

# Effective communication tools – and how to use them

Learning Platform on Human Mobility

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# What should a communication plan include?

A clear objective(s)

A clear strategy

Maximization of platforms

Roles and responsibilities

Success measures

A commitment to be flexible!

# Where to start?

What is your objective?

Are you responding to something?

Proactively putting a message out there?

Both?

What's your tone of voice? (AVOID jargon like the plague)

What are you looking to achieve?

What is your **ONE** key message?

# Who is the audience?

Who are the key stakeholders?

Who should be involved in the conversation?

Who covers this story or topic regularly?

Are they objective?

Who else can be brought in to the discussion?

Who cares about/is committed to this topic?

# What would improve the media coverage?

Facts, figures

Stories that can be shared

Personalization through storytelling

Images

Visual storytelling

How can you  
collaborate with  
media?

Bad news.

You can't.

But, you can partner.

# How?

Identify journalists doing good work

Identify journalists doing “bad” work

Create opportunities for learning, sharing

Remember the power of storytelling

Help create guidelines

Cite and promote best practice

# How can you partner with media?

Workshops

Seminars

Tours

Conferences in other fields – go where the media goes

Spend-a-day with events

Etc.

# How can broaden your reach?

The role of social media cannot be overstated!

Is your website of value to media?

Can a journalist find data, facts, figures, stories?

Are you linking to great content?

Are you using MailChimp?

Are you using Twitter? Facebook?

Are you doing regular research?

Do you know 200m bloggers?

# How can broaden your reach?

The “art” of hashtags

The power of an image, video

Let stories lead (e.g., INSI)

Find new communities of people who are passionate about your topic, cause

# How to deal with negativity

Find the key objection, incorrect fact(s)

Hone in on that for your response

Avoid negativity

Seek to educate

Distribute media guidelines

So, let's talk about  
how this might  
work in the real  
world...

First impressions  
of the readings?

**Q1.** How do you currently work with media? What works? What doesn't?

**Q2.** How do you help  
to educate?

**Q3.** Are you using  
social media? How?

**Q4.** Using some of the articles we've read, what do you believe makes for "best practice"?

**Q5.** Using some of the articles we've read, what do you believe makes for "worst practice"?

**Q6.** What do you believe could help the journalists who wrote these articles? What is missing?

**Q7.** What are the tools you believe you need to improve media coverage?

**Q8.** What would be your measurement for success? How do you know if you're making progress?

**Q9.** If we could leave the room with just **ONE** new idea for media coverage, what would it be?