

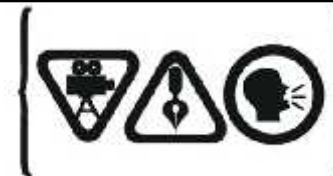
Youth organisation communication and message development

European youth work academy

Belgrade, 3.12.2015.

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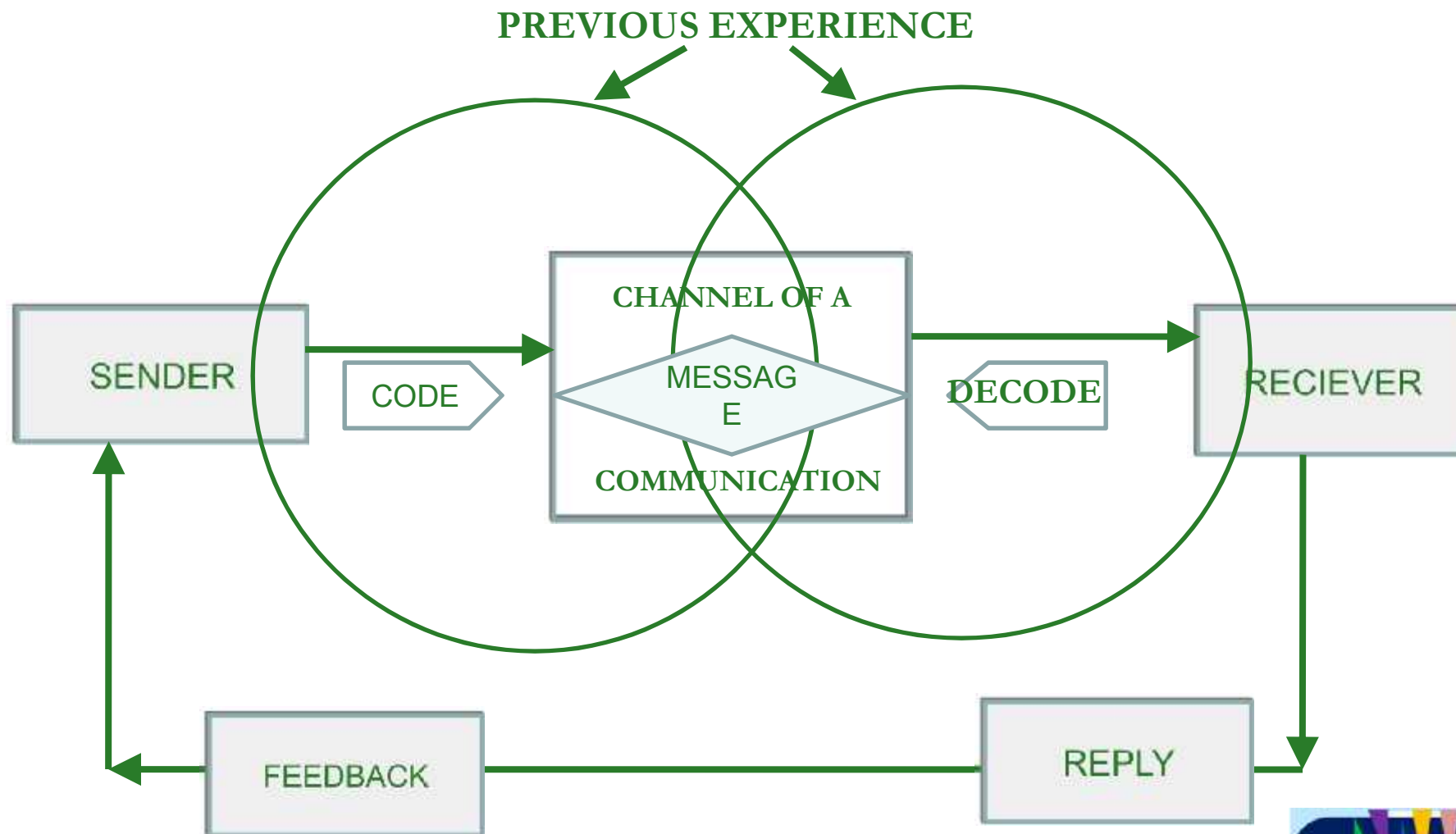
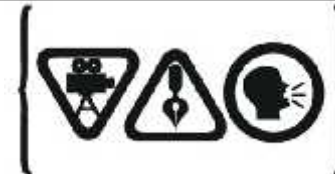
Intodruccion

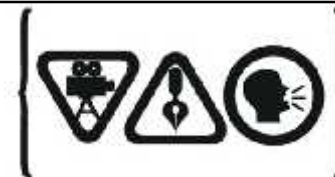
- name
- conuntry
- organisation
- if I am color I will be ...





