



TRAINING

Steps to a successful **communications strategy**

VOLUNTEER

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JUNE 2023



PURPOSE ACADEMY



Our initiative

Purpose Academy is a transformative initiative that aims to empower non-profit organizations in Cyprus by equipping them with enhanced communications strategies. Through a six-month training program, three carefully selected non-profit organizations will have the opportunity to work closely with Purpose Communications' specialized team and industry experts. By providing pro-bono knowledge and expertise in public relations and communications, we aim to support these organizations in developing and executing effective communication strategies. Through a series of workshops focused on areas such as public relations, writing/storytelling, media relations development, digital communications, stakeholder relations, advocacy, and campaigning, participants will gain invaluable skills and insights. Ultimately, Purpose Academy strives to enable these non-profit organizations to amplify their voices, engage with their stakeholders, and make a significant impact in their respective communities.



Your elevator pitch

Tell us about your organisation in 60sec or less, highlighting:

- Organisation's purpose
- The issue addressed
- Solutions proposed
- The future

GO!



DESIRED OUTCOME



Today's take aways

- Importance of communication strategy for maximum impact & sustainability
- Integrate communication aspect in each activity and project
- Prepare internally: Clarify roles & procedures, factsheets
- Outline goals, messages, audiences, channels
- Monitoring results and recording impact, evaluating, adjusting plans



DESIRED OUTCOME



Today's take aways

- Plan
- Prepare
- Longterm Process
- Build long term relationships
- Consistency
- Goes hand in hand with your advocacy plan

