



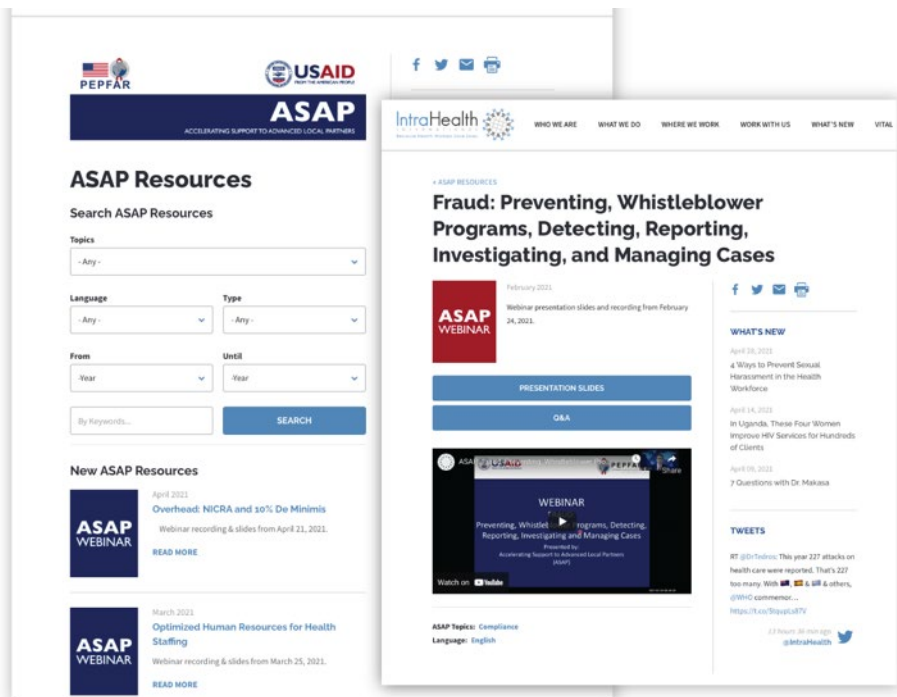
Accelerating Support to Advanced Local Partners (ASAP) WEBINAR SERIES

DEVELOPING A COMMUNICATIONS STRATEGY

July 28, 2021

ASAP NOTICES

1. Welcome Local Partners
2. Please use the Q&A box for any questions.
3. We have two polls during the webinar today.
4. The presentation for today's webinar will be emailed to attendees and saved on ASAP's website at **www.intrahealth.org/asap-resources**



ON-DEMAND WEBINARS

ASAP has broadcasted **48 webinars** for **more than 9,000 attendees.**

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Topics

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From

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By Keywords...

SEARCH

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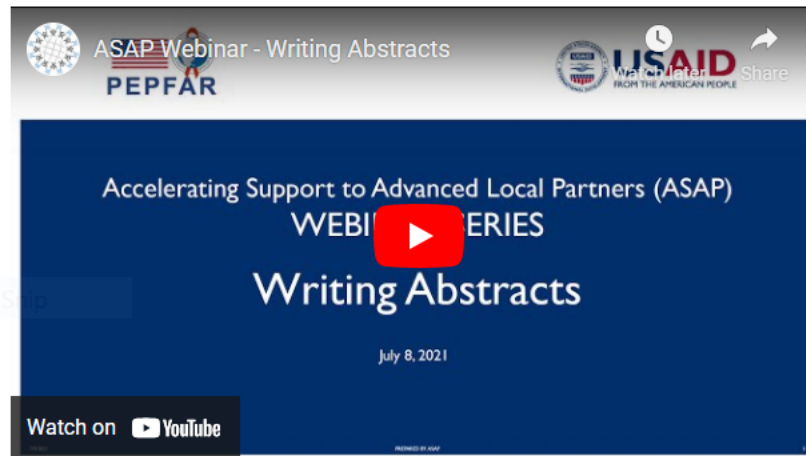
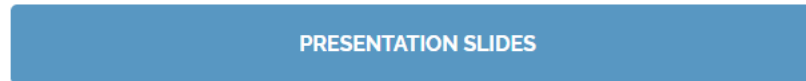
Watch a recording
of the webinar.

