

COMMUNICATION STRATEGY- FACTSHEET 1



The key elements of a project communications strategy

Objectives

Communication objectives are different at the beginning, middle and end of a project. At the beginning, it is most important to focus on producing outputs, branding, building relationships etc, than at the end, when you will be focusing more on being recognized, changing policy, looking for funding etc. Comms objectives should support specific project objectives.

Ex : to be seen, recognized, to be supported, to change public opinion/behaviour, to influence policy, to access further funding, to thank participants, to promote co-funders...

Messages

Messages are the key points about the project that stakeholders need to know. Messages are the basis of the 'project story'. Deliver interesting facts, provide context, proof and purpose. Add some emotion and you'll have a good story! Remember messages are specific, but should be adaptable by partners and for different stakeholders. They should be consistent throughout the project life but they aren't slogans!

Stakeholders

Stakeholders are the people in relevant organisations who will support/benefit from the project's objectives and respond to its' messages. Stakeholders are named individuals, or they can be groups of people with similar interests. Named Stakeholders change often, new groups (thematic) develop all the time, therefore you need to check regularly that you are addressing the most relevant people/groups for your current objectives.

Outputs

Communication outputs (= tools, activities, deliverables) are the way in which you deliver your messages. Logo, events, publications, social media accounts... They serve the project objectives by delivering the right message(s) to the right stakeholder(s) with the relevant evidence (proof). They fall into three categories : mandatory, informational, engaging.

Regularly review existing communication tools to find out which ones can be useful to current stakeholders. Should they be combined, updated, dropped, archived? Evaluation will enable you to assess what can be used as leverage, and what you still need to develop for your end of project communication.

Workplan

Timing is crucial and as your communications are bound to involve adjusting to different agendas, you will need to who has the best access to which stakeholders, via which allies or personal contacts, so that everything is high impact, low effort! Don't forget to think of the "afterlife" of your project – what will happen to your results and outputs

Coms Objective	Stakeholder(s)	Message(s)	Action	Timing/deadline	Responsible person

