

I03 – Training package for social and green NGO leadership

Module 6: Communication and Outreach

Prepared by
Rightchallenge



Erasmus+ Programme - Strategic Partnership
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Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

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Communication Plan

Effective communication doesn't just happen, it **needs to be planned carefully!** But this idea alone can be daunting.

- **Where** do I start?
- **How** do I do this?
- **Why** do I even need this?

Well, let's start with the WHY?



Why?

Every NGO wants to tell the world about the work it's doing. But, more often than not, **the world won't listen.**

That's why you need a **communication plan.**

A communication plan will help you and your organization get your message out and gather the attention it deserves. In an **organized** and **well thought** way.

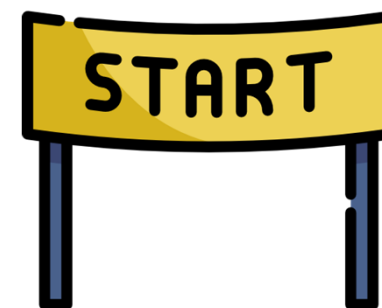


Where do I start?

To start you, as an NGO, need to **define your vision**.

- What is the **big change** you want to make?
- What is your **mission**?

These are the two questions that will help you set the **tone** you will use in your communication.



Your communication might take 10, 20 or 30 years to gather the attention you deserve.
You should create 2-year communications plan to keep it up to date.

Where do I start?

Be SMART

After defining your vision, you need to create your objectives.
Your objectives should be **SMART**:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-bound

Vision	Objective
Save the environment	Increase the number of households recycling in our community by five percent this year.

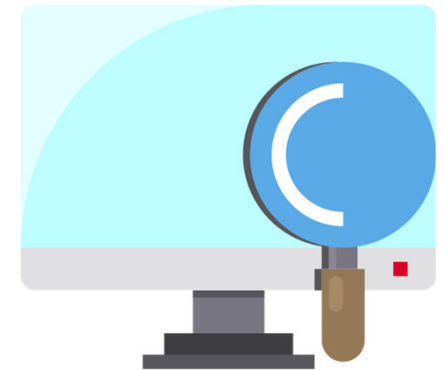


Where do I start?

Internal Scan

An **internal scan** assesses your organization's assets and challenges.

- What staff, resources and tools do you have?
- Is your organization a media machine or is it comprised of academics?
- Are you well known?
- Are you part of any coalition or partnership?

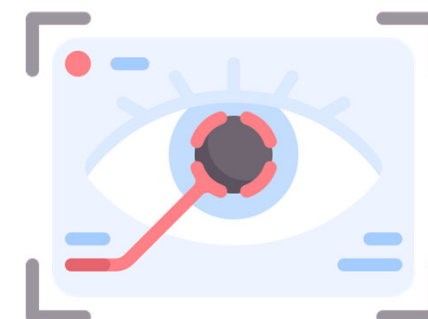


Where do I start?

External Scan

An **external scan** helps you understand external factors that might impact your communication

- What is the current state of the debate around your issue?
- Are there key events you must factor?
- What other organizations are working, either with or against, your issue?
- Are there misconceptions around your issue?
- What obstacles or opportunities might you encounter?



Where do I start?

External Scan

Is there no discussion around your key issue?

Then you have the opportunity to be the first to frame it.

Although the understanding of your issue might be difficult, because it's new, you have the opportunity to be the first one to define it.

Is there already a discussion?

Are you winning it?

Fortify and amplify!

Are you losing?

Reframe!

For example, if the discussion is being centered around “Should we save the planet?”, you can reframe it to “How can we save the planet?”





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What does the external scan assess?

☐ Staff

☐ Misconceptions

☐ Obstacles

☐ Resources and tools

☐ Competing organisations

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Strategy

Target Audience

Now that you know where to start, it's time to define your **target audience**.

These are a few points you must consider:

- Age
- Location
- Interests

You can use social media **analytics** to better understand your current audience and either cater to it or understand what you need to change to reach a different one.

Hint: your audience should not be “everyone”. Work towards a niche group and dominating it.



Strategy

Choose your platform

You now know your target audience, so it's time to choose your **preferred** social media platform.

- Audiences between the ages **12 and 17** are more active on **Twitter** and **Snapchat**.
- Audiences between the ages of **18 and 29** are more active on **Facebook**, **Snapchat** and **Instagram**.
- Audiences between the ages of **30 and 65+** are more active on **Facebook**.

So choose carefully your **main venue** for communication. You don't need to be an exclusive user of a single social media platform, but you should focus your efforts where your audience is.



Strategy

Measure Analytics

Almost every social media platform offers you a place to view and study your **analytics** (e.g. Facebook Insights, Twitter Analytics)

Use this tool to get to know better your **audience** and its **habits**.

- At what time are they online?
- Do they react more to text, pictures or videos?
- Are they more likely to share original content, editorials or inspiring testimonies?

You can also these tools to measure **performance**.

