

Know your audience – last updated February 2025

In order to effectively communicate at the University, you first need to know your audience, so that you can understand how they access information, what style of communication they prefer to receive, and how best to craft messages so they will be read, understood, and acted upon.

The starting point for good communication is to be aware of your intended audience and approach them on the correct and appropriate level. Think about who will read or hear what you are saying. Try to put yourself into their shoes, so you can gain an insight into what they want to know, and how they want to be addressed.

Word choice, message length and style all show your audience how much thought and care you put into crafting your message. Showing that you have thought about these factors demonstrates to them that you care. To avoid having your message misunderstood or misperceived, you should choose language that is appropriate and understood by all of your recipients.

Think of the individuals that make up your audience before you communicate with them. Ask yourself:

Who is my audience?

Why am I writing / presenting? What do I want them to know or do?

What do my audience already know? What is their level of understanding?

What is my audience's likely attitude about the topic?

How can I work toward addressing my audience's needs and perspectives?

What does my audience want to achieve?

What medium will support my audience best – a presentation, an email, a newsletter article, an exhibition?

CURRENT STAFF

Stakeholder Group	Includes	Typical Channels	Key Contact
Senior managers	UEB	Fortnightly term time meetings	Head of Vice-Chancellor's Office
	Senior Leadership Forum	Monthly	Head of Vice-Chancellor's Office
	PSLT, PSDLT	PSLT – termly PSDLT – weekly (Mon)	Business Manager to Registrar and Secretary
	Council	Meet formally six times per year Briefing Days way Days	Assistant Director, Governance
	Senate	Meet formally three times a year Mar, July, Nov Joint Senate & Council meeting - May	Assistant Director, Governance
	PVCs Faculties of ESE, HLS & HASS	Education Strategy Group Faculty Executive meetings Meetings with Heads of Disciplines and Associate Deans for Research All faculties via IC network	PA to PVC ESE PA to PVC HASS PA to PVC HLS
Faculty-based staff	Academic colleagues - general	Weekly Bulletin Staff website VC talks, Registrar talks, SharePoint sites All-staff emails	Faculty Communications Manager / Internal Communications team internalcomms@exeter.ac.uk
	Business School staff	Business School newsletter (fortnightly)	PA to UEBS PVC
		All- staff meetings (bi-termly)	PA to UEBS PVC Business School Manager
		Academic Department meetings (termly)	PA to UEBS PVC
		Regular all-staff emails from Senior Leadership team, including weekly updates from ADE to academics	PA to UEBS PVC
		Faculty webpages	University web team digitalteam@exeter.ac.uk
	Faculty of Environment, Science and Economy	ESE newsletter (termly)	Executive Officer
		all-staff meetings (termly)	Executive Officer to ESE PVC
		Computer Science Department meetings (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Earth and Environmental Sciences newsletter (weekly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Earth and Environmental Sciences Department meetings (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Ecology and Conservation Newsletter (weekly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Engineering Department meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Geography Department meetings (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Mathematics and Statistics Department meetings (bi-termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Physics and Astronomy Department meetings (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Geography Newsletter (weekly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Faculty executive group meetings (fortnightly)	Executive Officer to ESE PVC
		Faculty webpages	University web team digitalteam@exeter.ac.uk
	Faculty of Health and Life Sciences staff	HLS newsletter (termly)	Lou Vennells
		Faculty all-staff meetings (termly)	HLS Executive Officer
		Biosciences newsletter (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
		Biosciences Department meetings / Coffee mornings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)