Writing Abstracts



July 2021

Webinar recording and presentation notes from July 8, 2021.



WHAT'S NEW

July 26, 2021

What Does It Take to Keep HIV Services Available in Tanzania during COVID-19?

July 08, 2021

Quality Improvement: The Quiet Hero of Global Health Programs

July 02, 2021

New Regional Advisors Will Guide Frontline Health Workers Coalition's Policy and Advocacy Work

TWEETS

Safina meets w/ expectant mothers (who often walk 5+ kms to see her) during #COVID19. Our

YOU HAVE GREAT IDEAS!

**What topics
would you like to see
in upcoming webinars?**

Tell us in the chat. We're listening.



TODAY'S PRESENTER

MOLLY DERRICK

Director of Integrated Communications, Pact





DEVELOPING A COMMUNICATIONS STRATEGY

AGENDA

- Communications strategy overview
- Building a strategy
- Implementing your strategy
- Questions and answers

WHAT IS A COMMUNICATIONS STRATEGY AND WHY DO I NEED ONE?



KEY COMPONENTS OF A COMMUNICATIONS STRATEGY

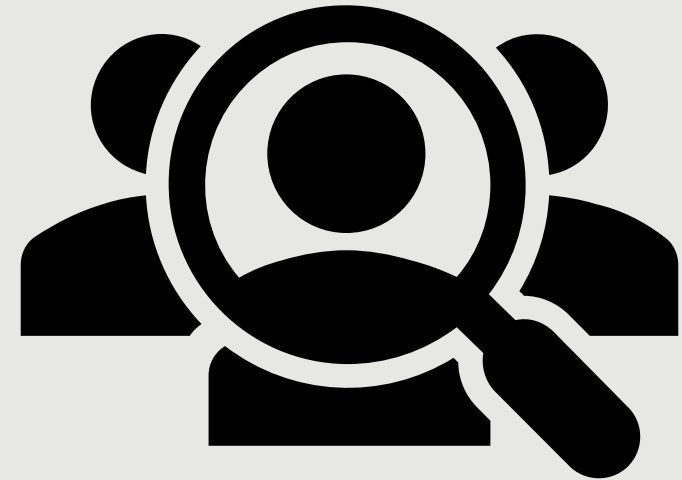
1. Audiences
2. Messages
3. Channels
4. Frequency
5. Measurement



BUILDING A COMMUNICATIONS STRATEGY

AUDIENCES

- Map your audiences
- What action do you want them to take?
- Consider your messengers



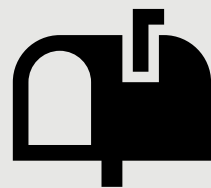
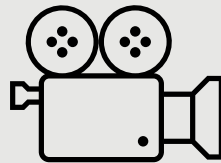
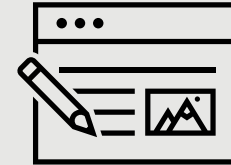
MESSAGES

- Consider what you want people to know, believe and do.
- Different messages for different audiences
- Consider what may prevent them from taking the action you want



CHANNELS

- Where are your audiences?
- Three main types of channels:
 - Owned
 - Earned
 - Social
 - Paid



FREQUENCY

- How often do you need to communicate with your audiences?
- Consistency is key
- Don't forget your audiences' needs



MEASUREMENT

- A good strategy is measurable
- What are the most important key performance indicators to you?
- Tracking your performance helps you adapt and adjust when needed



IMPLEMENTING YOUR COMMUNICATIONS STRATEGY

PUTTING YOUR STRATEGY INTO PRACTICE

- Monitor your activities
- Track performance
- Adjust to changing environments

CRISIS COMMUNICATIONS

- Be prepared
- Be clear about who you need to communicate with, why and with what messages
- Channels may change



CONCLUSION

KEY COMPONENTS OF A COMMUNICATIONS STRATEGY

- Audiences
- Messages
- Channels
- Frequency
- Measurement

QUESTIONS?



THANK YOU
FOR ATTENDING.