Communciation model





What is PR?

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Public Relations

“Public relations is about reputation - the result of what you do, what you say and what others say about you.” Chartered Institute of Public Relations

A management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organisation and its publics. Wikipedia



What is our goal?

IDENTITY

IMAGE

REPUTATION

Objectively, the basic category

established corporations and visual characteristics and material resources (Logo) which communicate with the public

Subjectively, dynamic categories

impression of a organisation, which has a public, based on the perception of organisational identity

Value

reputation, general certificate of corporation

COMMUNICATION

process which change identity on the image and reputation



What is identity?

- What we are?
- What sets us different from the others?
- The way we behave and present to the public
- Our qualities, goals and values



I think this comes down to identity and trust.

Identity is the next weapon; the more we know about you, the more we know whether to trust you.

Jeff Jarvis, "What would Google do?"



workshop – please respond fast

- What is your own personality?
- Are you open or closed person
- Are you a conservative, religious, or ...?

- Answer the same questions referring to your organization



Image

- *Image* = picture
- the image is real? What you think about this?

workshop

- divide in the groups find common company (shop, service, ... and discuss about your experience and impression about all.



PR Toole and channels

- **Tools** – who to convey information to target groups
- press release
- **Channels** – roads which we used for the transmission of information
- media



Three types of media

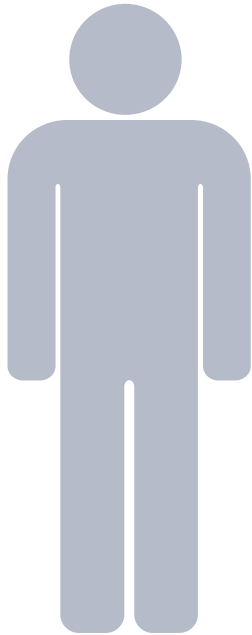
- Deserved
- Pay
- Ours



WHERE TO BEGIN...

STEP

1:



Who & what are we?

Before you start any communication you need to first figure out what you and your organisation are about.

- Define your platform.
- Identify your Strengths, Weaknesses, Threats & Opportunities
- Define your goals - Short Term & Long Term

1
3



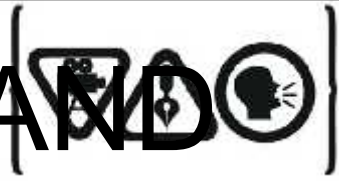
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workshop
determine primary
communication goals of your project



IDENTIFY AND UNDERSTAND YOUR INTENDED AUDIENCE



STEP
2:



Who is your target audience?

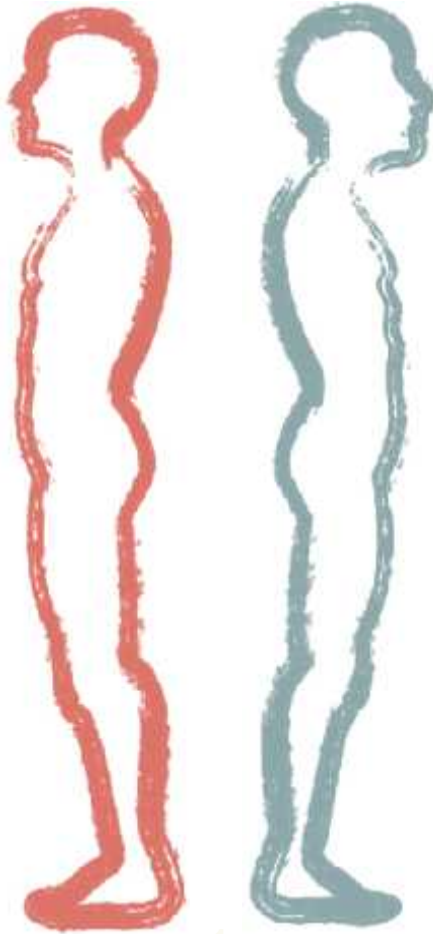


What do they care about?

Audience Profile



Gender
Economics
Education
National Security
Health Care
Family
Culture



Gender
European
Integration
Ethnicity
Religion
Minority Rights
Government
Efficiency

1
6



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What do people think about your organisation?



STEP
3:



Negative - Impressions

Can communication strategy help improve people's perceptions of your organisation in aggregate or on specific issues?



