Articulating the Vision: A Communications Strategy for a SET Region
Objectives

- Define the components of a communications strategy
- Conduct a stakeholder analysis to better understand the different communications needs for each audience
- Inventory internal and external audiences and indicate what SET components are relevant to each audience
- Conduct a SWOT analysis as part of an environmental scan to help craft the message
- Determine which channels will be used to reach each target audience
- Create messages that support the regional SET initiative
The Communication Process

Communication is how we let others know:
what we are *thinking* and how we are *feeling*.

It’s really *who* says *what* to *whom* in what *channel* with what *effect*.
Communications Strategy Benefits

• Creates linkages and consistency among internal teams
• Builds external awareness and credibility
• Generates external support for the project
• Enhances engagement with key stakeholders
• Identifies the proper ways to reach desired audiences
• Aids in crafting consistent and accurate messages
• Showcases achievements
Communications Strategy Overview

1. Analyze the situation.
2. Define the target audience sectors.
3. Conduct an environmental scan.
4. Review project goals.
5. Craft the message.
6. Select communication channels.
7. Identify specific activities.
8. Implement the strategy.
9. Modify the strategy.
Situation

Who We Are

What We Do

Why We Do What We Do

Who Cares?
Target Audience

Stakeholder Categories
[Internal/External]

Stakeholder Type
[Power & Interest]

Message Framing
[Variable]
## Audience

### Questions for Consideration

<table>
<thead>
<tr>
<th>Internal Audiences</th>
<th>External Audiences</th>
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</thead>
<tbody>
<tr>
<td>• How do we stay connected with each other?</td>
<td>• What do you need to know about them?</td>
</tr>
<tr>
<td>• How do we stay informed and cross communicate our committee work across the larger group?</td>
<td>• What do you want them to know about you?</td>
</tr>
<tr>
<td></td>
<td>• What is the best way(s) to communicate with them?</td>
</tr>
<tr>
<td></td>
<td>• What do you expect in return?</td>
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Audience Matrix

Source: https://www.youtube.com/watch?v=9XXmT5Bms6k
www.mystrategicplan.com
Environmental Scan

What conditions could impact the communications strategy?

<table>
<thead>
<tr>
<th>Internal:</th>
<th>External:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths &amp; Weaknesses</td>
<td>Opportunities &amp; Threats</td>
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Goals: Questions to Consider

• How can the communication process help support the goals of the SET region?

• What is the primary message that must be conveyed to key stakeholders (internal and external audiences) to help the SET region achieve its goals?
Great messages:

• Are framed around project goals and objectives.
• Are conveyed clearly and initiated by a credible source.
• Cause people to think, feel, and act in such a way that supports the cause.
• Use different delivery channels for different audiences.
• Keep guiding questions at the forefront:
  • What is SET?
  • Why are we doing SET?
  • Why should it matter to your stakeholders?
Channels/Delivery Mechanisms

- Flyer/Brochure/Fact Sheet
- Letter
- Poster
- Newsletter/e-Newsletter
- News Release/Public Service Announcement
- Press Conference
- Face-to-Face Meeting
- Telephone Call/Conference Call
- Newspaper/Tabloid
- Magazine
- Billboard/Signage
- Banner
- Exhibit
- Television, Newspaper, or Radio Event Coverage
- Computer/Kiosk
- Internet/Webinar/Podcast
- Slide Presentation
- Website/Social Media
- Audio & Video File
Activities

Activities are specific action steps designed to deliver the message through the proper channels.

Things to think about:

- Time
- Expertise
- Budget
- Resources
Implementation

• Following the communication process strengthens implementation.

• Effective community relations requires organization, attention to detail, and commitment.

• Communication is integral to the overall SET initiative.
Reviewing & Revising the Strategy

The plan should be flexible enough to adapt to changes in:

- The environment both internally and externally.
- Stakeholder groups.
- Resources and barriers.
Final Thoughts

• Media relations is an important component of a communications strategy, but it isn’t the only one.

• You are competing for people’s increasingly shorter attention span. Make your messages matter.

• Tap into local resources to help you master your communications goals, and celebrate (and communicate!) success along the way.
Questions