WHAT IS THIS TOOL?

There are plenty of ways to share community feedback. It depends on the type of information you would like to share, the level of detail your audience needs, and the specific characteristics of your audience. This tool helps you decide on the best format for sharing community feedback data for your different audiences.

WHAT DO WE MEAN BY “AUDIENCE”?

We refer to the stakeholders who need to see the community feedback for different purposes as “the audience”. This includes colleagues who need to handle specific issues or broader programmatic changes, managers who need to get a sense of the main priorities and concerns of communities, other partners and authorities who might be working on areas the community feedback relates, to and community members themselves.

HOW TO USE THIS TOOL

1. **Go to the table on the second page and add the different types of data/information you need to share** (column 1).
2. **For each type of data/information, think about who needs to see this information** (you can turn to your [mapping of the information flow](https://docs.google.com/document/d/1Hi34vhZYczoT0HCxMcFvOsudXRv18vGS/edit?usp=sharing&ouid=109473232721131860036&rtpof=true&sd=true))

E.g. technical colleagues will be most interested in the feedback relating to their work, sensitive feedback needs to be shared with the appropriate and trained focal points, and overall highlights and trends may be most relevant for leadership.

1. **For each of the different stakeholders, think about how often they need to see it** (column 4)

How often you share the feedback will depend on several factors:

* **How fast does this type of feedback need to be acted upon?**

For instance, sensitive or urgent project-related feedback will need to be acted upon more quickly than big-picture feedback so needs to be shared quickly

* **What are the usual frequencies of discussion?**

For instance, if senior management meets once a month, provide a monthly summary of key trends

* **How often are you able to share the feedback?**

For instance, if you have a small team that is limited in its ability to produce reports, prioritise being able to share urgent or sensitive feedback in real-time, and reduce the production of large reports to monthly or quarterly.

* **How often are other reports produced that could include feedback data?**

For instance, if there is a quarterly report to headquarters, big-picture feedback data could be prepared on a quarterly basis for inclusion in these larger reports.

1. **For identifying the format best suited for the different audiences (column 5), you can use the decision tree on the third page.**
2. **Go to the** [**overview of different formats for sharing community feedback**](https://docs.google.com/document/d/1Ev51BqKyaWlptX8S5bfsQ43nfwvHQSh1/edit?usp=sharing&ouid=109473232721131860036&rtpof=true&sd=true) **to see more about the formats and what to consider when using them.**

Table to document what kind of information with be shared with whom, and how:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. **Type of data/information** | 1. **Who needs to see it?**   *Who needs to be aware of the feedback?* | 1. **What level of detail do they need?**   *Which aspects and what level of detail do they need to know to use the information?* | 1. **How often do they need it?**   *How often do they need to receive the information?* | 1. **In what form do they need to see the feedback?**   *How would they best receive the information? Is a separate report needed, or can the information be integrated into other information products or updates?* |
| *Eg: Updates on overall trends and differences between groups and locations* | *Eg: Leadership and all staff* | *Eg: A high-level overview* | *Eg: Once a month* | *Eg: A summary report* |
| *Eg: Community members* |  |  |  |
| *Eg: Data collectors* |  |  |  |
| *Eg: Coordination groups on the central level* |  |  |  |
| *Eg: Feedback relating to technical sectors* | *Eg: Relevant technical staff* |  |  |  |
| *Eg: Sensitive feedback* | *Eg: Leadership* |  |  |  |
| *Eg: Focal points for sensitive feedback* |  |  |  |
| *Eg: Main questions, rumours and misinformation* | *Eg: Partners working on Risk Communication and Community Engagement, Infodemic Management* |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Decision tree to identify a suitable format for your audience

Choose one audience and start with the first question of the decision tree. Follow the arrows according to your answers, which will lead you to the recommended format.

