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Communications Strategy



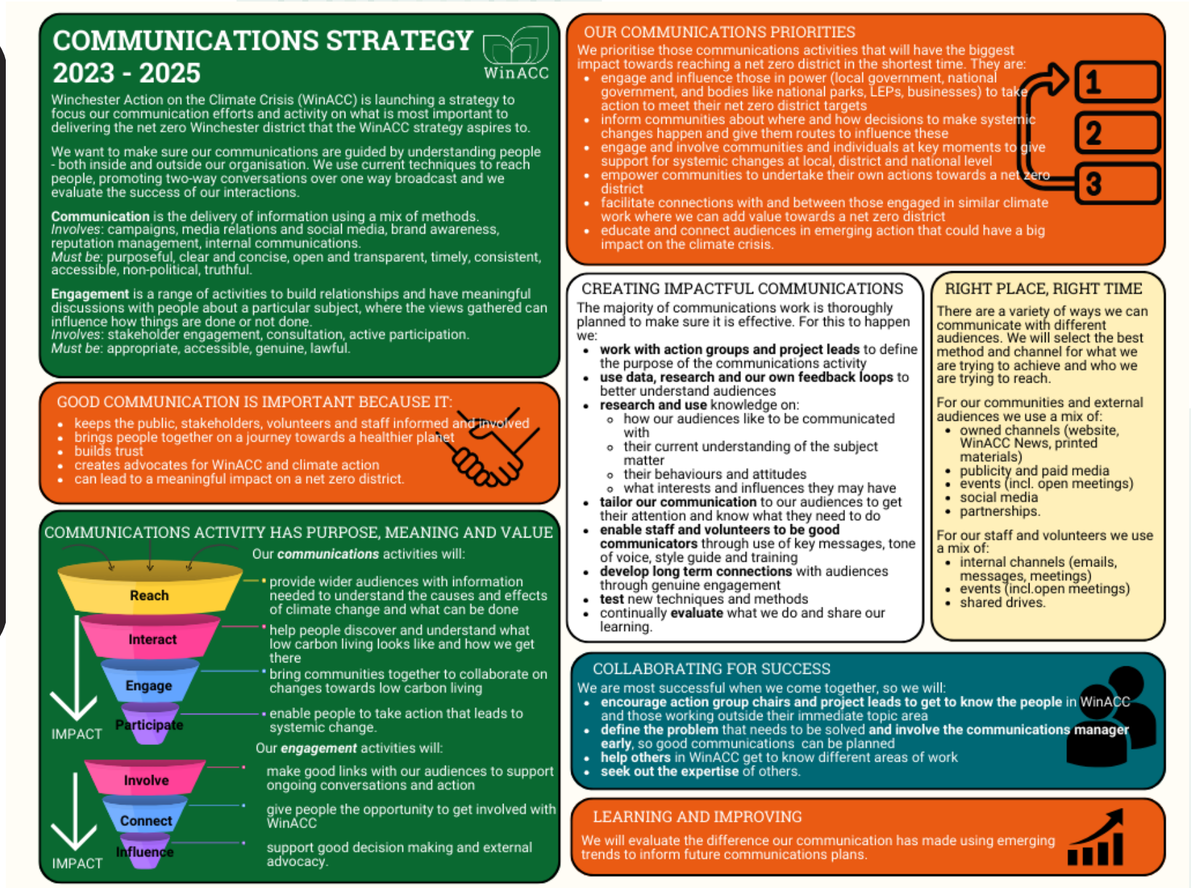
Presented by Kay Mitchell

Why have a communications strategy?

A communications strategy helps community groups convey their messages in a way that:

- resonates with people,
- encourages participation, and
- fosters a sense of shared responsibility.

Leads to a communications plan.



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Goals and objectives

Communications goals and objectives come directly from the goals and objectives of your group.



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Goal:
Create a community of active climate volunteers

Objective:
Recruit 15 volunteers in the next 3 months.