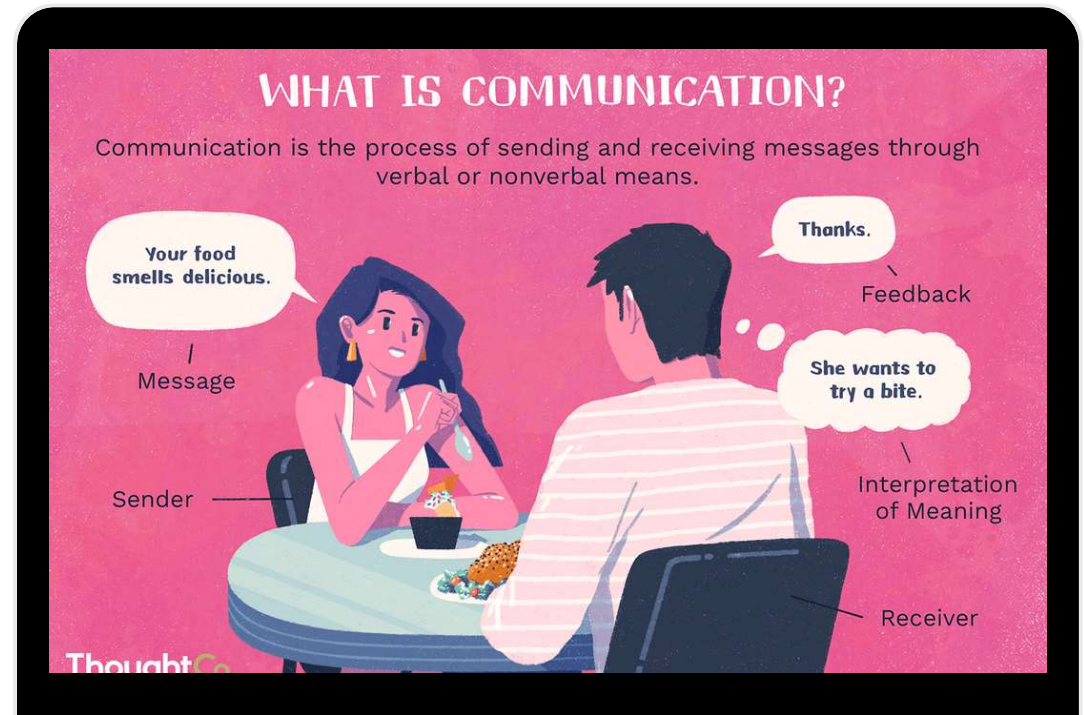


DEFINITION

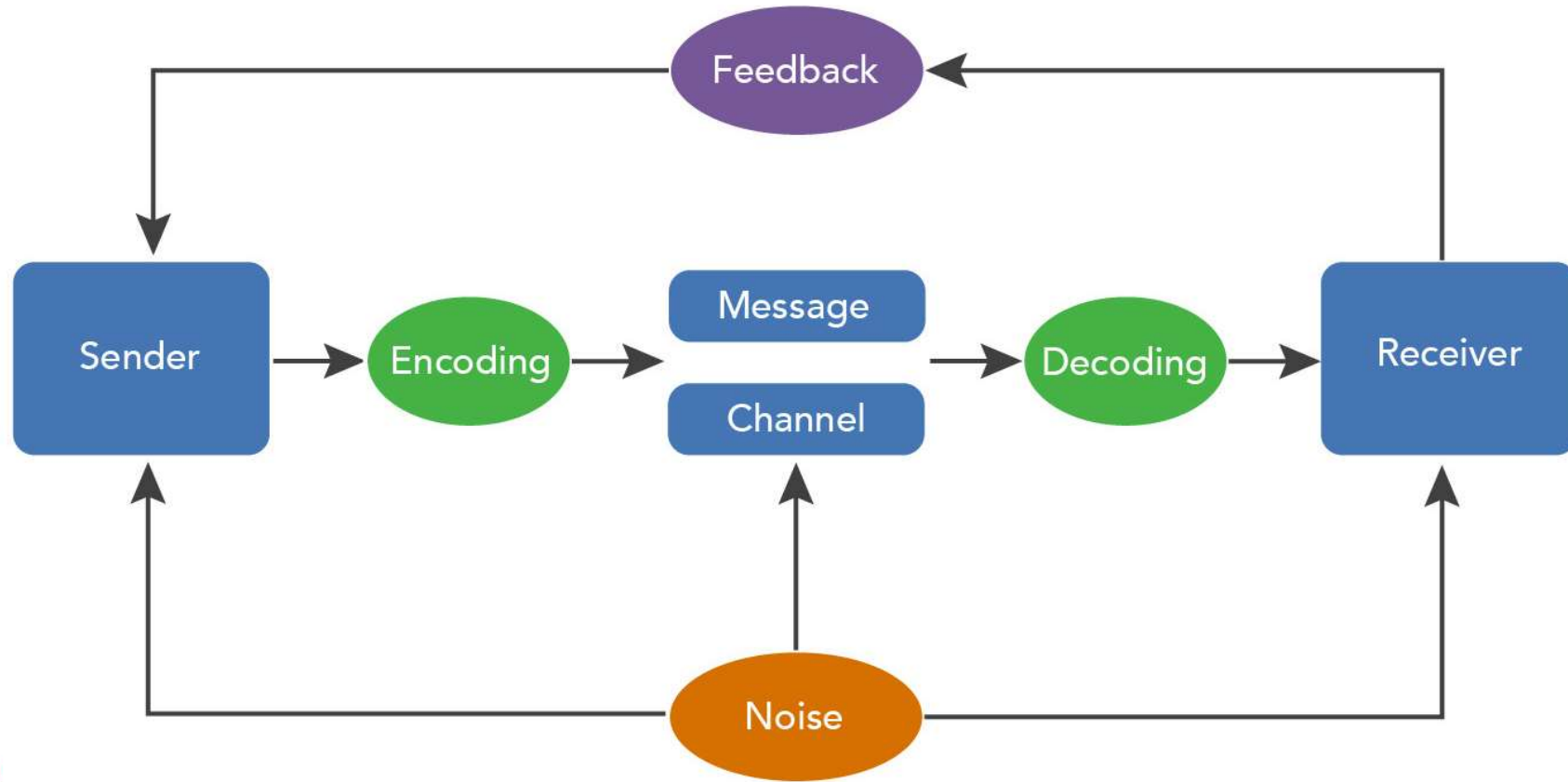


What is communications

Communication is a dynamic process that involves the exchange of messages through various channels, including verbal and nonverbal means. It encompasses speech, oral communication, as well as written forms such as graphical representations like infographics, maps, and charts. Additionally, communication includes signs, signals, and behavior that contribute to the creation and exchange of meaning. In simpler terms, communication can be defined as the interactive process of conveying and understanding information between individuals or groups.



Source: <https://thoughtco.com/what-is-communication-1689877>





WHY DO YOU NEED COMMUNICATIONS?



