Communications Planned

Module #2: IT for Efficient Communications
'Digital Competences for CSOs and Activists' Course

30 April 2019
Webinar

Communication Strategy vs Communication Plan

Communication Strategy:

Guides general communications of your organisation / group, or communications on a significant initiative or issue.

Includes an in-depth analytical section.

Often has a three-year time horizon, with a plan for a current year.

Communication Plan:

Guides the communications for a particular project, event or initiative.

Follows the basic structure of your full communications strategy.

Has the same timing as the project / initiative developed.

Includes a workplan.

Strategic Communications and Marketing Planning Questions

01

What are our organisation's goals?

02

What marketing goals do we want to accomplish in the next years to work toward our organisation's goals?

03

What did our communications and marketing accomplish last year?

04

What communication channels do we currently use? Are they effective?

05

Do we have a communication and marketing budget?

06

What marketing projects are currently going on? What will we need to promote?

07

What actions can supporters take to move us toward our goals?

08

How much time can we commit to communications and marketing?

Source: https://wiredimpact.com/

EaP | Eastern Partnership

EASTERN PARTNERSHIP CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions

Communication Strategy: Elements

1. **Statement of Purpose:** why you have developed a communications strategy and what you hope to achieve with it. This does not need to be very detailed, and acts as a reference and reminder for those using it in their work.

2. **Your current situation:** the introductory part that says what your organisation does, its main functions and operations. It also includes PEST analysis (Political, Economic, Social and Technological factors that may influence you), SWOT analysis (your organisation's strengths, weaknesses, opportunities, and threats) and Competitor Analysis.

3. **Organisational objectives and communications objectives:** look at your organisation's overall vision, core aims and objectives, and suggest how communications can help deliver these goals.

4. **Stakeholders / audiences**: a detailed description of your main audiences, both external and internal. There are two tricks: mapping the audience by the criteria important to your organisation, and checking the audience against your activities *(example: bullying)*

Audience/Activity	High school students	School teachers	Parents	Department of education
Research	1	2	1	2
Awareness raising	2	2	0	1
Teachers' training	0	2	0	1

Communication Strategy: Elements (II)

5. **Messages:** break down your objectives into relevant messages for each of those audiences. Start with the audiences that are the highest priority. Your messages should be relevant and appropriate to the audience.

6. **Key communications methods:** indicate the most appropriate channels for communicating with each audience identified in the previous section. Most likely, there will be several channels for each audience.

7. **Work plan:** make a table that indicates the key communications activities, budget, and resources allocated to delivering the strategy. It should also include proposed timescales and identify particular milestones within the strategy.

Audience	What they need to know	Key communications messages
Service users	• What we offer them • How to access our services • Where to go for advice	• We provide useful, practical information and support • We are trustworthy and reliable • We put services users first and value their opinions
Supporters	• We have the ability to make change if they help us	• We need you to support our campaign by signing our e-petition, donating to us, etc.

EaP | Eastern Partnership

EASTERN PARTNERSHIP CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions

Communication Plan

Consider before you get started:

1. **Budget**. It often takes money to communicate with large audiences. From printing costs to sponsored social media ads, it is essential you have a sense of your communications and marketing budget before dreaming big with your communications efforts.

2. **Capacity**: What is your organisation's ability in terms of people to create, maintain, and use a communications plan?

3. **Executive will**: Does your management believe in the value of a communications plan? Do they agree with and support it?

There is a bunch of free templates you can use, but we will try this one.

