

# 5 steps to using the Gen Z personas to shape effective climate communications

Want to create climate communications that will engage and inspire positive behavior change and actions within your Gen Z audience?

Using personas is a powerful way to do this. Reference this cheat sheet and the four personas, tips, and insights we provide in our full [guide](#) to create your next climate communications.

## 1. Understand your audience and define your aims

Thoroughly research your audiences and understand what you want people to **know**, how you want them to **feel**, and what you want them to **do** as a result of your climate comms.



## 2. Map them to the four personas

Match each area of your audience with the appropriate persona, then choose your target audience for your comms. Will you target just one of the personas or all of them? Who is already being effectively engaged with your existing comms? And who isn't?



The Abandoned



The Explorer



The Rebel



The Self Carer

## 3. Choose your channel

Go to where your audience is – use the personas to understand how and when to best communicate with them.



## 4. Develop your messaging

Make your chosen persona the person you are talking to as you write. Focus on their needs, not yours. Use the tips and takeaways in the full guide to shape your creative approach for the relevant persona.



## 5. Assess and understand impact

Assess and understand the impact of your messaging and then adjust your future communications approach accordingly if required.



For more support in creating impactful climate communications, contact ICF Next [here](#).