



Workshop Title: Getting your message across: drafting your communications plan

CODE: ML_L3_WA5_W3

KEY COMPETENCE: Media Literacy

LEVEL 3

WORK AREA 5: Media and Active Citizenship

PARTNER: Folkuniversitetet

Duration: 4 hours



ANNEXES

Annex 1

Communications Plan

Define the following elements of your communication plans:

My mission and vision:

My target audiences are:

My positioning statement is:

My main messages to my target audiences are:

The channels I can reach my target groups and transmit them my messages through:

Annex 2

Tips for drafting a communications plan

IDENTIFYING YOUR TARGET GROUPS

One of the first steps in developing a communications plan would be identifying your TARGET AUDIENCES.

Obviously, if you will be promoting your organisation “to everybody”, you will spend lots of resources and won’t even reach the people you actually need to reach. Even if you will, your message won’t be tailored to them and therefore won’t make the necessary impact. That’s why it’s a must to identify your target audiences and work specifically with them.

The same time, don’t get trapped, thinking your target audience is just your final reader. Communications plan extends far beyond your direct readers to reaching out to multiple stakeholders: sponsors and investors, event organizers, different community representatives, different media and so on.

Why? Because you don’t just want for your readers to like your articles, but for people to help you make your voice heard, support you in what you do, invest in you, collaborate with you, write about you in different media. Each of the target audiences, relevant to you, must be worked with (separately) in order to get what you want from them.

Besides, even your readers should be segmented into several key groups based on different strategic criteria: age and gender, lifestyle, interests etc. This will allow to tailor your further work with them and send out more targeted messages.

DEVELOPING THE POSITIONING STATEMENT

Do you believe everyone who is saying they are #1? Or would you rather trust someone who are humble enough to say they aren’t perfect, but can do the job perfectly?

Apparently, nowadays people trust you and perceive you based on not just who you are, but also on how you position yourself among others, which niche in the market you float in.

Not everybody wants to hire an expensive award-winning wedding photographer, if all they need is just few very good pictures.

Because of this, you need to clearly state the position you hold (or aim to hold) on the market – to attract relevant target audiences.

POSITIONING is all about how you distinguish from organisations like yours. Think of your mission and vision: it is what makes you different and interesting. What’s needed

now is to tailor it towards some specific target audiences and define what place you'd have in comparison to the organisations like yours.

Put your thoughts in the simple positioning statement template: "For (your target audience) who (statement of their need or opportunity), I am a (service category) person that (statement of key benefit – that is, a compelling reason to come to you). Unlike (primary competitor alternative), I am (statement of primary differentiation)".

DEFINING MESSAGES

To have good communications, we all craft content, and spread it via different channels to various target audiences. It is obvious that this process requires a strategy and clear vision on what should be communicated.

However, even realizing this, in practice people often have such vision only in the attics of their subconsciousness, relying on this knowledge to be popping up at the right moment when they create their new Instagram post. We wish it'd work this way, but many contradicting "genius" ideas usually also pop up at this very moment of posting... Making the idea of your content sometimes even the opposite of what you should be communicating!

It leads to one simple conclusion: you need to accurately define your **KEY MESSAGES**. Your messages are what you need to be constantly transmitting to your target audiences.

We recommend drafting one simple message for each of your target audiences. Later on, you can create your new content, thinking of this key message, highlighting its different aspects or even just subtly hinting towards it. The point is for your content to be always based on your core message that you strategically address towards this certain target audience.

Many advertising gurus of the past taught us: only by repeatedly hearing the same thing, people will eventually hear it, get it, and (maybe) even consider for them. But to harness the power of repetition, your message should be short and simple.

Some tips we'd give you are:

- Base your messages on your positioning (statement)
- Compose a tailored message for each of your target audiences, based on what you need from them and what they (may) need from you
- Be honest; don't say you are #1, if you are #147. Focus on your actual advantages

Annex 3

Posting schedule template

SOCIAL NETWORK	(MONTH/DAY/YEAR)	TIME	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific images, etc.)
WEEK 1							
6th of January 2020							
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	You should be	https://blog.hootsuite.com/silent-video/	
			CURATED CONTENT				
			EVERGREEN BLOG POST				
			LIVE VIDEO				
			PROMOTION				
INSTAGRAM							
			STORY				
			ORIGINAL IMAGE				
			CURATED CONTENT				
TWITTER							
			NEW BLOG POST				
			EVERGREEN BLOG POST				
			CHAT				
			EVERGREEN BLOG POST				
			VIDEO				
LINKEDIN							
			NEW BLOG POST				
			EVERGREEN BLOG POST				
			EVERGREEN BLOG POST				
			CURATED CONTENT				
			VIDEO				
WEEK 2							
13th of January 2020							
FACEBOOK							
INSTAGRAM							

Annex 4

Integrated Marketing Communications tools

Integrated Marketing Communications tools		
Marketing	Public Relations	Advertising
Direct marketing (email campaigns)	PR-campaign	Advertising in social media
Telemarketing (via phone)	Organisation of special events	Google search and contextual advertising
Personal sales		Advertising in traditional media (press, outdoor, TV, radio)
Branding	Media Relations	Advertising with influencers
Sales promotion		Affiliate programs
Distribution management	Searching for partners and establishing collaborations	Lead generation
SEO	Image making	Souvenirs