

Strategic communication and utilization of European Resources

Strategic Communication or Communications. Strategy, communication and Results. Strategic Communication Plan

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Topics

- **Introduction**
- **Strategic Communication or Communications**
- **Strategic Management Communication**
- **Assignment –Information and Instructions**
- **Summary**

Introduction

Organizations and Communication

Communication is a key organizational process, which **affects** the planning, functioning and results of organizations.

What is communication?

- ✓ Process
- ✓ Function
- ✓ Interaction

The synchronization of images, actions and words to achieve a desired effect.

Strategy and Communication

All organizations have strategy and a function to manage it.

Strategic Management is the organizational function that allows organizations to create and maintain a competitive advantage.

Strategic means :

- ✓ Vision
- ✓ Aims and Goals
- ✓ Setting priorities
- ✓ Building alliances

**Strategic is a rich,
multidimensional
concept that needs to
be examined broadly**

Strategy and Communication



unintended consequences of communications can adversely impact the ability of an organization to achieve its strategic goals

Strategic Communication

Strategic Communication

Strategic communication is the development and implementation of communication initiatives **that further the mission of an organization.**

A set of coordinated actions, messages, images and other forms of signaling or engagement intended to inform, influence, or persuade selected audiences to support national objectives.’(Paul 2010).

A holistic approach to communication based on values and interests that encompasses everything an organization does, to achieve objectives in a contested environment.

Strategic Communication

Strategic communication is communication with a purpose, conducted to achieve specified, agreed and measurable objectives and effects

Strategic communication should be fully integrated into strategic management process from the earliest stages

There is a fundamental requirement for communicators to engage in a timely fashion and mobilize their audiences with attractive, plausible content.

Requires an effective use of a comprehensive 'toolbox' to achieve communication goals

Strategic Communication

deliberate, systematic attempt to shape perception, manipulate cognitions and direct behaviour to achieve a response that furthers the desired intent of the propagandist

Propaganda and persuasion / Garth S. Jowett and Victoria O'Donnell. 4th ed. 2006.

consistent, enduring effort to create or shape events to influence the relations of the public to an enterprise, idea or group

Edward Bernays, in 1928

Communication and Communications

Communication

creation of meaning

development of relationships

information exchange

message's reception and interpretation

Communications

technology

systems

channels

Strategic Communication

A systematic series of **sustained and coherent activities**, conducted **across** strategic, operational and tactical levels, that enables understanding of target audiences, identifies effective conduits, and develops and promotes ideas and opinions through those conduits to promote and sustain particular types of behaviour.

The means should be restricted only by the requirement to achieve the desired effect on the target audience

Strategic Communication



Strategic Communication-Strategy

Is the result of the collaboration between organization/project leader and communications professional(s)

Encompasses of :

- ✓ **Clarification** of overarching communications goals and cascading to clear and measurable objectives
- ✓ **Identification** of relevant audiences and available channels
- ✓ **Selection** of the appropriate tools and means
- ✓ **Determination** of required resources (financial, people etc)

Strategic Communication-Strategy

Results in :

- ✓ **written** reference document against which to judge progress
- ✓ **plan** of all activities and a timetable
- ✓ **plan** of communication risks and mitigation measures

Strategic Communication-Goals and Objectives



Strategic Communication-Goals and Objectives

People are unaware

To become :

✓ *Aware*

✓ *Concerned*

✓ *Knowledgeable*

Motivate them to

✓ *Change*

✓ *try new behavior*

✓ *sustain new/a certain behavior*

- ✓ raise awareness
- ✓ recommend a solution
- ✓ identify perceived barriers and benefits to behavior change
- ✓ provide logistical information
- ✓ provide information on correct use
- ✓ encourage continued use by emphasizing benefits
- ✓ reduce barriers
- ✓ problem solving
- ✓ build skills through behavior trials
- ✓ get social support
- ✓ recall benefits of new behavior
- ✓ assure ability to sustain behavior

