



# Is Your Content Connecting?

Reflection prompts for stronger content impact

**Strong content is not just being seen. It's about creating connection with people and supporting meaningful impact.**

This practical resource provides discussion prompts to help teams step back, review recent content and reflect on:

- what audiences respond to, connect with and act on
- communication strengths and gaps
- strategy and planning to strengthen content impact
- where to focus future communication efforts

## Using the prompts

**Focus on specific activity, format or audience content.**

For example:

- campaign, event or launch content
- social media series, theme or format
- press releases, newsletters, reports
- case studies or storytelling content
- audience-focused, such as content for funders, participants or young people

## Shape practical, useful conversations

- Work through all the prompts, or prioritise and adapt best suited to content, time available and priorities.
- Document reflections and insights: use a note taker, digital collaboration tools or standard workshop methods.
- Share takeaways with colleagues and partners to build learning and stronger communication practices.

## Suggested timing

**Quick reflection:** 20–30 minutes

**Team/partner learning:** 45–60 minutes

**Deep dive workshop:** 90 minutes+



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Communications & Media for Change

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## First, Identify the content

Start with a quick snapshot to focus and ground reflections.

- Content being reviewed
- Main purpose, what it aimed to achieve  
For example:
  - Raise visibility about...
  - Demonstrate impact of...
  - Encourage engagement around...
  - Mobilise action around...
- Priority audience, who it was for
- Platforms/channels where content shared

**IMPORTANT:** This qualitative reflection complements – not replaces – analytics, which remain essential to understand performance and inform action. Where available, you can share key analytics before or during the reflection discussion.



## Reflection prompts

### PURPOSE

#### Did the content have clear intention and direction?

Prompts

- Was the purpose of the content clear?
- Did the communication support a clear goal or outcome?
- What worked well – and what could have been clearer?

### AUDIENCE

#### Was the content shaped well for the intended audience?

Prompts

- Was the content relevant to the audience?
- Did the language, tone and format suit the audience?
- What audience responses or engagement stood out?

### RELEVANCE & CONNECTION

#### Was content meaningful, relatable and audience-centred?

Prompts

- Did the content connect to people's realities or experiences?
- Was there relatable information and strong human stories?
- Where could the content have been more relatable or engaging?



## MESSAGE

### How clearly was the communication understood?

Prompts

- Were the messages clear and easy to understand?
- Was the main takeaway obvious?
- Could the message have been communicated more simply or clearly?



## CONTENT & FORMAT

### Did the content format support engagement and accessibility?

Prompts

- What content formats or approaches worked best?
- Did storytelling, visuals or examples strengthen the content?
- What types of content appeared to connect most with audiences?

## PLATFORMS & ENGAGEMENT

### How effectively was the content shared and received?

Prompts

- Did the platforms or communication channels work well for this content?
- Was the content shared where audiences are most active?
- What audience responses or engagement patterns stood out?

## FINAL REFLECTION & LEARNING

### What does this content show us for moving forward?

Prompts

- Did the content achieve what it set out to do?
- What communication elements worked strongest overall?
- What could strengthen future content or audience engagement?
- What should the team do more of – or differently – next time?

**Less noise. More clarity, relevance and connection.**

Strong communication grows through reflection, learning and understanding what audiences genuinely connect with.

## Looking to strengthen your communications?

CMFD Productions supports organisations with:

- communication strategy
- storytelling and content
- media and visibility
- training and capacity building

👉 Get in touch: [info@cmfdproductions.com](mailto:info@cmfdproductions.com)