- **Establishing Credibility and Acceptance:** Effective communication is essential in politics and public affairs to establish credibility and gain acceptance. It allows organizations to convey their values, goals, and achievements, thereby building trust and support from the public.
- **Investment and Sustainability:** Communication is vital for the sustainability of an organization's work. By effectively communicating their mission, impact, and needs, organizations can attract investments, both financial and non-financial, to support their initiatives and ensure their long-term viability.
- **Fundraising:** Communication is a powerful tool for fundraising. It helps organizations raise awareness about their causes, engage potential donors, and inspire them to contribute to their mission. Effective communication strategies can highlight the importance and urgency of the organization's work, encouraging individuals and institutions to donate.
- **Capacity Building, Institution Strengthening, and Reputation Building:** Communication contributes to the capacity building and sustainability of civil society organizations. It allows them to share knowledge, best practices, and lessons learned, enhancing their expertise and strengthening their institutional structures. Additionally, effective communication helps build a positive reputation for the organization, enhancing its credibility and influence.
- **Changing Perceptions, Opinions, and Behaviors:** Communication has the power to shape perceptions, influence attitudes, and drive behavior change. By effectively communicating key messages, organizations can challenge misconceptions, advocate for social issues, and mobilize individuals and communities to take action towards positive change.



What?



Who communicates?



Why?



When?



How?



To whom?





Steps/elements to a communications strategy

- Overall Scope/Aim/ Objectives
- Target Groups/publics/audiences
- The message
- Communication channels
- Monitoring Outcomes/Evaluating Impact and adapt





It's all about telling a compelling story that captures attention at the right moment, using the most suitable medium to effectively convey your messages to your target audience.



SUCCESS STORY



#WeThe15

- With 15 per cent of the world's population being disabled, the International Paralympic Committee and International Disability Alliance wanted to raise awareness of the **lack of inclusivity** for the globe's 'most marginalised group'.
- The **WeThe15 campaign** aims to advance and enhance the lives of the world's 1.2 billion people with disabilities, highlighting the group's lack of access to healthcare, employment, education and other fundamental human rights.
- The campaign launched during the Tokyo 2020 Paralympics, **reaching 80 per cent of the world's population**. Participating brands changed logos to be 15 per cent purple (the campaign's colour) and Paralympian athletes donned temporary tattoos with the campaign's logo.
- It generated **more than 3,000 pieces of media coverage**, with an impressive **2.5 billion Twitter impressions** and **9.5 million social media interactions**.
- The campaign succeeded in its aims to raise awareness of the 'othering' of disabled people by breaking down stereotypes, ultimately achieving **21 per cent awareness** of WeThe15 among the general population in just three weeks.



By FleishmanHillard UK for the
International Paralympic Committee

<https://youtu.be/gHCDvdCajhI>



STARTING POINT: INTERNAL PROCESSES



- Guiding through Procedures and planning
- Preparing contact lists and action checklists
- Outlining goals/outcomes and expected results
- Monitoring and evaluating your work



ARE WE ALL ON THE SAME PAGE?

- Do you have good internal communications?
- Are all members of the organisation aware of its activities planned & implemented?
- Are they all aware and share the same goals? The objectives the strategy?
- Who is your spokesperson?
- Are you reachable?

DO WE HAVE EASILY ACCESSIBLE INFO?

Factsheets about your Organisation

- Who are you?
- What do you work on?
- How are you financed?
- Determine what you would like to say in public and not.
- Simple and concise – BE CONSISTENT

Factsheets about your projects

- Create half to one page factsheets about each one of your projects using interesting facts, visuals & infographics

ASSESS OUR ONLINE PRESENCE

Logo

- Do you have a logo? Are you happy with your logo? The colours? The message?

Online presence

- Are your website and social media profiles up-to-date?
- Use your website and social media profiles as an opportunity to show what you know. If you've done any radio/tv having a clip on your LinkedIn profile and your website will help a lot as will linking to your blog or any previously public work.



DO YOU KNOW YOUR ORGANISATION?



