



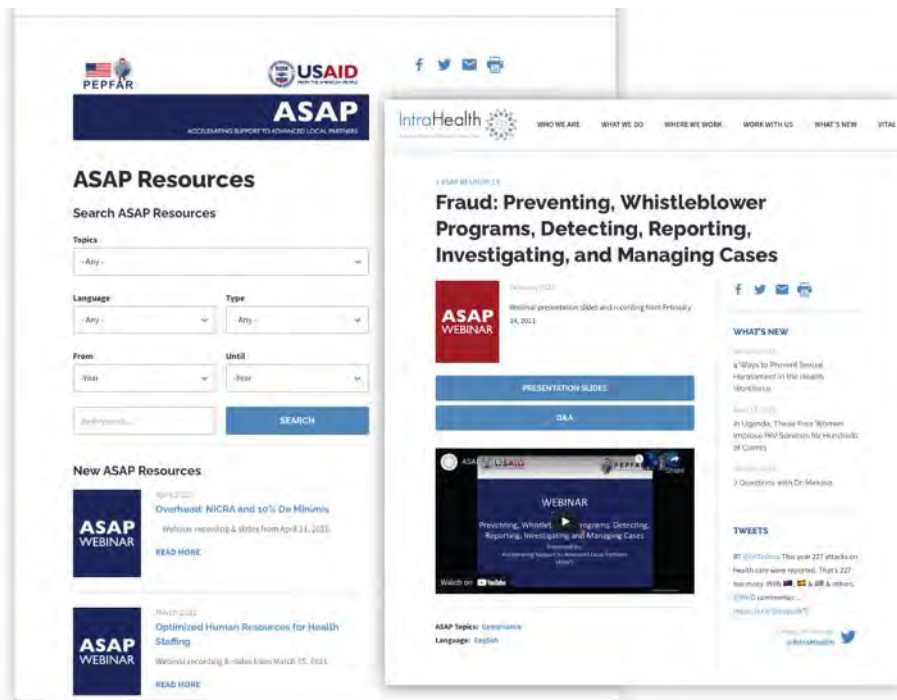
Accelerating Support to Advanced Local Partners (ASAP) WEBINAR SERIES

DEVELOPING A COMMUNICATIONS STRATEGY

February 9, 2022

A FEW QUICK NOTES

1. Welcome Local Partners - **tell us where you're from in the chat.**
2. Please use the **Q&A box to ask any questions** and the chat box for answering questions asked by the presenters.
3. We have **one poll** during the webinar today.
4. The presentation for today's webinar will be saved on ASAP's website at **www.intrahealth.org/asap-resources**



ON-DEMAND WEBINARS

ASAP has broadcasted **67 webinars** for **more than 14,000 attendees.**

Find past webinars on ASAP's web page www.intrahealth.org/asap-resources

AVAILABLE IN 3 LANGUAGES

Choose your
language or topic.

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in **French, English,
and Portuguese.**

Topics

- Any -

Language

- Any -

Type

- Any -

From

-Year

Until

-Year

By Keywords...

SEARCH

Download a pdf
of the presentation.

Watch a recording
of the webinar.

The screenshot shows the IntraHealth website page for 'Writing Abstracts'. At the top, the IntraHealth logo is on the left, and navigation links 'WHO WE ARE', 'WHAT WE DO', 'WHERE WE WORK', 'WORK WITH US', 'WHAT'S NEW', and 'VITAL' are on the right. The main heading is 'Writing Abstracts'. Below it, a date 'July 2021' and a description 'Webinar recording and presentation notes from July 8, 2021.' are shown. A blue box on the left contains the text 'ASAP WEBINAR'. Below this is a blue button labeled 'PRESENTATION SLIDES'. Underneath is a video player showing a webinar recording. The video title is 'ASAP Webinar - Writing Abstracts' and it features logos for PEPFAR and USAID. The video content includes the text 'Accelerating Support to Advanced Local Partners (ASAP) WEBINAR SERIES Writing Abstracts' and the date 'July 9, 2021'. A 'Watch on YouTube' button is at the bottom left of the video player. On the right side of the page, there are social media icons for Facebook, Twitter, Email, and Print. Below these are sections for 'WHAT'S NEW' and 'TWEETS'. The 'WHAT'S NEW' section has two entries: one dated July 26, 2021, titled 'What Does It Take to Keep HIV Services Available in Tanzania during COVID-19?', and another dated July 08, 2021, titled 'Quality Improvement: The Quiet Hero of Global Health Programs'. The 'TWEETS' section has one entry dated July 02, 2021, titled 'New Regional Advisors Will Guide Frontline Health Workers Coalition's Policy and Advocacy Work'. A tweet snippet is visible at the bottom right: '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.



