

## 7 Golden Rules for communicating a project

The following questions are important to answer when you prepare the project in order to have a communication strategy in place. The communication strategy is crucial both to a) mobilize participants for the project b) have public outreach

### 1) What's the story?

You need to keep it simple and short to be presented in an interesting and understandable way in less than a minute. Therefore prepare a one-liner or a short pitch. E.g. you could give an impression of the problem you are addressing in the project.

### 2) Who are we?

You need to be able to define yourself in a simple way to communicate who you are and what you do. E.g. "we are a youth-led expedition"

### 3) Who do we want to reach?

It is important to be clear who you want to reach/the target group. E.g. if you would like to mobilise participants or generate support, social media might be the tool whereas for public outreach TV, radio or the press might be the mean. Think about what the different media needs? Does your project have sound for the radio or pictures for TV?

### 4) What do we want to achieve?

It is important to set goals to aim to control your media coverage to the extent possible and measure if you achieve what you set out to. Likewise you can strategize on what activities/stories you would like to have covered.

### 5) Choice of tools?

How do you want to create attention? The choice of tools depends on your objective, target group and the particular context.

#### **Ideas:**

- Prepare a press note and follow up with calls to the journalists
- Use social media (facebook, twitter, blogs, youtube etc.)
- Have a dedicated site on your website
- Invite journalists to be part of the group or use your network if you know journalists
- Connect to existing blogs for a larger outreach
- Stress the personal angle/story – particular for local newspapers
- Make noise or be a large number of people to create attention e.g. creative/provocative events in public, parades etc.
- Prepare posters, flyers, newsletters and brochures
- Use a mailing list
- Invite famous people for the event
- Prepare a draft article to provide to the journalists
- Plan an information day about the project

### 6) How do we do this?

It is important to identify who is responsible for taking this forward. E.g. it could be useful to establish a PR or media committee or identify a spokesperson. If you would like the participants themselves to speak with the press, it could be useful to have a coordinator that connects media with the participants and prepare the participants for the interviews.

It is useful to think of your communication strategy already during the planning of the project – also in order to budget for communication activities, if needed.

## **7) What did we achieve?**

It is useful to compile an overview of your press work during the project to document your achievements. E.g. you might want to create an archive on your website, to be used for the final report and for advocacy purposes.

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