- What are the three things most important of your work?
- Why are they important for society? Impact?
- How do we make the change?
- What would change in the world if you ceased to exist?
- Write down answers to these questions

- **Later:**

- Expand: one or two paragraphs summarising answers and provide arguments and data

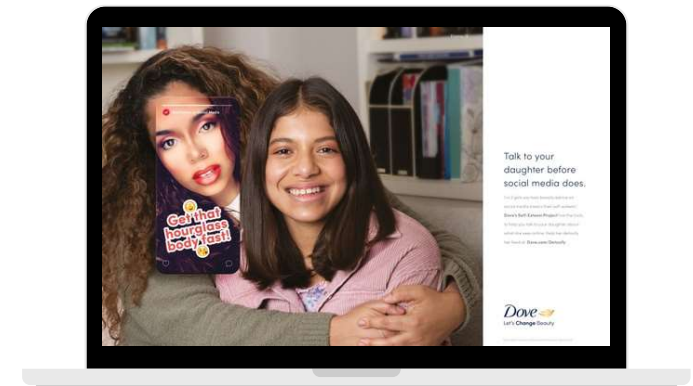


SUCCESS STORY



#DetoxYourFeed

- Dove's #DetoxYourFeed campaign, launched in April 2022, aimed to raise awareness about the damaging impact of toxic beauty advice on social media.
- Through a powerful video utilizing deepfake technology, Dove targeted mothers and daughters, showcasing how beauty influencers can negatively affect young women's self-esteem. The video shifted from influencers discussing flawless beauty to seamlessly transitioning their faces into the girls' mothers.
- The impactful contrast left both daughters and parents acknowledging the potential harm caused by unrealistic beauty standards. The campaign's objective is to encourage viewers to critically evaluate societal beauty norms and promote a healthier self-image. By challenging unrealistic ideals and promoting self-acceptance, Dove strives to inspire positive change in society's perception and appreciation of beauty in the digital era.
- The #DetoxYourFeed campaign serves as a call to action, urging individuals to curate a more positive and empowering social media experience, fostering a culture of acceptance, diversity, and authentic self-expression.



<https://www.youtube.com/watch?v=86rzQv40Fcw>



SCOPE/ AIMS/OBJECTIVES OF A COMMUNICATION STRATEGY



- What is your **aim**? What are you hoping to achieve by a communication strategy?
 - *eg. Persuading people to vote*
- What are your **objectives** that would serve your overall aim? Can these objectives determine the phases of your strategy?
 - *eg. Demonstrating benefits of voting results in their everyday lives*
 - *eg. Demonstrating negative effects of abstaining*
- List the **activities** you plan on engaging in to achieve your objectives and ultimately your aim.
- What are your expected **Outputs**?
 - *eg. 7 meetings, 200 papers, 6 podcasts 300 tweets etc...*
- What are the expected **Outcomes**?
 - *eg. Increase of number of people voting in the next elections*
- Setting up your outputs and your outcomes will help you determine your **criteria** for your success.





THE TARGET AUDIENCE

- What would be target audiences or groups for your organisation?
- You need to be as specific as possible and identify based on the characteristics that would suit your organisation.
- Your target group may depend on the goals and objectives you are trying to reach
- It may also vary according to your projects
- As resources are usually scarce it is always good to determine what your target group is as you will direct energy and most importantly resources in identifying the corresponding medium to communicate with them while you will adjust/tailor your messages to suit the target group.





THE TARGET AUDIENCE- CHARACTERISTICS



- **Start with demographics:** Gender, Age, Geographic location, Financial situation, Education, employment
- **Continue with other characteristics that will help you get more specific:**
 - e.g. family status, religion maybe, hobbies
- **Dig deeper:** How would they get their information? what would they be watching on TV, what radio shows are they listening to, what would their habits be? Do they read newspapers? Do they get their news from social media?
- **Resources that might help you:** Opinion polls, statistics, surveys (governmental portals, EU opinion polls)





THE TARGET AUDIENCE- VALUES



- Think about the **values** that would be important to the people you would like to target. This could include anything from time, money, sleep and convenience to adventure, power, status, fun, and more.
- The next step is matching your **message** to those **values**

E.g. The way you describe volunteer opportunities to a 17-year-old girl will be quite different from how you describe them to a 65-year-old man. They are different demographically and they value different things. Your messages should be customized accordingly.





THE MESSAGE



- An extremely important part of your strategy and your activities
- You influence people and you bring about change by having a strong argument for change that will convince your stakeholders.
- Your core message is a short summary of your advocacy issue and your strategy for addressing it. It tells the audience (and by audience we mean anyone who is listening to you or reading you) what you want to achieve and when.
- The core message should explain why the change is important and how change can happen. It should be short and persuasive.





