Selecting Credible Messengers: This chart corresponds to Guide pages 19-21. It outlines key considerations for selecting a messenger credible and influential among our target audience. To illustrate how a messenger's influence varies with the target audience, the chart o erviews how a particular messenger may be effective for one situation and target audience but ineffective for another.

Selecting Credible Messengers			
Key questions to ask about the messenger you suggest	**Messenger:**	**Messenger:**	
Is this messenger considered credible and important by the majority of your audience? Credibility is key in influencing audiences.			
Is the messenger from an existing social network? People are highly influenced by the perceptions and actions of those in their social network.			
Does the messenger have anything in common with the audience group you aim to influence? People are more likely to believe speakers they think share their identity, value system, or worldview.			
Does the messenger represent multiple parties or identities? Is the messenger neutral/non-partisan among the involved communities? Speakers that represent multiple identities involved in the conflict a e likely to hold influence among mo e involved parties and be better positioned to influence ey audiences. These multi-partisan speakers are more influential than those with pu ely neutral opinions or who aren't involved in the issue (e.g., speaker groups consisting solely of peace actors).			
Can the messenger simplify more complicated information? Effective messengers are able to synthesize complicated situations into a core message. This makes it easier for others to follow along and get involved while avoiding misinterpretation.			
Is the messenger readily available or accessible?			