

Strategic Communications

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Can you guess?



- Facebook Status Updates

- Half way through the work week! Start making your weekend plans! Join us at the New Works Festival this weekend!



- THE CREATION OF THE NOISES OFF SET

- Our 90th Mainstage Season tickets are on sale today!!! A special tip to our Facebook fans; purchase Avenue Q and Nine seats in week 4 of the run and Hairspray in week 4 and 5 for the best available seats!

Try this one.



- Facebook Status Updates

- Are you coming to see us today? Jana Mashonee will be launching her new children's book and admission is free. Plus performances by the Yellowbird Dancers.



- See it this summer: katsina doll exhibit
- Navajo duo Jennifer Ben and Byron Oliver will make music in the POP! gallery with a turn table and cello-
-where else can you see that?

One More!



- Facebook Status Updates

- Our August audition date is coming up quickly! Don't miss your chance to become part of one of the most prestigious choirs in the country on August 21. Sign up for your audition time today!
- Our very own Adam Schay stars in "The Music Man" at Paradise Valley Center for the Performing Arts beginning tomorrow through June 27.
- The Tour Choir and Masters Choir return tomorrow from their tour across Eastern Canada and upstate New York. Welcome back boys!

Communications!



What's the difference between a communications campaign and a strategic communications plan?

Plan!



A strategic communications
plan has both a STRATEGY
and a PLAN.

Comparison



Communications

- Mailing
- Email newsletter
- Magazine ad
- Facebook event
- Website
- Press release
- Media interview
- Brochure

Strategic Communications

- Mailing, email newsletter, magazine ad, Facebook event, website, press release, media interview, brochure speaking from the organization's "voice", designed around the brand and executed in a coordinated manner

The Why



- Why make a plan?
 - You need to include communication costs in your budget
 - You are seeking grants or investment dollars to aid in your communication efforts
 - You are launching a new program or making a big announcement
 - You want your communications to help move your organization to the next level
 - You need to address social media and how it is/could impact your organization

The Why Not



- Excuses for not making a plan
 - It's too hard
 - Takes too much time
 - There's no one to do it
 - We don't really need one
 - The world will find us
 - Our communications are fine the way they are

Business Case



- The business case for a plan
 - You can't truly assess the effectiveness of your communications without articulating the communication goals of your organization
 - You are wasting time and resources with silo messaging
 - You need a plan in order to budget appropriately for your needs

Benefits



- Benefits of a Plan
 - A clear direction and strong sense of purpose
 - Employee involvement in a creative process
 - A clear calendar of tasks and deadlines
 - A focused and current message to and for your audience
 - Option of repurposing content
 - Ability to see and evaluate the result of the effort

The Elements



- The elements of a communications plan
 - Core Purpose
 - Customer/audience profile
 - Message
 - Channels
 - Vehicle
 - Partnerships
 - Implementation
 - Evaluation

The Elements



- Core Purpose
 - Determine the tangible outcomes you would like to achieve through your communications effort
 - Ex: Increase program participation of children ages 9-11

The Elements



- Develop your customer/audience profile
 - Who do you need to talk to in order to achieve your core purpose
 - **Insiders** who understand the nuance, politics, and business of your industry.
 - **Intermediaries** who have some understanding of your business or industry. Customers, for example.
 - **Outsiders** who have little idea what you do, how you do it, and how you speak about your industry. This group includes everyone else and is your lowest common denominator.
 - Ex: Moms aged 32-38 living in the North Valley with family incomes over \$50,000

The Elements



- Develop your message
 - Consider clarity, consistency, credibility
 - Message needs to resonate organizational voice
 - Ex: you've created an audience profile for mom's of 9-11 year-olds, now you need to direct your message to them

The Elements



- **Select Communications Channels**
 - Ask key questions that will identify the best way to target your customer.
 - Where does this audience get its information?
 - Who do they find credible?
 - Do they use this medium?
 - Ex: Your profile Mom pays the most attention to information coming from the child's school

The Elements



- Choose a material, vehicle or activity
 - You know who you want to reach, but how and with what are you going to convey the information
 - Ex: Your profile mom diligently reads to the bulletins and notices that are sent home from school – you place an ad in the school district bulletin

The Elements



- Establish partnerships
 - Are there people or organizations around you that have a similar goal or mission?
 - Ex: Connect with a local school who could promote your activities in exchange for a free workshop provided to students

The Elements



- Implement the plan
 - You've planned it all out, how are you going to follow the plan?
 - Ex: Put all dates and deadlines into a calendar management system that will notify you of upcoming tasks

The Elements



- Evaluation

- Determine strengths and weaknesses in your plan, identify obstacles, implement new approaches, and learn from mistakes

- Ex: Are more students age 9-11 enrolled in your programs? If not, why not?

Social Media



- Benefits of Social Media
 - Alternative to traditional media
 - Reach your audience where they live/work
 - Users spend 4.5 hours per month in Facebook
 - Speed and flexibility in message delivery
 - A two-way communication channel

Social Media



- Years to reach 50 million users
 - Radio: 38 years
 - TV: 13 years
 - Internet: 4 years
 - iPod: 3 years
 - Facebook: 100 million users in 9 months
(source: www.socialnomics.com)

Social Media



- Problems with Social Media
 - Carries on with or without your participation
 - Creates a need for immediate response
 - Re-engagement of users is unlikely
 - Requires a personality
 - Electronically accessible to all

Social Media



- Commit only to a manageable level
 - How much time can you allot to social media per day, week, month etc.
 - Be realistic
 - Creating plans and guidelines will allow others to help manage the social scene
 - Have a succession and back-up plan

Social Media



- Can be a fun and rewarding way to reach new and existing audiences, but must follow the same rules as traditional communications

The End



- Questions?