Goal:
Inform the community about effective climate action

Objective:
Hold 4 workshops in the next 6 months reaching at least 100 people.



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Target Audience

Our communities are diverse.

Differences in motivations, values.

We all have different things that we can do - things in our power.

Demographics

Psychographics

Behaviors



Parish Councillor

Interests:

community, nature

Motivation:

public service, particular issues

Hang out:

Meetings, parish newsletter, emails

Impact:

Can take decisions on local plans



Family

Interests:

Nature, community

Motivation:

Children's future

Hang out:

Social media, community whatsapp groups, school gates, community events

Impact:

Can share online messages, makes decisions as a homeowner

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Key messages

Essential tool for effective communication.

Streamline effort and ensure consistency across the group.

Can be used to inspire action.

We want to make sure our children have a safe cycle route to school.

Every home should be safe from flooding.

Growing healthy, local food is fun! Join in with us.



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Communications channels

Different forms of social media.

Local newspapers and parish newsletters.

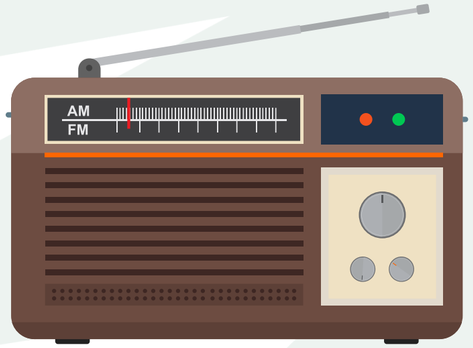
Creating or attending community events.

Working with existing trusted messengers.









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Timelines

Plan ahead.

Think about other things happening locally.

Think about awareness days or national events.



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veganuary

winchester green week

general election

great big green week

local elections

car free day

national tree week

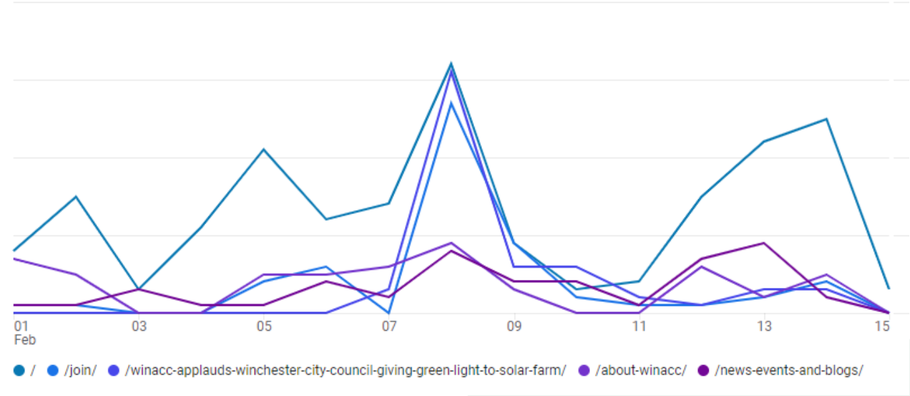
Measuring success

What is working well?

What isn’t working?

Don’t be afraid to stop something!