TAILORING YOUR MESSAGE



- **Think about your audience**

- Your target groups:

- Different age groups, social groups, religious groups, academics, farmers, fashion fanatics all respond to different approaches, style and different use of language...
- ...may read different publications, watch different television programmes and listen to different radio stations....
 - Eg. Generation Z considers facebook as "vintage"!!!!



Decision-makers

Nationally, diarrhoea accounts for 20% of under-five child mortality and intestinal parasitic infections continue to undermine maternal and child nutritional status, physical and mental development. A small investment in clean drinking water and low-cost sanitation facilities will yield a large return in terms of child and adult health and survival. We would like to request a meeting with you to discuss this issue further.

Media

Wangai is 6 years old. His mother walks 5 km each morning to the nearest clean water point to collect drinking water for the family. However, when Wangai and his friends are thirsty, they drink from the nearby river bed, where the cattle and goats drink. Wangai's family have no latrine and use the riverbed in the early morning before it is light. Wangai has two brothers and one sister: he had another two sisters but both died of dysentery before they were four years old.

Wangai has visited his cousin who lives in the nearby town, where there is a good water supply and each house has a latrine. He has seen that his cousin's family do not fall ill and his aunt has lost no babies because of sickness. He wishes there were similar facilities in his village.

General public

Clean water saves lives: water-borne diseases and poor sanitation today claim thousands of lives in rural Tanzania. Each village should have at least one borehole and adequate latrines. Talk to your local councillor today to find out how you can help to bring life-saving support that is needed.



SUCCESS STORY



#TheLastPhoto

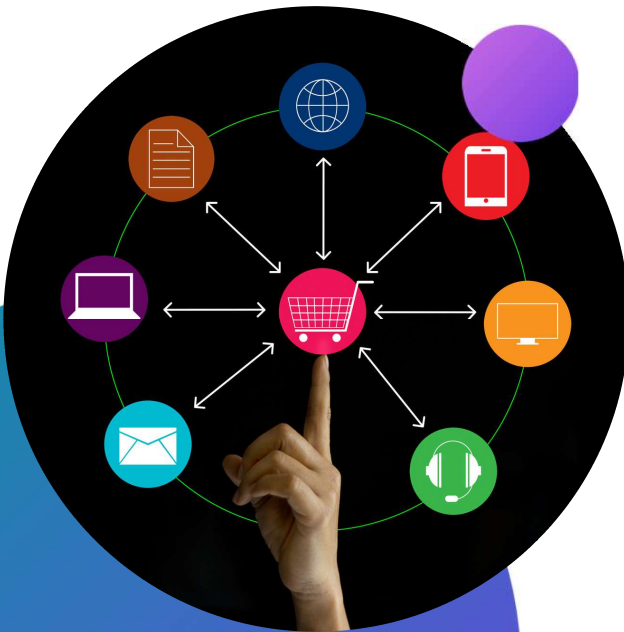
- Every year, approximately 6,000 lives are lost to suicide, yet a staggering 71 percent of the public do not know how to respond if someone is suicidal. CALM (Campaign Against Living Miserably), launched 'The Last Photo,' an emotive campaign that sought to reframe the narrative around suicide.
- The campaign took a bold approach by displaying 50 smiling photos on London's South Bank, only to reveal during a live segment on This Morning that each photo was the last one taken before the individuals tragically ended their own lives. The intention was to challenge the perception that individuals with suicidal intentions always appear visibly sad or in tears. Each bereaved family shared their loved one's unique story of the day they took their own life.
- Following the reveal, each photo featured a QR code, allowing the public to learn more about each person's story and access valuable tools for suicide prevention. The campaign achieved remarkable reach. The campaign's messaging resonated strongly, with 60 percent of the audience understanding the key message: "The signs of suicide aren't always obvious."
- 'The Last Photo' campaign proved to be a powerful and impactful initiative that successfully shed light on the complexity of suicide and the need for increased awareness and support.



