

PPT 4.2 **Preparing a communication strategy**

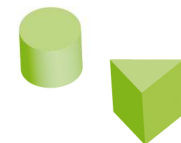
Frank Crawford

Belgrade, October 13, 2010



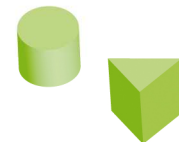
Features of a communication strategy

- **Aims and objectives**
- **Audiences**
- **Key messages**
- **Activities**
- **Time, people and resources**
- **Calendar and event plans**
- **Evaluation and review**



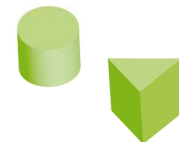
Aims and objectives

- Help to achieve the core objectives of the organisation, including objectives and targets for key projects and programmes (eg inspection)
- Develop key (SMART) objectives for communications strategy
- Consider both the internal and external environment
- Identify the links with other key strategies (eg inspection, reporting, policy advice, record keeping)



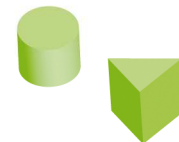
Examples of communication objectives

- Building awareness - of plans, programmes, projects
- Achieving alignment across all staff
- Gaining commitment of influential groups
- Influencing government policies and policymakers
- Encouraging participation and partnerships



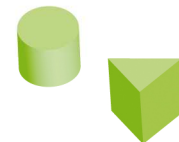
Audience

- Identify key stakeholders and target audiences – staff, teachers, parents, the community, business, local managers, government officials, Ministers...
- Develop relationships with media
- Select the best communication channel for specific audiences (consider their knowledge, preferences, barriers, motivations, beliefs, attitudes)
- Align your message with your values



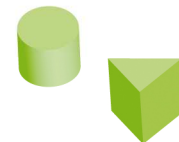
Key messages

- Segment the market – one size does not fit all
- Be specific while considering the target audience eg young mothers vs all parents
- Ensure alignment and consistent branding – ‘tone’ is important
- Focus on doing what is needed to achieve your objectives eg providing new knowledge, changing views, changing perceptions, encouraging action...








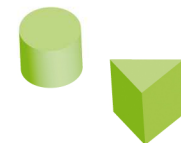
Activities

- Prioritise all communications – which work best?
- Decide on the channels – letters, press releases, TV/radio, advertising, recruitment, branding, websites, intranet, newsletters, social activities, liaison with key groups, DVDs, face to face, good practice conferences, training events, an annual summary report, emails, texts, Twitter, Facebook.
- Have a development plan over a number of years



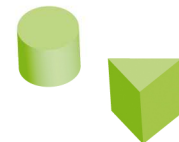
Features of communications

-  honest, fair, open, accurate, high quality
-  user-friendly, plain language
-  within the law
-  efficient and effective eg by using technology
-  consistent



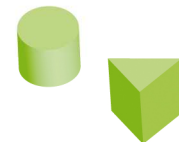
Time, people, resources

- Identify responsibilities and accountabilities
- Ensure alignment (a feature of everyone's remit)
- Get the marketing right
- Develop your press officer
- Decide how much money and how many staff you need over a three-four year period



Calendar and event plans

- Develop a guide or set of instructions for staff around publication of school reports, less frequent reports, annual reports and other communications
- Decide on your timeline for achieving your communication objectives, in a plan – where, when, who
- For major or significant or exceptional events and publications develop an individual media strategy



Evaluation and review

- Decide how often and who will evaluate – build-in day-to-day data collection for evaluation
- Carry out staff satisfaction surveys
- Carry out user satisfaction surveys (eg schools inspected, telephone surveys of parents)
- Analyse complaints
- Review and report to senior managers eg twice a year



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