			Psychology Department newsletter (every 8 weeks)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Psychology Department meeting (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Health and Care Professions Department meeting (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Clinical and Biomedical Sciences Department meeting (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Health and Community Sciences newsletter (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Health and Community Sciences Department meeting (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Public Health and Sports Science Department meeting (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Public Health and Sports Science Department News Digest (weekly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola (Communications Officer)
			Faculty Executive Board meetings (monthly)	Executive Officer to HLS
			Faculty webpages	University Digital team digitalteam@exeter.ac.uk
			Faculty of Humanities, Arts and Social Sciences staff	HASS news (termly) Communication & Marketing Officer
			Faculty SharePoint Digest (weekly)	PA to HASS PVC
			Arab and Islamic Studies Dept Meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Archeology and History HoD Update (weekly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Archeology and History Dept Meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Classics, Ancient History, Religion and Theology Newsletter (weekly digest)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Classics, Ancient History, Religion and Theology Dept Meeting (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Communications, Drama and Film Newsletter (weekly digest)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Communications, Drama and Film Dept Meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			English and Creative Writing Dept Newsletter (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			English and Creative Writing Dept Meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			HaSS Cornwall Dept Meetings (monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Languages, Cultures and Visual Studies Dept Meetings (bi-monthly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Law School Dept Newsletters (bi-termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Law School Dept Meetings (bi-termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			School of Education Dept Meetings (bi-termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Social and Political Sciences, Philosophy and Anthropology Dept Newsletters (weekly digest)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Social and Political Sciences, Philosophy and Anthropology (termly)	Catherine Moore (Faculty Communications Manager) or Holly Mammola
			Faculty webpages	University Digital team digitalteam@exeter.ac.uk

	Professional Services Divisions	Professional Services staff - general	Weekly Bulletin Staff website VC and Registrar talks All staff emails	Internal Communications team internalcomms@exeter.ac.uk
		Digital Capability	Digital Digest newsletter (monthly) Digital Demo sessions (monthly) Division Webpages	PA to Director of Digital Capability
		Education and Academic Services	EAS Senior Management Team Meeting All-staff talks Division webpages	PA to Director of Education and Academic Services
		External Engagement and Global	All staff meetings Senior Management Team meeting Division webpages	PA to Director of External Engagement and Global
		Finance, Infrastructure and Commercial Services	All-staff meetings Division webpages	PA to Director of Finance, Infrastructure and Commercial Services
		Human Resources	All-staff meetings HR Senior Leadership Team meetings Division webpages	PA to Director of Human Resources
		Exeter Innovation	Knowledge Exchange Newsletter Senior Management team meetings Division webpages	Georgia Brown PA to Director of Exeter Innovation
		IT Services	Division webpages	PA to Director of IT Services

		Research Division	Divisional Directors Group meetings Division webpages	PA to Director of Research Division
		University Corporate Services	Termly all staff briefings All staff emails as required Division webpages	Executive Officer, UCS
	Campus-specific staff	Streatham	Exeter Weekly Bulletin	Internal Communications team internalcomms@exeter.ac.uk
		St Luke's	Exeter Weekly Bulletin	Internal Communications team internalcomms@exeter.ac.uk
		Penryn	Cornwall Weekly Bulletin	Internal Communications team internalcomms@exeter.ac.uk
		Truro	Cornwall Weekly Bulletin	Internal Communications team internalcomms@exeter.ac.uk
	Associate staff	Associate members	Ad-hoc face-to-face meetings and emails Weekly Bulletin associates email	Internal Communications team internalcomms@exeter.ac.uk

