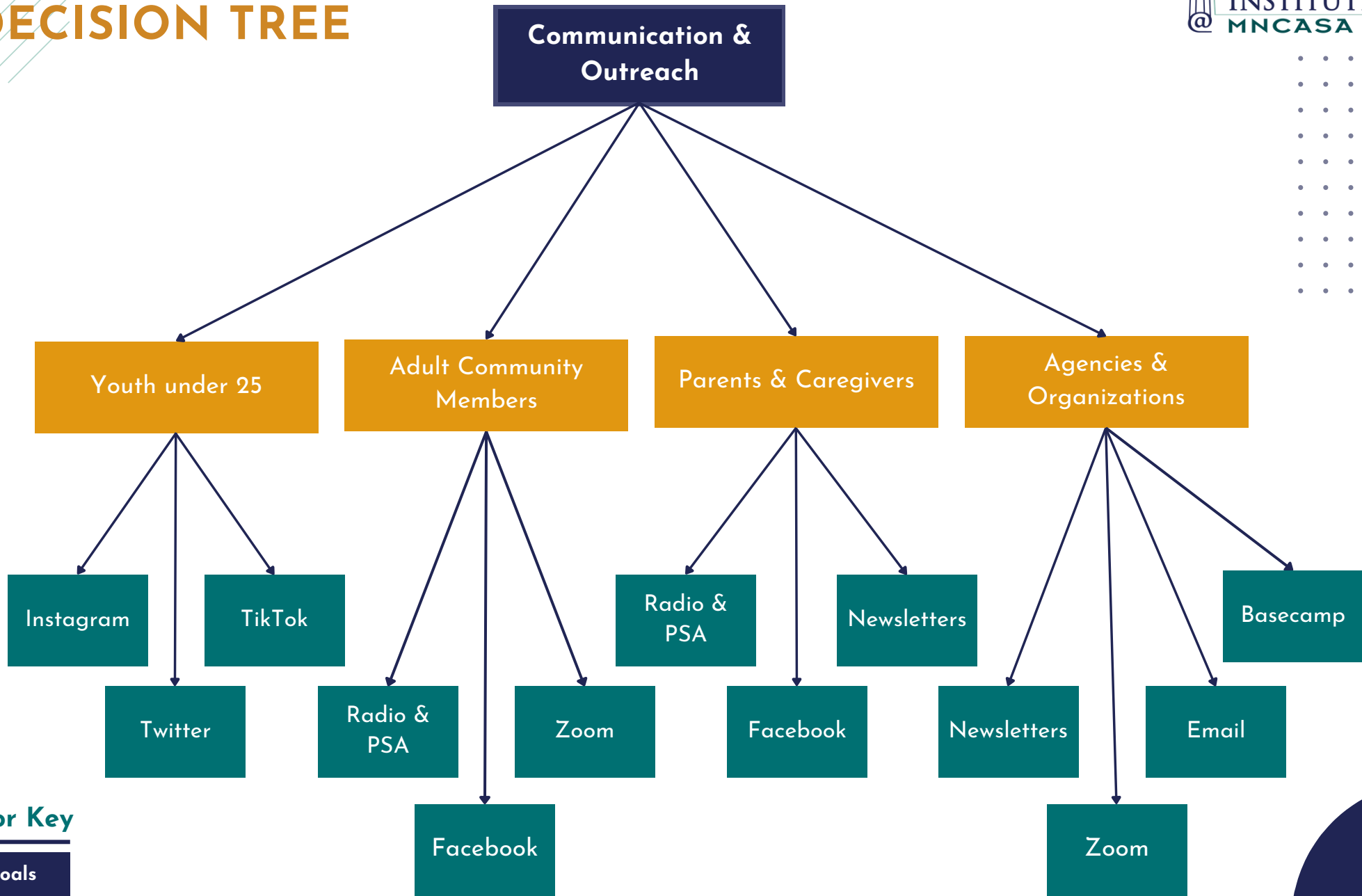
Population

Platform



FINDING YOUR AUDIENCE

DECISION TREE



Color Key

Goals

Population

Platform

