

## Communication Strategies The 9 Step Plan



### 1. Objectives

- Overall programme or corporate objectives
  - What does the programme, project or IUCN want to achieve?
  - Changing behaviour, policy, practice, laws, perceptions
- Communication objectives
  - Raise awareness of issues, solutions, best practices
  - Disseminate knowledge
- Be as specific and measurable as possible
- Be realistic

### 2. Target Audiences

- Who needs to change their behaviour or attitudes?
  - Who is making the decisions?
  - Who is influencing the decision-makers?
- Be as specific as possible
  - Define target audiences
- Get to know them
  - Research target audiences: talk to them, surveys, focus groups, free research
- Where are they?
  - Geographic locations, priorities

### 3. Messages

- What is the current attitude of your target audiences?
  - How do they see the issue?
  - Put yourself in their shoes
  - Do they already know IUCN?
- What would motivate them to change?
  - What drives them?
- Tailor messages
  - For individual audiences, consider a matrix
  - Keep them simple: relevant to each audience
- Make sure the messages fit into the box

### 4. Channels

- What's the best way to reach your target audiences?
  - Where do they get information and knowledge from?
  - How receptive are they?
  - How accessible are they?

- Consider member organizations, Commissions, networks, partners
- Contact information
  - Do you have the right lists and databases?
- Revisit communication objectives

## 5. Products

- What products work best for the audiences and channels?
  - How do they see the issue?
  - Put yourself in their shoes
- What are the interesting stories?
- How can different products and channels support each other?
  - Multiplier effect (eg media exposure for a publication launch or event)
  - Limit content generation if possible
- Be realistic
  - Time, money and people

- Publications
- Press releases
- Brochures
- Articles and op eds
- Web content
- Media information
- Speeches
- Videos
- Events
- Newsletters
- Personal meetings
- Proposals
- Training courses
- etc

## 6. Budget

- How much money do you need?
  - But how much do you have?
  - Can you get money from other sources?
- Be conservative
  - Hope for the best, prepare for the worst
- Be as specific as possible

## 7. People

- Who is going to do the work?
  - Who is responsible, who is supporting?
  - Is everyone clear on objectives and tasks?
  - Breakdown as much as possible: research, writing, design, selling, production, distribution etc
- Do you need additional help?
  - Can you use volunteers, consultants, members?
- Does your management buy-in to the plan?
  - Maybe involve staff from other departments or programmes for political reasons

## 8. Time

- What are the key milestones?
  - Start at the end and work backwards
  - Include all key deliverables
- What is the frequency of products?
- Be realistic
  - Be aware of sign-off procedures, holidays etc

## 9. Measure success

- How will you know when objectives are met?
- How can you monitor results?
- Indicators, measurement methods, frequency
- How will you report success?

You can measure your success through:

- Web stats
- Media coverage monitoring
- Surveys
- Personal meetings
- Publications sales
- Call them