UPCOMING WEBINARS

February 16, 2022 8:30-10:30 a.m. (EST) | 15:30-17:30 (CAT)

Procurement, Logistics and Property Management Compliance Issues

[CLICK HERE TO REGISTER](#)

February 23, 2022 8:30-10:30 a.m. (EST) | 15:30-17:30 (CAT)

Human Resources Policies and Procedures

[CLICK HERE TO REGISTER](#)

March 2, 2022 8:30-10:30 a.m. (EST) | 15:30-17:30 (CAT)

Telling Your Project's Story

[CLICK HERE TO REGISTER](#)

intrahealth.org/upcoming-asap-webinars

TODAY'S PRESENTER

MOLLY DERRICK

Director of Integrated Communications

*USAID/ASAP Consortium Partner, **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

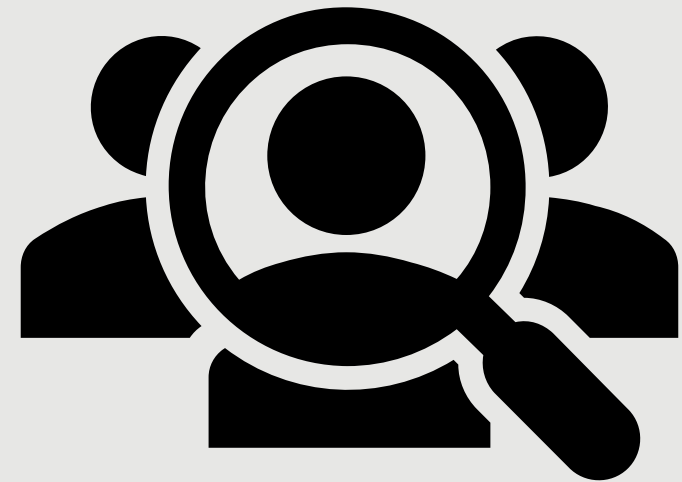
1. Audiences
2. Messages
3. Channels
4. Frequency
5. Measurement



BUILDING A COMMUNICATIONS STRATEGY

AUDIENCES

- Map your audiences and consider audience personas
- What action do you want them to take?
- Consider your messengers



PUTTING IT ON PAPER, AN EXAMPLE

WHAT ARE YOU SEEKING TO ACCOMPLISH?

GOALS	Increase uptake of services	Increase government spending on your issue	Scale up effective programming
AUDIENCE	Community members	Government officials	Donors
ACTION	Access program services	Propose and vote in support of increased funding	Fund your organization's projects

SAMPLE AUDIENCE PERSONA

- Who they are: Male, mostly in their 50s to 70s, university-educated
- Where they're at: More traditional ways of receiving information (e.g., email, news media)
- Motivations: Results, solving problems
- Challenges: Lots of priorities, many requests coming from different places, need to justify work