Strategic Communication-Means

**press
statements**

**press
conferences**

**core script or
narrative**

short films

**short
documentaries**

blog posts

social media

campaigns

key messages

Infographics

**outreach
activity**

Media

Strategic Communication-Message

A transmitted and/or consumed unit of information enriched with meaning

The cornerstone of a communication strategy

- ✓ **Communicate what organization is doing and why is doing it**
- ✓ **Communicate what will be different**
- ✓ **Fit with organization objectives**
- ✓ **Speak to all of organization audiences**

Strategic Communication-Message



Keep
It
Short
Simple

Strategic Communication-Narrative

A thematic and sequenced account that conveys meaning from authors to participants about specific events.

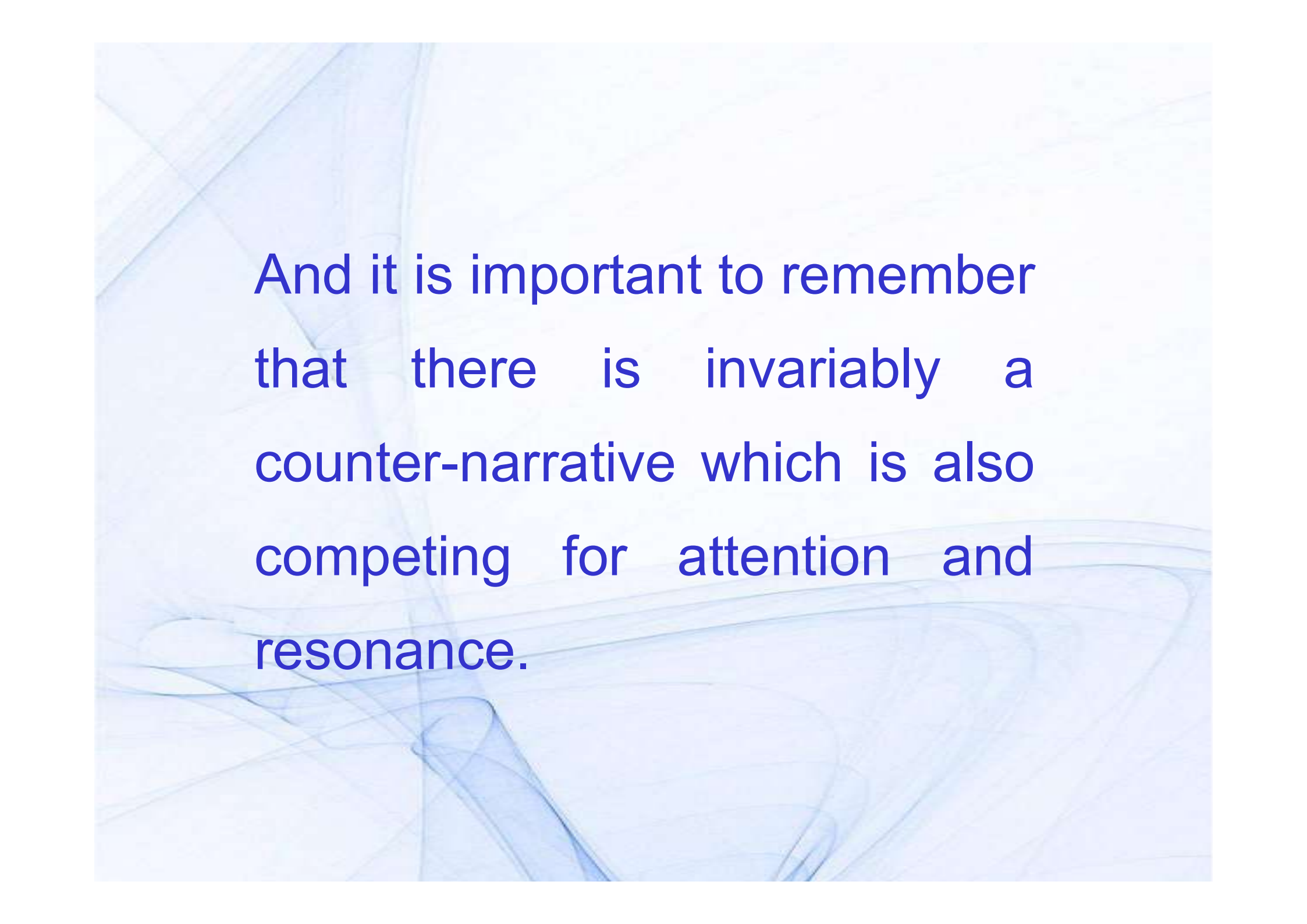
Narratives are the foundation of strategy and vital to create the organizational trajectory