- How many people are like or sharing your posts;
- How many people are seeing your content;





Facebook

Starter Guide

Facebook is the most widely used social media platform.
Chances are you a user and most of your friends and family are also Facebook users.

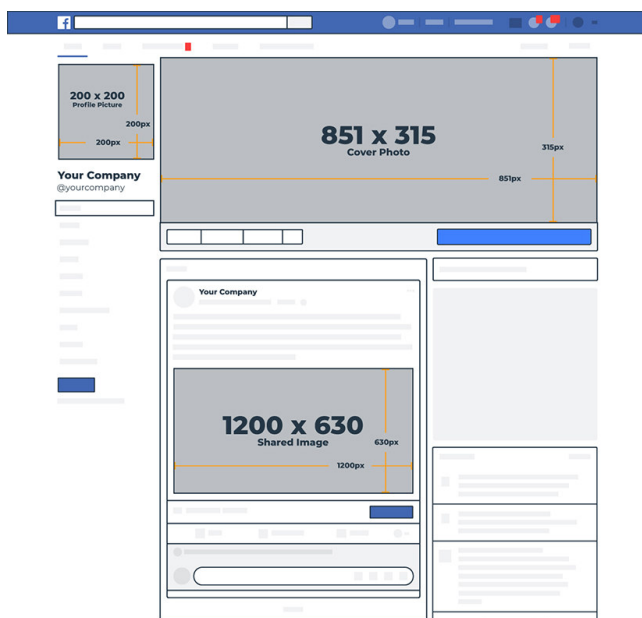
So, take this as a sign of how **wide Facebook's reach** is.



Facebook

Starter Guide

You can use Facebook to share text posts, images and video. Use these **guidelines** to create media material:



In case you want to upload video content, you should use a **1:1 aspect ratio** (squared), as per Facebook's suggestion.

Videos can be up to **4GB** in size and a maximum duration of **240 minutes**.

Remember that profile pictures appear as **circles** on user's feeds. So, be careful with your content as it may be cut out.

Facebook

Starter Guide

If you already have a following take advantage of **Facebook Insights** to understand when is your audience online to know when to post.

If you are starting, make several posts over the course of a week and then head to the **Insights** to get this information.

Using these insights you can start planning your posts.

Make sure you post **twice a day** at times where your audience is peaking.

You can use the Facebook **schedule** tool to get some content ready to be posted without you needing to come every single time to the page or you can use an external software such as **Buffer**, **Swonkie** or **Hootsuite**.





Twitter

Starter Guide

Twitter is the best place to go **informal** with your audience.

Don't be worried with posting long and formal content because Twitter is the right place to **directly engage** with your audience.

Don't forget engagement is important in every single platform, but some platforms offer a more chilled approach (Twitter/Instagram) and others require a more professional one (Facebook/LinkedIn).





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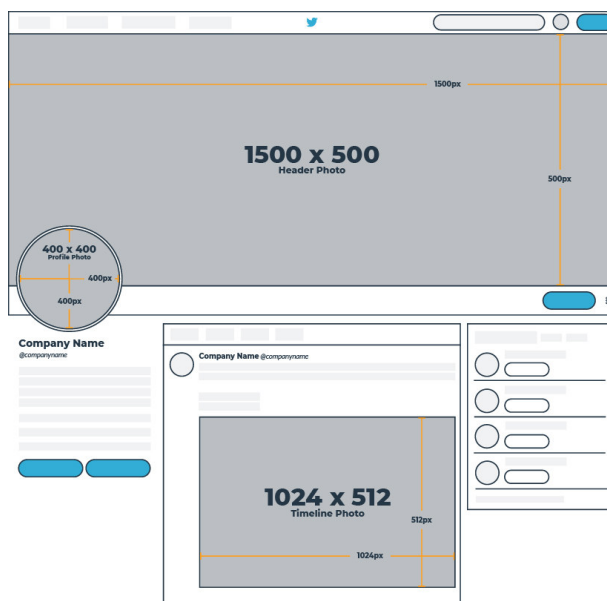
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Twitter

Starter Guide

You can use Instagram to share short (160 characters) text posts, images and video. Use these **guidelines** to create media material:



When uploading video content, just as in Facebook, you should use a **1:1 aspect ratio** (squared), as this will ensure you take the full timeline space.

Videos can be up to **512MB** in size and a maximum duration of **140 seconds**.

Remember that profile pictures appear as **circles**. So, be careful with your content as it may be cut out.

Twitter

Starter Guide

Take advantage of **Twitter Analytics** to understand when is your audience online to know when to post, what is your audience (sex, location, language) and many other variables.

According to **Sproute Social**, the best times to post on Twitter are Wednesday at 9 a.m. and Friday at 9 a.m.;

The best days are Tuesday and Wednesday are the best days to post on Twitter;

The most consistent engagement on Monday through Friday from 8 a.m.–4 p.m.;

The worst day is Saturday gets the least engagement;

And the lowest engagement occurs every day from 10 p.m.–4 a.m.