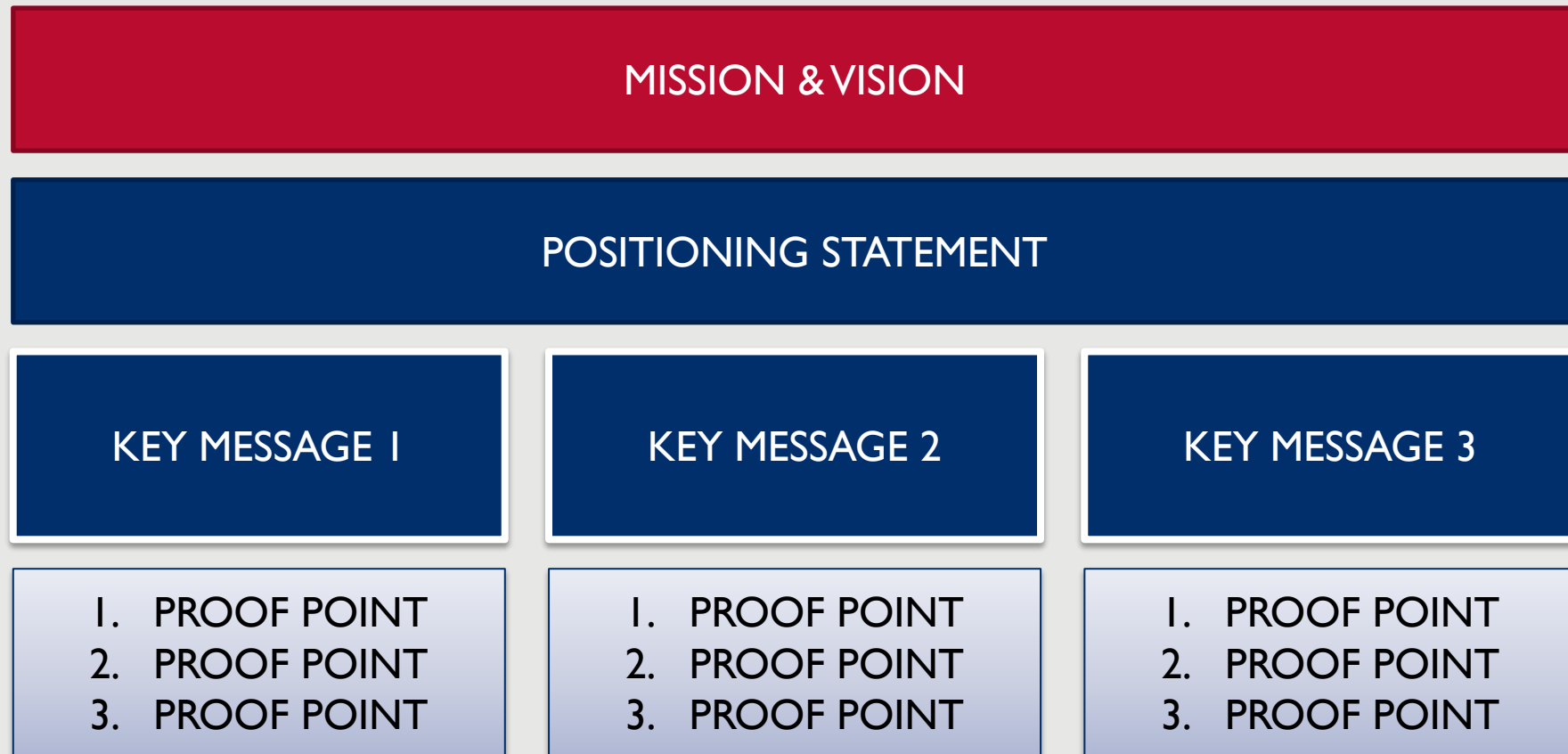


MESSAGES

- 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

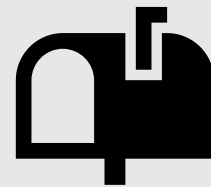
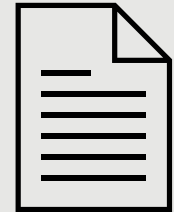
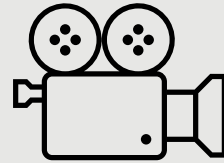
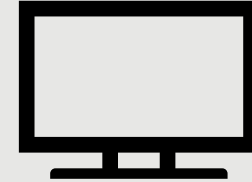
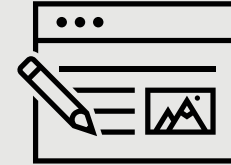


MESSAGING PLATFORM



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



SAMPLE CONTENT CALENDAR

Date	Theme	Audience	Platform	Notes	Status	Link to Creative
February 1	Project updates	Donor	Email	Regular monthly updates sent on the 1st	Completed	N/A
February 3	Hiring	Prospective employees	LinkedIn	Hot jobs; post before 10 am	Under Review	Graphic to use [link]
February 7	Partnerships	Partner organizations	Webinar	3 partner orgs. Speak on on approach, successes & challenges	In Progress	Template for PPTs [link]

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.