Their purpose is to bind together all of the actions and messages of communication strategy under a common understanding

The best and most successful narratives are those which embrace ideas and terminology that quickly gain resonance with intended audiences

Strategic Communication-Narrative

- ✓ should provide structure and relevance to the meaning of a particular situation
- ✓ must be designed with flexibility in mind so that their essence is not destroyed as messages respond to contemporaneous events
- ✓ must regularly updated through events, press and social media activity, imagery, contributions by interested parties (think-tanks, lobbyists, campaign groups and international institutions)
- ✓ should draw on Aristotle's three elements of persuasion: logos (reason), pathos (emotion) and ethos (moral authority)

The background of the slide is a light blue color with a complex, abstract pattern of overlapping, semi-transparent lines and shapes. These lines vary in thickness and orientation, creating a sense of depth and movement. The overall effect is a textured, almost ethereal blue wash.

And it is important to remember
that there is invariably a
counter-narrative which is also
competing for attention and
resonance.

Strategic Communication-Campaign

Communications campaigns are used frequently to mobilise audiences in order to persuade, deter or encourage other desired behavioural change within a concentrated period.

- ✓ Use before/after examples if appropriate**
- ✓ Explain why people should care, in terms they care about**
- ✓ Support your messages with facts if they're available**

Strategic Communication-Audience

Influential + interested + supportive = your partners

Influential + interested + opposed = use persuasion

Influential + not interested = capture their attention

Strategic Communication-Audience

Target Audience Identification

- ✓ **The precise identification of optimal Target Audiences.**
- ✓ **The measurement of the ‘influenceability’ of that audience.**

