



Strategic Communications



Strategic Communications.

What is it? Why bother?

- Strategising about how to communicate with identified audiences to get a desired outcome:
 - needs of / impacts on your community
 - Your centre gives voice to your community when their voice is shut out by power structures of our society
 - good work of your centre – your reputation
 - Reputation impacts on – funding, member/staff/volunteer recruitment, partnerships, influence with decision makers




Benefit of planning / being strategic

- Focus your activities to greatest effect
- Ensure good use of limited resources
- Integrate into your day to day work
- “singing off the same song sheet”
- Creative thinking to old challenges
- Achieve results for your community



Hurdles to strategic communications

- Leadership
 - “Buy in”
 - Time
 - Resources
-
- Solution? Build your strategic communications planning into your planning cycle



6 easy steps – do these in order!


1. Your centre's objectives – from workplan
2. Target audiences – mapping & analysis
3. Messages
4. Strategies/actions
5. Implement
6. Evaluation/reflection



Step 1:

Your CLC's objectives/goals

- An additional step in your strategic/work planning processes
- Your Strategic Communications Plan helps to meet these objectives



Step 2: Target audiences

- Who do you need to communicate with to achieve your objective – mapping
 - Beware the “general public”!
 - Who influences who?
- What do you want them to do?
 - the call to action



Target audiences - analysis

- Analysis
- Striking a Responsive chord!
- Analysis Qs –
 - what are they like?
 - What's in their heads? (attitudes, beliefs, biases?)
 - How engaged are they now? How engaged do you need them to be to achieve your goal? (Low, Medium, High)



Step 3: Messages

- Messages move your audience to action
- Tailored to your audience – strike a responsive chord!
- 3 maximum key messages
- Keep it simple



Step 4: Strategies/Actions

- How are you getting your message to your target audience - vehicles
- What vehicles/resources are already available?
 - Personal communication
 - Work – integrate into your everyday work
 - Materials – new & existing
 - 3rd Party – messenger as important as the message



Strategies/Actions

- Right vehicle for right target audience
- Repeat! Repeat! Repeat!
- Congruence – bullshit meters!
- Resources – integration is key



Step 5: Implementation

- “buy in” at all levels – good process
- Integrate into your workplan
- Keep an ear out for ‘noise’
- Flexibility – new opportunities & crisis management



Step 6: Evaluation/Reflection

- Ongoing monitoring
- Reflection in lead up to next planning process
- Outcomes?
- Simple Q & A of target audiences



Group exercise

Objective 1:

To improve access to legal information for young people by better partnerships with local organisations.

Objective 2:

To improve wages and conditions for staff through better government funding.

Objective 3:

To have an engaged membership that reflects the diversity of our community.