

INSPIRING SCOTLAND

Developing communication essentials

A Communications Strategy

- Objective -SMART
- Insights
- Audience - who are they?
- -Need to know?
- External environment
- Craft your messages
- Tactics- the fun bit



Find
Grow
Nurture

Working out the Why?



**Tip: Check out
Simon Sinek – Ted Talk**

START WITH WHY

Everyone has a Why

Why do you get up in the morning? Why does your organization exist? Your Why is the purpose, cause or belief that inspires you to do what you do. When you think, act and communicate starting with Why, you can inspire others.

Find your Why

INSPIRING SCOTLAND



**A GOAL
WITHOUT A PLAN
IS JUST A
WISH**

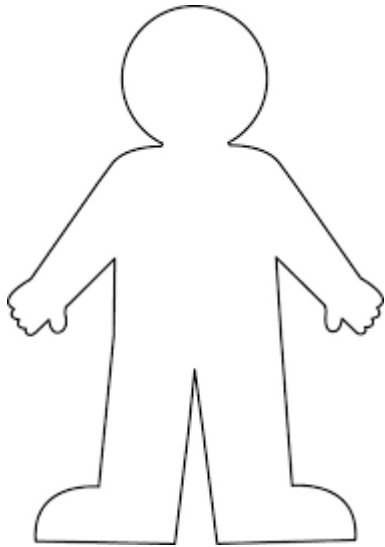
Your audience



Who is it you are trying to reach ?

Undertake an exercise to build your stakeholder list.

Get under the skin of your audience



- Head
- Heart
- What makes them take action
- Outside influences

TIP:

Undertake an exercise to understand more about what motivates your audience

How to reach your audience

- What's important to them?
- What's their main focus?
- What comms method will reach them

TIP:

How do we fit with their agenda?

...Rather than the other way about...

Understand the external environment

- What's happening around us?
 - Policy
 - Politics
 - Funding
 - Events
 - Initiatives

How do we fit with this agenda?

...Rather than the other way about...

Strategy

vs

Tactics

- Educate market?
- Reach new audience?
- Positioning ?
- Influence?
- Awareness fund?
- Fundraising?

- So how can we go about doing this?

Tactics

- How are you going to reach your audience?
- Social media
- Tradition press
- online
- influencers
- Bloggers
- Community groups
- 1-2-1
- Conferences

How do we fit with the current agenda?

...Rather than the other way about...

What other resources do we have

- Individual case studies
- Cost benefit analysis
- Independent evaluation
- Annual Report
- Images
- Films

What's a case study

“a research method involving an up-close, in-depth, and detailed examination of a subject of study, as well as its related contextual conditions.”

The Developed Plan

Audience	What they need to know	Key communications messages	Key communications channels
Service users	<ul style="list-style-type: none"> - What we offer them - How to access our services - Where to go for advice 	<ul style="list-style-type: none"> - We provide useful, practical information and support - We are trustworthy and reliable - We put services users first and value their opinions 	<ul style="list-style-type: none"> - Service user e-bulletin - Quarterly service user meetings - Service user representation on the Board - Media training for service users who are keen to act as spokespeople
Local MP or councillors	<ul style="list-style-type: none"> - What we want to see changed in policy terms - Our strong evidence base and supporter base 	<ul style="list-style-type: none"> - We have a strong evidence base and our calls are grounded in robust evidence - We have a good knowledge of the policy environment - We are a well-respected, authoritative organisation 	<ul style="list-style-type: none"> - Quarterly policy briefings on specific policy areas - Look into creating an All Party Parliamentary Group - Ensure all press releases are sent to relevant government department in advance - Positive media coverage
Supporters	<ul style="list-style-type: none"> - We have the ability to make change if they help us 	<ul style="list-style-type: none"> - We need you to support our campaign by writing to your MP, signing our e-petition, donating to us etc 	