Target Audience Analysis

- ✓ **The deep analysis of the identified target audience**

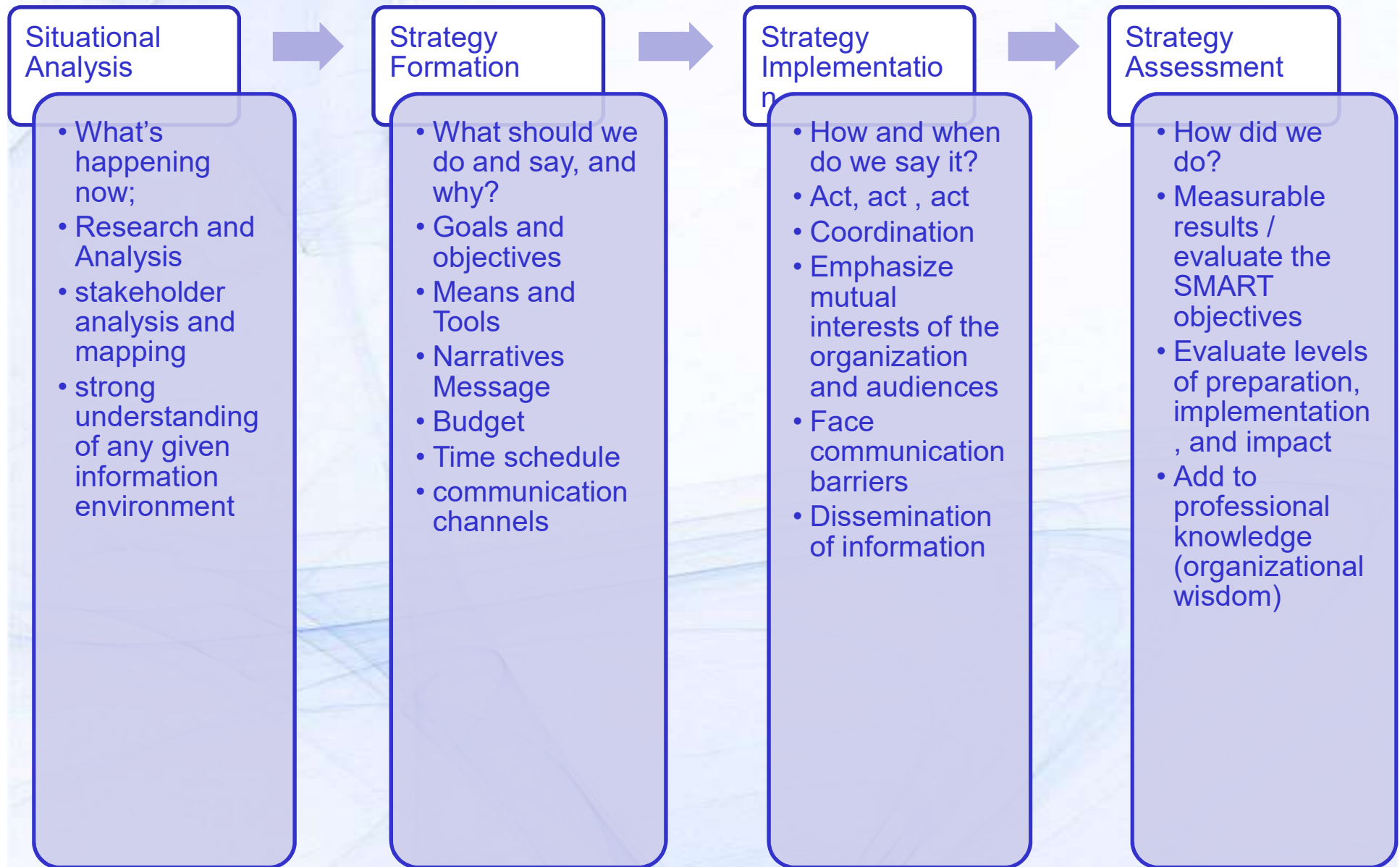
Target Conduit Analysis

- ✓ **Identification of the best process to influence that audience.**

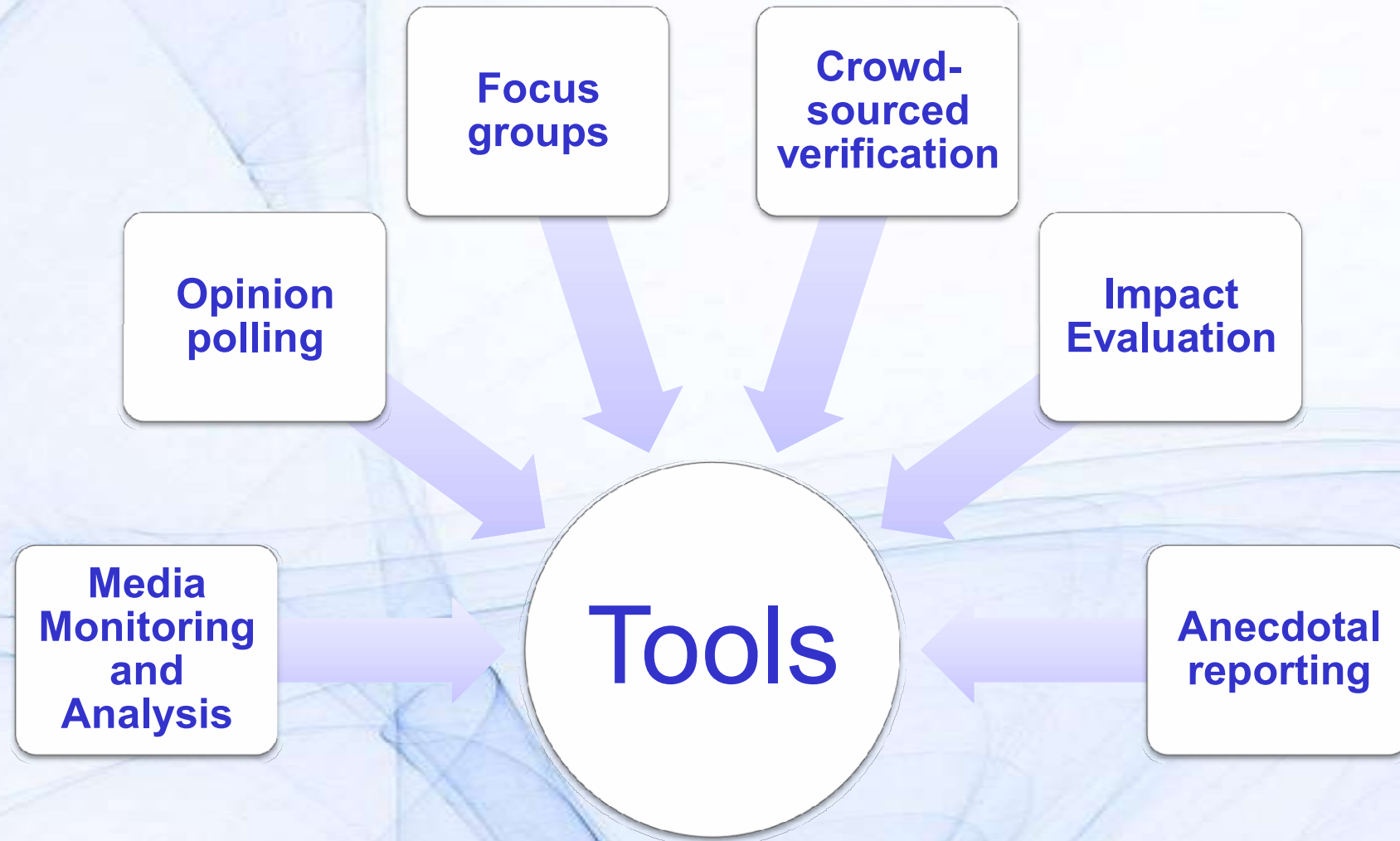
Strategic Communication Management

Strategic communication management could be defined as the systematic planning and realization of information flow, communication, media development and image care in a long-term horizon. It conveys deliberate message(s) through the most suitable media to the designated audience(s) at the appropriate time to contribute to and achieve the desired long term effect.

Strategic Communication Process



Strategic Communication-Evaluation



Strategic Communication-Evaluation

- ✓ **Activity-based report what you did**
- ✓ **Measures of communication channels- quantitative measures indicate the uptake of information.**
- ✓ **Analytical—these measures bring quantitative measures together and complement them with qualitative understanding.**

Strategic Communication-Evaluation

- **Number of people who learn message content**
- **Number of people who change opinions**
- **Number of people who change attitudes**
- **Number of people who behave in the desired fashion**
- **Number of people who repeat or sustain desired behavior**

Strategic Communication-Key concepts

Frame communications strategy around key headings like: vision, overarching aim, key objectives, current context/status quo, target audiences, key messages, positioning, resources, and monitoring and evaluation

Identify specific and measurable milestones over a set period of time.

Get key influencers on board to endorse your messages and give more credibility to your work and cause

Strategic Communication-Key concepts

Strategy can potentially involve digital teams, internal communications, information services, editorial projects, public relations, media promotion, marketing, advertising and event management, depending on its scope

The background of the slide is a light blue color with a complex, abstract pattern of thin, overlapping, and flowing lines. These lines create a sense of movement and depth, resembling a stylized representation of water or a network of connections. The lines are more concentrated in the lower half and become sparser towards the top.

Thank you