

Science Communication Academy: Drafting Your Fact Sheet Activity Sheet

Objective: Using your audience and purpose, develop a fact sheet about your research.

Fact Sheets: A succinct document that provides information and facts about a specific topic or research project in a digestible manner for the reader to apply for their own needs. When developing these, consider how to write for nonacademic audiences and what you want your audience to take away. A key trap to avoid is accidentally making the fact sheet sound like a research article.

What makes for a good fact sheet:

- Get to the point quickly.
- Using images and charts that are easy to read helps get your point across.
- External links can be frustrating for readers as they can become broken.
- Focus on information that is unlikely to change quickly. Fact sheets will be available online indefinitely and quickly become irrelevant in a fast-changing media environment.
- Including questions or key points at the beginning increases web traffic.

What are some traps to avoid:

- Avoid jargon and technical language.
- Thoroughly explain complex concepts.
- Ensure the fact sheet is designed and written for a nonacademic audience.

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First, identify purpose and audience:

What is going to make your audience care about this topic?

Outline of Fact Sheet:

- **Potential title:**
- **Questions to include at the beginning to pull in the reader:**
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- **Key information to include/expand on:**

- **Ideas for visuals:**

- **Ideas for subheadings:**

- **How/where to utilize this information:**



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