Views by Page path and screen class over time



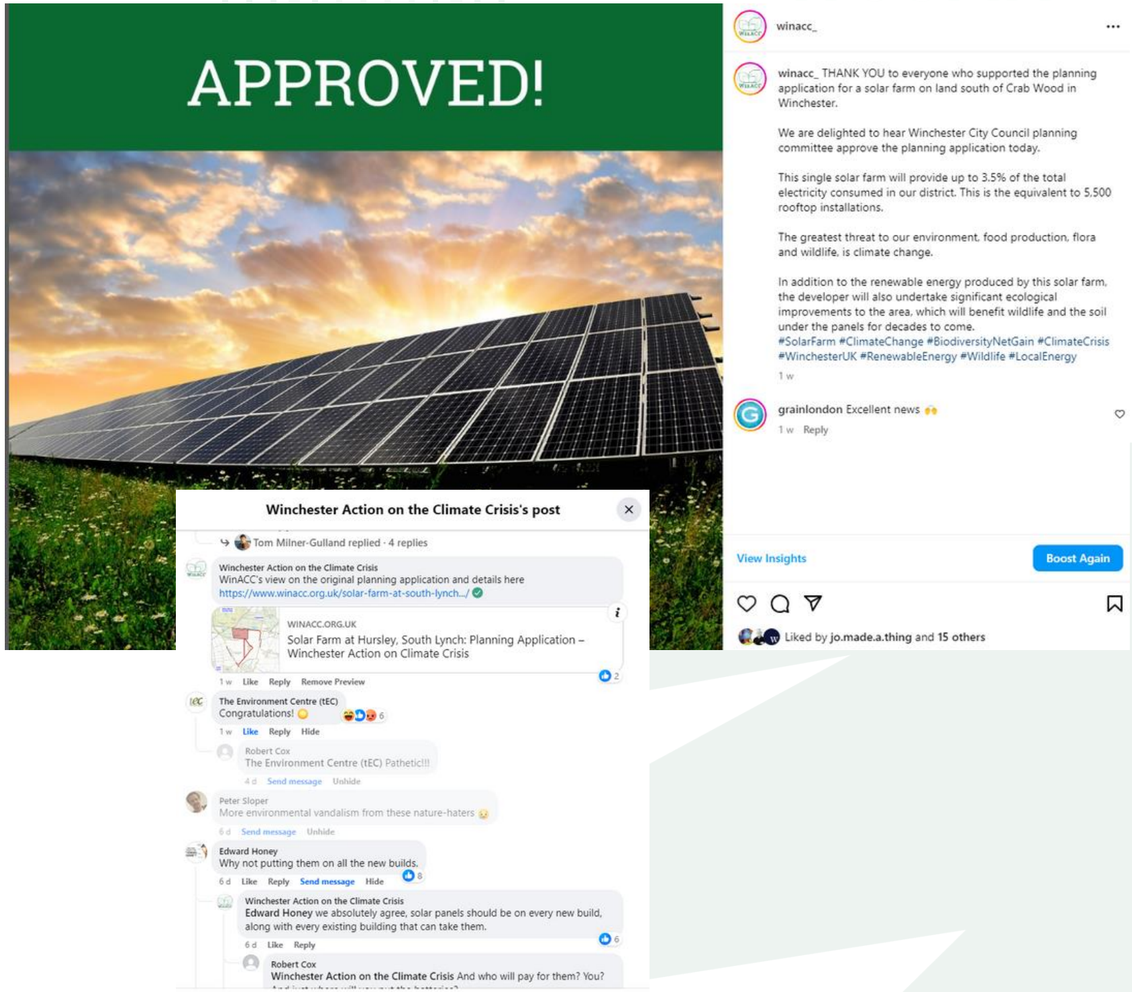
Title		Reach	Likes and reactions	Comments	Shares
If you want to #ShowTheLove in Wincheste... Winchester Action on the Climate Crisis	Boost Unavailable	34 Reach	2 Reactions	0 Comments	0 Shares
Do you want to make a real difference to the carb... Winchester Action on the Climate Crisis	Boost post	203 Reach	3 Reactions	3 Comments	1 Shares
Ad completed THANK YOU to everyone who supported the plan... winacc_	Boost again	1.3K Reach	16 Likes	1 Comments	3 Shares
Ad completed THANK YOU to everyone who supported the plan... Winchester Action on the Climate Crisis	Boost again	1.4K Reach	148 Reactions	133 Comments	7 Shares
Heat pumps... how much do you really know abou... Winchester Action on the Climate Crisis	Boost post	456 Reach	17 Reactions	7 Comments	6 Shares

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Overcoming challenges

Think about what happens if you get a negative comment.



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Any questions?