Communications Goal and Objectives

Identify Your Audience

Find Your Message

Decide on Your Materials and Channels

Implement Your Communication Plan

Evaluate and Update Your Plan

Webinar

Communication Plan: Example

The template is available at

https://bit.ly/2vsCBh2

EaP | Eastern Partnership

EASTERN PARTNERSHIP
CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions

1. Communication Plan: Background Information

Project Title	2019 Eastern Partnership Civil Society Hackathon
Project Timeframe	March – July 2019
Project Goal	To strengthen the role of civil society in reforms and democratic changes in the EaP countries through the development of the IT tools for transparency, accountability, digital participation and public services.
Project Objectives	• Incubate at least 20 ideas of IT solutions that enable civil society organisations (CSOs) and activists better serve the needs of their communities, help citizens participate in decision-making, or improve transparency and communication of governmental decisions and spending • Enable full development and launch of at least one IT solution from those proposed by the Hackathon participants • Establish long-term cooperation between civil society and IT community of the EaP countries • Raise awareness of the civil society about the opportunities created by the use of IT solutions in their activities
Project Participants	• Civil society activists – from formal CSOs and individual actors, from the EaP countries • Engaged IT professionals – developers and designers, from the EaP countries • Leaders of civic tech projects in EaP countries and worldwide
Project Beneficiaries	• Small and medium CSOs in the EaP countries • Engaged citizens and residents of the EaP countries – beneficiaries and customers of small and medium CSOs, mostly residing in big cities and capitals, active Internet users

1. Communication Plan: Background Information (II)

Project Stakeholders	• Large CSOs in the EaP countries • Donors supporting civil society and civic tech initiatives in the EaP countries • State agencies for the e-Government and relevant public officials
Specific Expected Results	• At least one civic tech project covering at least one EaP country is developed and launched • At least 20 ideas of IT solutions proposed by civil society activists are validated • At least 40 IT professionals (developers and graphic designers) from the EaP countries are engaged into work with local civil society activists • At least 4 ideas of IT solutions are published at the IDEAS Bank
Budget	• Approximately EUR 100,000

2. Communications Objectives

Communication goal: to increase the number of civil society initiatives in the EaP countries developing and using IT solutions for their core activities	Slogan: IT Solutions Serving Society Needs in the EaP counties Hashtags: #IT4EaP, #IT4Society
Communication objective #1: to receive at least 30 applications with the ideas of IT solutions within the Call for Applications	• Come up with an idea of IT solution for 2019 EaP Hackathon and get funding for its development and launch
Communication objective #2: to convince at least 40 IT professionals from the EaP countries to work on the ideas of IT solutions at the Hackathon	• Help the civil society activists to develop their ideas and visit the amazing Georgia for free • Good people need your skills to make your home country better
Communication objective #3: to convince at least 10 leaders of successful civic tech projects to mentor / teach civil society activists	• Your experience is needed to get more real civic tech projects in the EaP region • Help the teams with their ideas and visit the amazing Georgia for free
Communication objective #4: to popularize civic tech and destroy stigma about it	• Civic tech serves people's needs • You do not need to be a developer / IT guru to launch a smart civic tech project

3. Target Audiences

Group	Description
Civil society activists	Representatives (mostly leaders) of formally registered CSOs (of small and medium size) and individuals with pro-active approach. Engaged, aged 25-35, university graduates, native Russian speakers, but with good knowledge of English. Active Internet users (social media, news, messengers); often use various e-services and appreciate them (maps, online booking, state services, online banking and e-commerce, etc.). Digitalisation evangelists. Believe they know how to solve a local problem with a digital tool, and all they need is funding.
IT professionals (graphic designers, developers, data analysts, etc.)	• Working professionals, mostly men, full time employed with a design / IT studio, with 5+ years of experience. Middle level of income. Native Russian speakers, but good command of the technical English. 27+ years old. Have some experience (current or in the past) of supporting / volunteering with a civil society initiative / group. Like travelling and exploring; often have some active hobby. Disappointed and tired of commercial projects, where they have little say. See the hackathon as an opportunity to combine travelling with some easy and useful work where they can be creative and do as they think necessary. • Young professional (up to 2 years of experience) or undergrads, with low income, but highly ambitious. Aged 18-22, looking for the first job, but with experience as freelancers. Digitalisation evangelists. Like travelling and exploring; often nonconformists. See the hackathon as an opportunity to travel and meet 'cool' people.
Leaders of civic tech projects (mentors)	Tech savvy founders and / or managers of civic tech projects, aged 30+, university graduates (often with master degree earned abroad), fluent in English (almost bilingual), with upper-middle income. Can acknowledge their own mistakes: had at least one failed project in the past, and can easily talk about it. Good analysts, with critical thinking and little respect to authorities. Travel often (mostly on business), but still enjoy it.

