

Testing Your Communications

[Report, Strategic Communications](#)

This is a resource to help you test your messages. It is designed for campaigners who have little or no experience with message testing.

When you communicate you usually have a good idea of what you want to say and the change you want to make. But how do you know it's going to work? That's where testing comes in. Testing tells you whether your choice of framing (the emphasis you put on particular concepts) is associated with the outcomes you are aiming for.

Testing helps you examine your assumptions about what will work and why. It helps you learn more about the people you communicate with. Quite simply, it makes your campaigns more likely to succeed.

This forthcoming guide is a resource to help you test your messages. It is designed for campaigners who have little or no experience with message testing. You will be able to use this guide if you're working with a research company and want to be able to explain what you need and make sense of what they provide. You'll also be able to use it to get more involved in testing messages yourself.

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