

Let's think strategically!

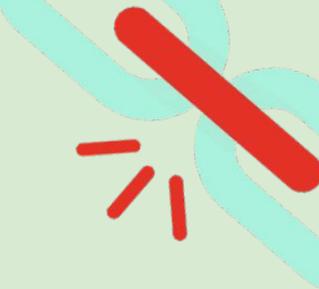


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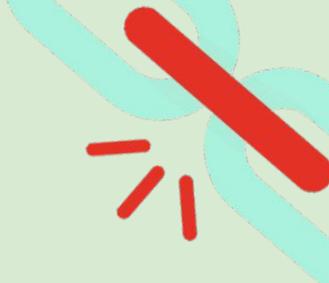


Presenter

Miriam Kołak-Pleśniak

the Volunteer Centre of The University of Warsaw





Outline of session

Part 1- Our task

What we will do and why



Part 2- Communication strategy - what is it?

A few words about communication strategy

Part 3- We create a draft of communication strategy

Teamwork

Part 4- Let's share ideas!



Task for today



Make the drafts of communication strategy. Why?

We work in a very diverse team. Everyone has a different experience with communication, students and students' engagement.

The purpose of our task should be universal, for example, presentation of a method that could later be developed and implemented at work at our universities.

Creating drafts can be a training to strategically think about communication.

Important: Today we will rather not work on specific solutions, but directions, possibilities, paths, types of tools. If specific solutions show up - that's also great.

Communication strategy answers the questions:



Why?

For whom?

What?

How?

Who?

We ask these questions to define:



- Why?** → goal of our communication
- For whom?** → target group
- What?** → content/the message
- How?** → tools/style/operating principles
- Who?** → the sender of the message/narrator

Why do we need a communication strategy?



- A signpost/lighthouse that shows us the way to our destination.
- Everyone in the team knows where we are going.
- It helps to avoid some mistakes.
- Even if these mistakes appear on our way, they are easier to recognize and fix.
- A strategy organizes activities and supports us in the evaluation and verification of the next steps.
- It can inhibit the desire for continuous combinations ;)



Source: <https://fshoq.com/free-photos/p/111/plouzane-lighthouse-in-france-near-the-sea-ocean> (CC BY 4.0)

Why? | Communication goals



- **"Business" goal**
- **Image building**
Goal related to the way we are perceived, to our image.
- **Community building**
In case of social activities, it will be building a community connected by a common cause, goal, but also passion, interest and willingness to get involved.
- **Educational goal**
Transfer of knowledge, ideas, awareness - e.g. in social campaigns

For whom? Target group



Target groups - the groups to which we want to address our message.

We can divide them into two types:

- **Direct** - most often potential customers / participants / recipients of our activities (groups who directly interact with the project / campaign)
- **Indirect** - the groups which can influence the behaviour of direct groups, i.e. the media, opinion leaders in a given field, celebrities, friends ;) etc. (groups who don't directly interact with the initiative but exercise strong influence over or are strongly influenced by direct users)

What is worth defining?



- Who is our recipient?
- What are his/her desires, values, needs, fears and problems?
- Which communication channels does he/she use?
- What kind of content and style does he/she like?
- When can we most effectively reach him/her with communication?

What? | The message



Remember about our goals and mission of the initiative and about the goals of the communication.

Think about our message.

- What do we want to deliver: what messages, information, materials, what effects of our activities?
- What kind of story or narratives about our activity/organisation do we want to present?
- What emotions do we want to evoke and how do we want to be perceived?
- Think about the context. What should our recipient know to understand our messages?

How?



How do we want to tell our story? How to present our initiative? What does our target group prefer?

Content:

- Do our recipients prefer short texts and pictures or longer articles? Are Insta Stories for us or rather blogging?

Other important questions:

- How will we create it? Are we good in writing or do we feel better in presenting the world through photography or graphic? Maybe we prefer to speaking o writing? Can we make a movie or live?

How?



- **Tools:**

Is Facebook enough for us, or do we need Instagram or a blog? What about traditional forms of communication: posters, publications, radio? Or maybe we should think about ambient advertising?

- **Style:**

Should it be more formal, expert, or maybe direct and casual? Will we always communicate the same way?

Who?



Who is the narrator of our story?

How to build a good relationship and create a community around us? There are many ways, but when it comes to students engagement or social activities, building credibility and trust seems to be the basis.

How to do that?

How should a communication strategy look like?



It should be:

- concise
- clear/understandable
- practical

It should be an instruction, not an epic novel :)

How to create a communication strategy?



Steps in a perfect world...:

1. **Preliminary analysis**
2. **Formulating the goals of the strategy** (Why? For whom? What? How?)
3. **Analysis of the possibilities of implementing the strategy**
(tools, budget, schedule)
4. **Planning the verification of our activities**
(how you will analyze the progress)

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Time for brainstorming!

