

What to do first?

**A communication strategy made
clear in twenty minutes**

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The communication strategy in one sentence

It is an overall concept

- **it combines elements of the identity of the organisation**
- **with the objectives and the target groups of the organisation**
- **and describes the procedures to realise this objectives**



Communication strategy

Working out a communication strategy

- is not an easy job
- is the work of the whole organisation
- should be done first
- but, is a work in progress
- should be one of the priorities of the management (confirmation & implementation)



The first element: the identity

- what is the purpose of the organisation?
- what are its objectives?
- for which target groups?
- what are the values it stands for?

- **These elements should be reflected in:**
 - The name of the organisation
 - The graphic style of the organisation
 - The mission
 - The baseline (the “slogan” of the organisation)



Identity and the communication strategy

The communication strategy

- helps you to realise your objectives
- helps to create an image
- and helps you to make your image match with your identity (how are we perceived versus who are we in reality)



The second element: objectives

What is the purpose of the organisation?

- to inform
- to sensitize
- to change attitudes & behaviour
- to raise funds
- to lobby

These objectives will influence/determine your communication strategy



The third element: target groups

- the government
- partner organisations
- intermediaries (doctors, social workers etc.)
- the general public
- the press
- clients
- sponsors
- specific groups like youngsters, lesbian & gay people, drug users et cetera
- fellow workers of your organisation



Communication strategy

1. Identity
2. Objectives
3. Target groups

The objectives should be realised in these target groups according to clear strategies (4)

These strategies give direction to the choice of your methods (5)



The fourth element: strategies

To establish a successful media strategy, other strategies should also be clear

- **Graphic style strategy/Brand strategy**
- **Press strategy**
- **Sponsor strategy (incl. ethical code)**
- **Internal communication strategy**
- **Quality (procedures) strategy**



The fifth element: methods

The objectives can be realised in these target groups using different methods

- **websites**
- **brochures/publications**
- **education/lectures/testimonies**
- **games/educational material**
- **seminars**
- **contests/actions/benefits/expositions**
- **magazines/newsletters/reports**
- **articles/testimonies/interviews/opinions in the media**
- **multimedia campaigns**



Conclusions

Working with the media can only be effective:

- **if your targets and objectives are clear**
- **if your organisation is prepared**
- **if your strategies for realising the objectives are clear**
- **if there is a an operating procedure for the methods you use**
- **if all these procedures are geared to one another in a broader strategy**
- **if you make it a priority: you need time and people to do it right!**