3. Target Audiences (II)

Group	Description
Leaders of large CSOs	Well-established in their home countries, with a large network. Influencers among smaller CSOs, who often participate in their programs. Too advanced to apply themselves (they often run their own civic tech projects), but want to give a chance to their smaller in size partner organisations, and see if they potentially can organise a hackathon themselves
Media covering civil society	Often can be similar to the large CSOs. Consider the Hackathon as news, especially when invited to come and observe it
Donor organisations	Have funding programs for CSOs in the spheres of good governance, public accountability, transparency, and support to grassroot initiatives. Want to support CSOs – participants of their former programs, and look for new ideas for programming.
State agencies in the sphere of e-Government / e-Democracy	As civic tech projects often re-use open data they make available, they see the hackathons as an easy way to cooperate / work with civil society – what they have to do anyway, or as a part of their corporate social responsibility work (for state-owned enterprises).

EaP | Eastern Partnership

EASTERN PARTNERSHIP
CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions

4. Communication Toolbox

Offline tools and platforms	Online tools and platforms
• Meetings with leaders of civic tech projects (potential mentors) • Presentation of the Hackathon at international, regional and local civic tech and e-Democracy related events • The Project leaflet • Meetings with leaders of large CSOs • Stickers • Branded t-shirts • Branded bags	• Hackathon website • The Project website • Hackathon event page on the Facebook • Closed Facebook groups of the previous hackathons • The Project page and groups on the Facebook • The Project e-newsletters (to CSOs, former participants, donors) • Emails to formal and semi-formal Project partners with the request for information sharing at their media resources • Emails to former Hackathon mentors with the request for information sharing and recommendations for mentors • Media channels (websites, social media, newsletters) of the formal and semi-formal Project partners • Online media covering civil society in the EaP countries • Infographics • Promo video from the previous hackathons

EaP | Eastern Partnership

EASTERN PARTNERSHIP CIVIL SOCIETY FACILITY

GDSI Delivering Sustainable Solutions

5. Resources available

Communication Budget	EUR 5,000 – 7,000 *(salaries of the core team are not included)*
Human Resources	- Hackathon Coordinator (Iryna V.): overall planning and management; communication with mentors, partners, applicants; the Hackathon website and FB event page update; closed groups of previous hackathons - Communication Expert (Elena P.): texts for the announcements; infographics; newsletters; updating the Project website and social media; communication with media; producing new promo video (video operator + photographer) - Team Leader (Monica B.): communication with the EU Delegations - Hackathon logistic partner (Giga P.): communication with GITA and Georgian partners; promotion in Georgia (in Georgian) - Designer (John Snow): infographics, visuals, promo materials - Tech team (through John Snow Jr.): ensure web resources running

