

# Networking and Communication Strategies

Presented by

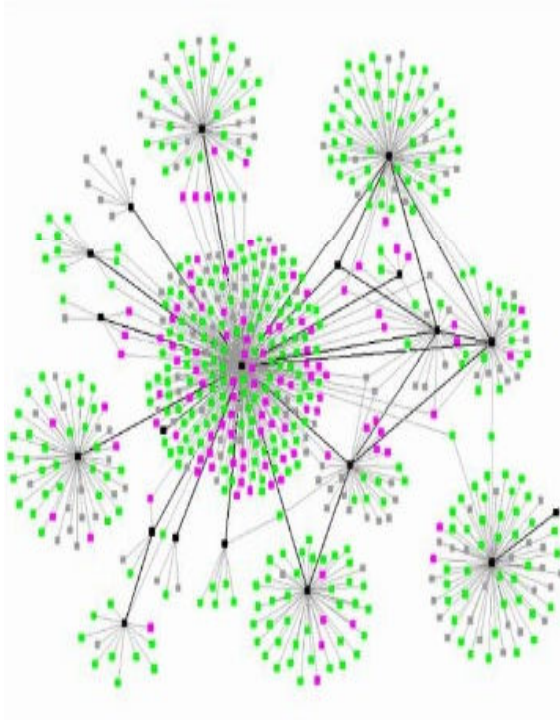
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# Network with a purpose



A network involves several groups that work on the same or similar issues. Groups or people in a network meets, communicates, coordinates with each other regularly. But groups in a network usually do not work together on strategies and approaches.

# Building a network



1. **Connect** - Start with who you know and what you know
2. **Create** – Database, mode and method of networking
3. **Communicate** – share what you know and see if you have shared ideas
4. **Construct** – frequency and timeline

# Communication Strategies

- Determine your goals of communication
- Identify and profile your audience
- Develop a clear and concise message
- Select appropriate communication channel
- Choose activities and materials
- Establish partnership
- Implement the Plan

# Determine your goals

To initiate a successful and effective communications effort, start with an assessment of your current organizational goals. Examine what your organization stands for—its mission, values and beliefs.

- What do you want to communicate?
- Who do you want to communicate to?
- What is the overall result you want to achieve?
- What tangible outcome you want to achieve? (i.e., how do you know if you achieve your goal?)

# Identify and Profile Your Audience

- You have to identify and profile specific target audience with your communication initiatives.
  - A. Who are you specifically targeting your communication?
  - B. What are their characteristics – their thinking, attitude, behavior, age, profession, etc.
  - C. What are you trying to change out of your audience?



# Develop clear & concise message

Your messages, which are closely tied to your goal and objectives, should deliver important information about specific issue and compel the targeted audience to think, feel, or act.

- A. the importance or magnitude of the issue
- B. the relevance of the issue
- C. put a “face” on the issue
- D. tie to specific audience values, beliefs, or interests of the audience
- E. be culturally relevant and sensitive
- F. be Memorable



# Clear & concise message



## Factors to consider:

- *Main point* – repeat and stress
- *Clarity* – easily understandable
- *Consistency* – word choice and meaning
- *Appeal* – straightforward, challenging and alarming, depending on goals
- *Credibility* – sources of information should be trustworthy



# Select communication channel

Communications channels carry your messages to the target audiences and may take many forms. For example,

- A. Television stations
- B. Radio stations
- C. Newspapers
- D. Web sites and social media
- E. Government offices
- F. Schools, colleges, universities
- G. Libraries



# Choose activities & materials

- **Activities**
  - News conferences
  - Radio talk or call-in shows
  - Conferences
  - One-on-one meetings
  - Information Fair
- **Materials to Support Activities**
  - News releases
  - Fliers and brochures
  - Opinion editorials (op-eds)
  - Posters
  - Video presentations
  - Web pages



# Establish partnership

Groups, organizations, or businesses may exist that would aid you in reaching your goal by providing funds, expertise or other resources toward your communications. There are some practical steps you can follow that will focus your energies and resources where they will be most effective.

- A. Determine your needs
- B. Identify potential partners
- C. Prioritize your contacts
- D. Make your point strategic
- E. Do follow up
- F. Your partner and part of your team

# Implementing the PLAN

- List all activities
- Outline the steps, in order, that will lead to its completion
- Assign a budget estimate to each step
- Assign a staffing needs estimate to each step
- Working backwards from the activity completion point, assign a date for each step in the activity.
- Plot your dates on calendar

# Thank you!

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