You can use the Twitter's **schedule** tool to get some content ready to be posted without you needing to come every single time to the page or you can use an external software such as **Buffer**, **Swonkie** or **Hootsuite**.



INSTAGRAM

Starter Guide

Instagram is another place to go **informal** with your audience.

Instagram is the place for you to share your **photo and media** skills and engage around that.

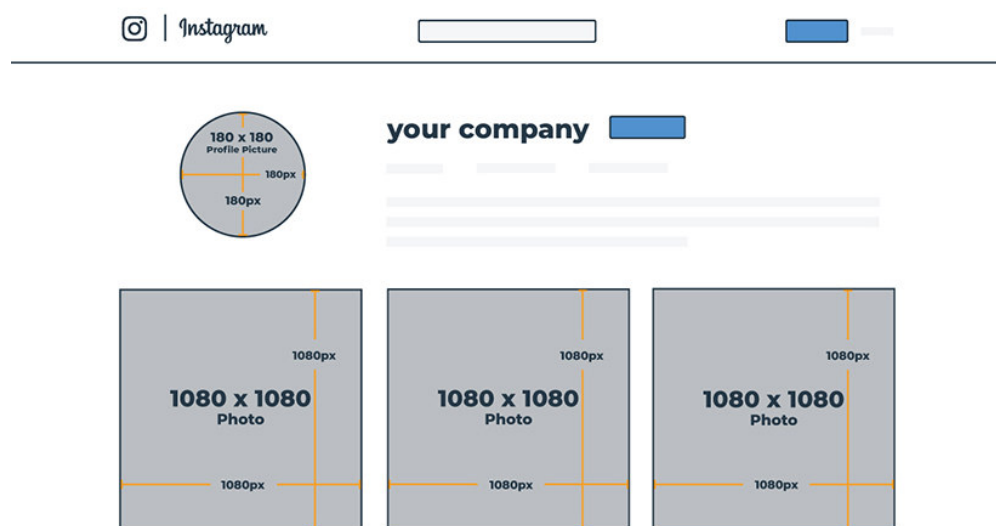
Hashtags are really important and **speaking** with your followers is key in this platform.



INSTAGRAM

Starter Guide

You can use Instagram to share short (160 characters) text posts, images and video. Use these **guidelines** to create media material:



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WEBSITE

Your vision

Your **vision** should be the page where you present your organizations exactly that.

Remember we have already defined your **vision** before?

What is the big change you want to achieve?

What is your mission?

This is the place to further develop what you answered and **explain it** to your audience.

Remember: it should be **easy to read and follow!**



WEBSITE

Donations

A website is the perfect place to gather **donations** for your NGO.

After all, you have just presented your organization, your vision, and your mission.

Luckily, if you have done this work in a **well-thought and SMART way**, your audience has connected with you and your organization and wants to take part and **help** you by **donating**.





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WEBSITE

Analytics

On your website, you can use **Google Analytics** to track your audience and get to know it better.

You'll be able to know their **age, sex, location, what pages they visited, how long they stayed** and **the ways they navigate your website**.

Keep in mind: this tracking **must follow GDPR guidelines**.



MAILING LIST

Why?

Your **website** will **inform and educate** your audience about your organization.

But **email** will **inspire and invite them to volunteer and donate over an extended period of time.**

You can send **newsletters, advocacy messages or fundraising appeals.**

But you need **to collect and maintain good data** on your audience.

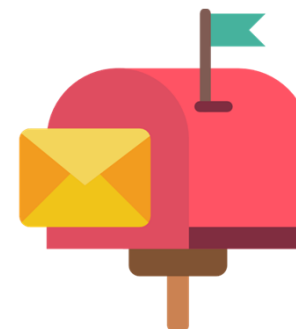


MAILING LIST

How?

Take advantage of your website to collect mail addresses from your audience.

Use tools like **Mailchimp** to collect email addresses, but also names, this way you can personalize each email towards every person.



Whether writing your emails or gathering audience, make it **personal**. Create **call to actions** that provoke clicks, like “Yes, I WANT to save the world!”

Make sure your signup forms are **simple**. The simpler they are, the **more people** will **signup** as they won't waste time. But **beware**, simple doesn't mean you can skip on getting the information you need. Just make sure you don't run a full background check.

MAILING LIST

GDPR

While collecting personal data, do not forget about the **General Data Protection Regulation**. There are 5 things you must never forget:

- Consent **requires** a positive opt-in. **Don't** use pre-ticked boxes.
- **Keep consent** requests **separate** from other terms & conditions.
- Make it **easy** for people to **withdraw consent**—and tell them how to do it.
- **Keep evidence of consent**—who, when, how.
- Check your consent practices and your existing consents.





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Fill in the missing words

Your website will and your audience about your organization.

But will inspire and invite them to and donate over an extended period of time.

Whether writing your emails or gathering audience, make it . Create that provoke clicks

While collecting personal data, do not forget about the .

✓ Check

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