



Virtual Short Course: Effective Communications for Caribbean Civil Society Organisations

Caribbean Natural Resources Institute (CANARI)
November 2022



Contact Info

- Course Facilitator: Michele Matthews-Morancie – micheleamattthews@gmail.com or michele@agitate-media.com
- Course Technical Support: Aditi Thanoo – aditi@canari.org



Welcome back to Virtual Short Course: "Effective Communications for Caribbean Civil Society Organisations"



LOADING
PLEASE WAIT...

and, while you wait, please...

Take in the vibes/vibe to the music playing...get
in the mood for learning + sharing!



A REMINDER:

Our community agreements...

Let's agree to do the following in order to maximise our class time...

- Participate actively/fully by sharing our experiences and/or answering questions
- Limiting our contributions to 2-3 minutes in plenary discussions when possible to allow everyone to actively participate
- Limiting distractions near us
- Communicating when we have to step away from our computers (especially in small group breakouts)
- Listening to our colleagues for understanding
- Being respectful even when we disagree
- Anything else we need to add?



On tap for today...

In today's class, we will cover...

- Strategic targeting
- Crafting KEY messages
- Refining our targeting and messaging using the data available to us.



What do we need to consider when developing our communications campaign messages?

- What is the issue at hand?
- Why is it important to us?
- Why should it be important to others?
- How does it impact their lives and experiences?
- What do we want stakeholders to do?
- What language will strike a chord with them and inspire them to do that?
- How can we use it (that language) in the most succinct and relatable way possible?



Crafting Key Messages

Communications Strategy Tool # 5

Effective Messages Checklist

Issue-based communications messaging that resonates with and sways target audiences, is oftentimes:

- ✓ **Clear:** use conversational language and stay away from jargon
- ✓ **Concise:** are able to be expressed in a short paragraph
- ✓ **Compelling:** speak to the values and concerns of the target(s) of the communication
- ✓ **Contrasting:** lay out the difference between what you are communicating and :
 - what others are communicating on the same issue
 - what is being offered by the sector(s) you are approaching
- ✓ **Credible:** fact or evidence-based, verifiable and realistic (able to be accomplished)



What do we need to consider when applying data to strengthen our communications strategies?

- **Targeting:** What do we know about who we want to target and how can we use the info in Strategy Tool #4, our lived experience of our target audiences and **the new/existing data available** to further narrow down or widen the scope of this group?
- **Messaging:** What do we know about our issues (**with respect to statistics/quantitative data AND qualitative data**) that will allow us to further legitimise the messages we've crafted?



In Thursday's Class...

We'll be covering...

- Products and platforms (pathways) and their impact on an effective communications campaign
- Choosing appropriate products and platforms for our campaigns.
- Monitoring and evaluation (M&E) and their role in an effective communications campaign
- Developing and fine tuning an M&E framework that is useful/best suited to our communications campaigns.
- Using the data available to us to refine our products and platforms as well as our M&E