STUDENTS – PROSPECTIVE, CURRENT, AND ALUMNI	Stakeholder Group	Includes	Typical Channels	Key Contact
	Current students	General	University Updates (weekly term time email) Social media MyExeter 'Discover' Digital screens	Student Communications Team Student Comms should be the first port of call for enquiries when wishing to communicate with students studentcomms@exeter.ac.uk Student Communications Manager: Jo Cole j.v.cole@exeter.ac.uk Cornwall students cornwallcomms@exeter.ac.uk
		Undergraduate	Student web pages SSLC meetings (termly) All student talks (as needed) Students' Guild / The SU	
		Postgraduate Taught and PGCE	Student led media: Exepose, Falmouth Anchor, Expression FM.	
		Postgraduate Research	Doctoral College Newsletter (every two weeks) Postgraduate Research training and development bulletin (every two weeks)	
		Students' Guild	Website Emails to Sabs Targeted meetings (sabs)	CEO Students' Guild info@exeterguild.com Guild President president@exeterguild.com
		Falmouth and Exeter Students' Union (The SU)		CEO The SU info@thesu.org.uk The SU President (Exeter) Presidents@thesu.org.uk
		Business School students Law School students Med School students	Local all student newsletters /social media accounts Student Experience Officers	Student Communications Team studentcomms@exeter.ac.uk
		ESE students	Academic leads / Directors of Student Experience	Student Communications Manager j.v.cole@exeter.ac.uk
		HLS students	SSLC	
		HASS students	Faculty webpages	
	Prospective students	Undergraduate	UG Prospectus Website Outreach team Social media Open days	Assistant Director, Strategic Marketing

		Postgraduate Taught	Postgraduate prospectus Website Social media Open days	Assistant Director, Strategic Marketing
		Postgraduate Research	Doctoral College website Social media Funding recruitment days	Assistant Director, Strategic Marketing
	Alumni	All alumni	Annual Exeter magazine Alumni events, Alumni website e-comms including a quarterly e-news to all alumni, bi-monthly events emails to all alumni, and termly faculty/sports newsletters Social media (mainly LinkedIn and Instagram) Campaign comms, Telethon	Alumni Communications Manager
		Alumni in related subject disciplines	All of the above comms Local network events Targeted face-to-face meetings with development staff Cultivation events VIP tours / site visits	Alumni Communications Manager
		Alumni in employment in related industries and sectors	All of the above comms Local network events Targeted face-to-face meetings with development staff Cultivation events VIP tours / site visits	Alumni Communications Manager

EXTERNAL STAKEHOLDERS	Stakeholder Group	Includes	Typical Channels	Key Contact
	Unions	Unison, Unite, UCU	Monthly informal meetings JCCN meetings	Assistant Director (Policy and reward)
	Funders and donors	Major funders	Website Targeted face-to-face meetings with development staff Cultivation events VIP tours / site visits Stewardship comms (Thank You repot, welcome email to new donors and supporter e-news)	Alumni Communications Manager
		Other funders	Website e-comms Targeted face-to-face meetings with development staff Cultivation events Tours / site visits	Alumni Communications Manager
	Research funders	Research Councils and charitable foundations	Direct contact via relationship managers Social media	Research & Development Manager
	Science influences	Key journals and media	Targeted press Relevant talking heads	Head of Press and Public Affairs
	Partner institutions	Current and potential partners (eg R,D&E Hospital, Met Office)	Existing academic relationship – direct contact Social media	PA to Director of Exeter Innovation
		Potential research partners	Innovation Exeter (newsletter) Social media Science Park comms channels (possibly) Existing academic relationships	Exec PA to Director of Exeter Innovation
		Potential commercial partners	Innovation Exeter Social media Existing academic relationships Stakeholder newsletter Science Park comms channels (possibly)	Exec PA to Director of Exeter Innovation
		Partner institutions and GW4 alliance	GW4 Council and board meetings Networking events Informal academic networking and word of mouth	Research & Development Manager
		Members of regional science base	Innovation Exeter newsletter Social media Existing academic relationships Stakeholder newsletter	Business Manager to Vice-President and Deputy Vice-Chancellor (Global Engagement)
		Corporate partners	Direct contact via relationship managers Social media Stakeholder newsletter	PA to Director of Exeter Innovation
	Regional influences	Exeter City Council Devon County Council LEPs (Local Economic Partnerships) Regional MPs	Innovation Exeter (newsletter) Social media	PA to Director of Exeter Innovation
	National Government	Government departments Government ministers	Ministerial meetings and visits Contributions to government debate	Head of Vice-Chancellor's Office
	Local community	Local residents Local Councilors Schools	Community newsletter (Streetwise – four times a year) Resident Liaison meetings (twice yearly)	Community Liaison Officer