<https://www.youtube.com/watch?v=6Jihi6JGzjl>



COMMUNICATION CHANNELS

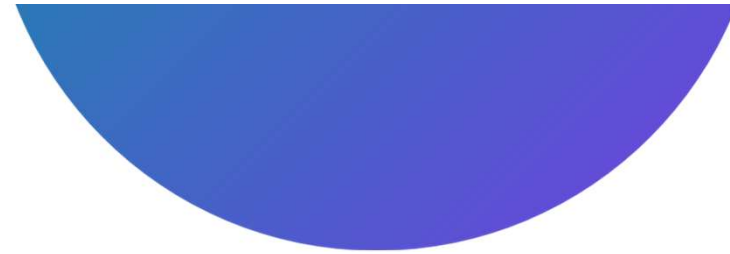


Infinite ways to reach your audience:

- Digital media
- Traditional media
- Paid communication
- Public relations
- Events, gatherings, meetings
- Disruptive events

Can you think of a few more?

Which channels can reach your audience?



Based on the outputs and expected outcomes which you have outlined in your strategy, you will use your media work to evaluate your impact

This is where media monitoring is also useful for your work: you can assess your impact quantitatively and qualitatively by:

- Number of articles and appearances on your subject
- Media discourse on your subject: Have you managed to influence trends and discussions?
- Is media interest increased?
- How do you evaluate your impact on social media?

A more complex and thorough monitoring needed based on number of clicks, followers, sharing, saves, etc.





Additional Tips to remember

- Mapping your stakeholders and analysing them
- Studying your External Environment (who has power to change? who is an influencer? What are the networks and relationships?)
- Understanding the political, social and financial context at the time
- Identifying possible partners, and synergies with other organisations



SUCCESS STORY



#YouCantPutMeDownSyndrome

- A UK agency launched 'You-Can't-Put-Me-Down-Syndrome,' a cultural movement in partnership with the PADS charity (Positive About Down syndrome), challenging current protocols surrounding Down syndrome. The campaign features a powerful photographic series of fourteen remarkable individuals with Down syndrome, aiming to capture their full and rewarding lives and challenge outdated attitudes and stereotypes.
- The campaign gained widespread exposure through various platforms, including social media, Sky News, print, digital, and out-of-home advertising. The campaign has received over 30 million impressions, spreading its positive message. Notably, the campaign reached the halls of the Houses of Parliament, where MPs and policy makers were urged to support the pledge to end the practice of offering termination solely based on a Down syndrome diagnosis.
- The impact has been significant, with over 60 parliamentarians signing the pledge. Prime Minister Rishi Sunak expressed support for the cause, meeting with the PADS team. The campaign has received a highly positive response from the Down syndrome community, generating tens of thousands of website visits.
- Through collaboration and engagement, the 'You-Can't-Put-Me-Down-Syndrome' movement aims to showcase the positivity, joy, determination, and drive of individuals with Down syndrome while striving to influence policy and provide better support for expectant parents.





10-STEP CHEAT SHEET



01 IDENTIFY CLEAR AND SMART GOALS

Identify what you want to achieve. Key metrics, key drivers and alignment with the overall vision of your organization.



02 DETERMINE YOUR BUDGET

Evaluate what are the costs involved with achieving your targets – realistically. Then manage your budget so that spend is available for a fixed period of time.

03 CLASSIFY THE VARIOUS AUDIENCES

Determine the key audiences or groups with whom you need to position your message. Who are your key stakeholders, customers and end consumers?



04 DEFINE THE KEY MESSAGES TO EACH AUDIENCE

What do you want your key audiences to know? What is the purpose of the message you want to give them?

05 STRATEGIZE...PLAN, PLAN, PLAN

Evaluate and then replan, identify broad level strategy and timelines for achievements based on a realistic timeline.



06 DETAIL THE KEY ACTIVITY AREAS

Determine broad level activities and approaches to reach, communicate and engage with your audiences, keep the resources you have in mind.

07 TRACK ACTIVITIES

Track each activity and how it is working. Activities may include your digital approach such as Online Press Releases, Content Building, Webinars and offline events and speaking gigs.



08 MEASURE RESULTS

Measure each of your goals, what have you achieved, are your timelines being met, which channels work better to achieve the results you want?

09 BUILD THE RIGHT MATTER & MULTIMEDIA

You are going to need the right copywriting, the right design, the right platforms to target and the matter to continue to engage your audience, start building this immediately and align it with your plan.



10 INTEGRATE EACH TASK INTO YOUR TO DO LIST

Follow the process and implement each task as a daily routine – continuing to give each aspect the emphasis it requires.



Thank You

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