6. Communication Matrix

Target audience	Key messages	Tone and key words	Communication methods and tools	Timeframe and milestone(s)	Communicator	Indictors
Civil society activists	• Come up with an idea of IT solution for 2019 EaP Hackathon and get funding for its development and launch • You do not need to be a developer / IT guru to launch a smart civic tech project • Civic tech serves people's needs	**Idea, funding, award, develop** • Hackathon website and Project's FB: casual, energetic, encouraging • Project website and newsletter: semi-formal, encouraging • Hackathon event page: informal, funny, encouraging **Social, meet the need, award, support** • The Project leaflet, infographics and video: semi-formal, informative • Presentations: formal, based on examples	The Hackathon website	03-06/2019	• Iryna	• **# of applications received** • # of questions from potential applicants received • # of unique visits, Hackathon website • Posts views, Project website • Reach and engagement, social media • Media mentions
			The Project website	12/04; 26/05; 17/06	• Elena	
			The Hackathon FB event page	03-06/2019 (twice a week)	• Iryna and Elena	
			The Project FB page and groups	03-06/2019 (twice a week)	• Elena	
			The Project e-newsletters (to CSOs, former participants)	04-06/2019 (once a month)	• Elena and Monica	
			Closed FB groups of the previous hackathons	03-05/2019	• Iryna	
			Online media covering civil society in the EaP countries	12/04; 26/05; 17/06	• Elena	
			Partners' media channels	03-06/2019 (as requested)	• Iryna and Elena	
			Presentations at civic tech and e-Democracy events	2018-2019	• Iryna and Monica	
			The Project leaflet	ongoing	• Elena	
			Infographics	12/04; 26/05; 17/06	• Elena	
			Promo video from the previous hackathons	04-05/2019 (as needed)	• Elena	

6. Communication Matrix (II) – *and the same for the rest*

Target audience	Key messages	Tone and key words	Communication methods and tools	Timeframe and milestone(s)	Communicator	Indictors
IT professionals (graphic designers, developers, data analysts, etc.)	• Help the civil society activists to develop their ideas and visit the amazing Georgia for free • Good people need your skills to make your home country better	**Help, your skills, travel, make a change** • Hackathon event page and closed groups: informal, funny, promising • Hackathon website and Project's FB: casual, energetic, encouraging • Project website and newsletter: semi-formal, encouraging	The Hackathon website	03-06/2019	• Iryna	• **# of applications received** • # of questions from potential applicants received • # of unique visits, Hackathon website • Reach and engagement, social media • Posts views, Project website • Media mentions
			The Hackathon FB event page	03-06/2019 (twice a week)	• Iryna and Elena	
			Closed FB groups of the previous hackathons	03-05/2019	• Iryna	
			Civic tech partners' media channels	03-06/2019 (as requested)	• Iryna and Elena	
			The Project FB page and groups	03-06/2019 (twice a week)	• Elena	
			The Project e-newsletters (to CSOs, former participants)	04-06/2019 (once a month)	• Elena and Monica	
			The Project website	12/04; 26/05; 17/06	• Elena	
			Promo video from the previous hackathons	04-05/2019 (as needed)	• Elena	
			Online media covering civil society in the EaP countries	12/04; 26/05; 17/06	• Elena	

7. Risks

Risk	Measures
Few applications	• Prolong deadline + additional posts • Requests to partners for information support • Request to current applicants – former participants, for sharing among colleagues • Posts in thematic groups (FB mostly) • Paid ads
Few mentors	• Requests to former mentors • Requests to partners – civic tech projects • Announcements at LinkedIn and jobs postings
Websites misfunction	• Backups • Applications through Google forms • Go social media
Negative reviews	• Reply to comments / reviews • Publish positive reviews from previous years • Publications about 2017 and 2018 winners

EaP | Eastern Partnership

EASTERN PARTNERSHIP
CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions

Thank you for your attention!

Project Regional Office:

📍 23 Grigorenko Av., Suite 2505,
02000 Kyiv, Ukraine

📞 +38 063 376 55 46

✉️ welcome@EaPCivilSociety.eu

🌐 www.EaPCivilSociety.eu

Trainer's email:
Iryna.Velska@EaPCivilSociety.eu

GDSI Office:

📍 Block 15, Galway Technology Park
Parkmore, Galway, Ireland

📞 +353 91 761000

✉️ consulting@gdsi.ie

🌐 www.gdsi.ie

Your questions are always welcome ☺

EaP | Eastern Partnership

EASTERN PARTNERSHIP CIVIL SOCIETY FACILITY

GDSI
Delivering Sustainable Solutions