Positive - Impressions

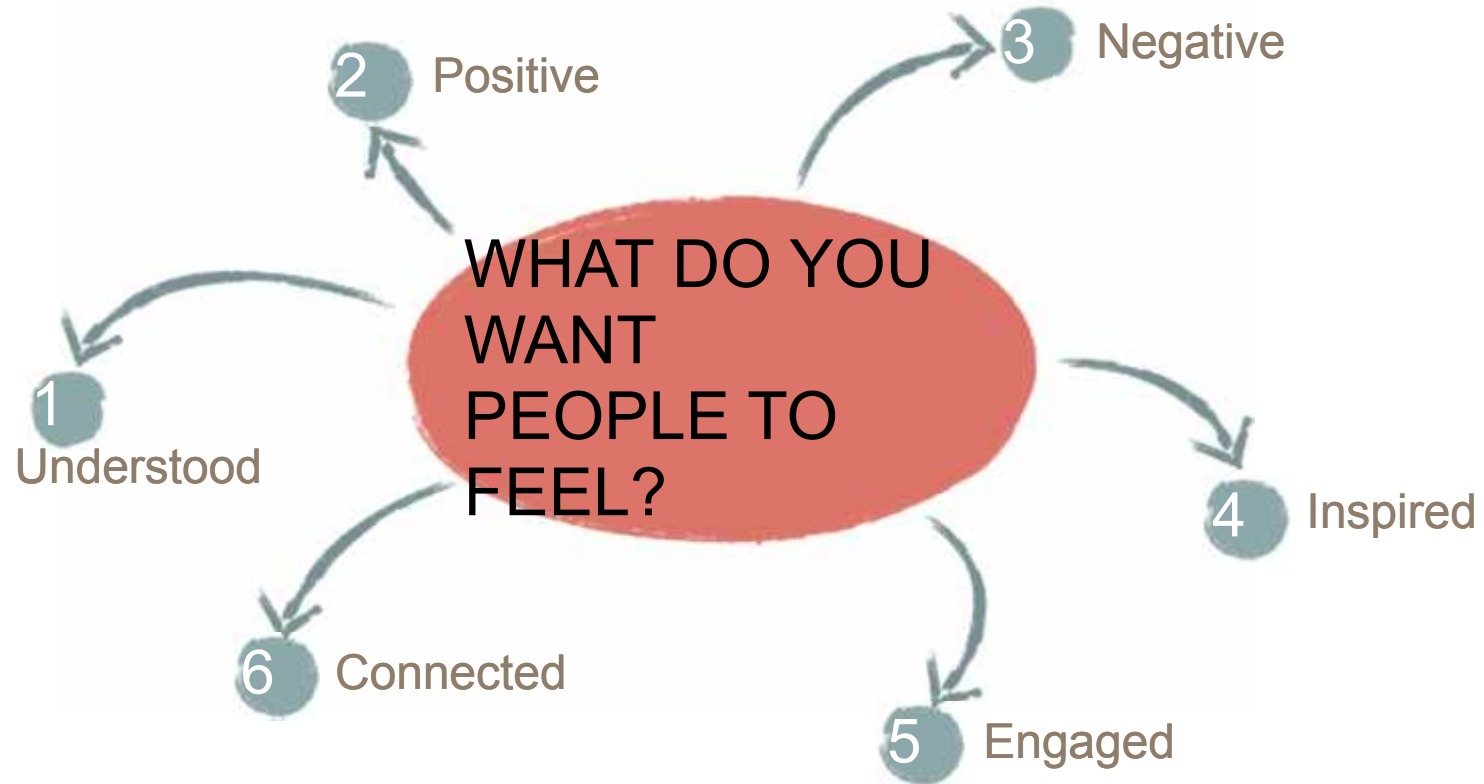
Can communication strategy help you to solidify your core of people who perceive you as strong on certain issues? Can you mobilise these people to help?

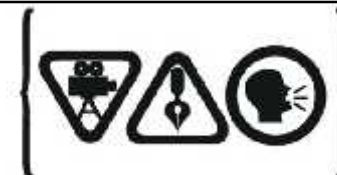
Squaring the Circle





Branding and Messaging





BREAK





Message elements:

- **content;**
- language (stil);
- **format;**
- sender (source);
- **place and time.**



Message characteristics:

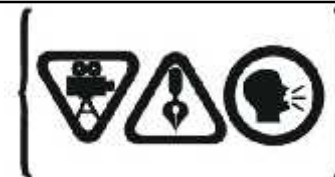
- **Clear**
- **Short**
- **Unique**
- **True**
- **Important**
- **Emotional**
- **Consistent**



One minute message

- **STATEMENT**
 - **PROOF**
 - **EXAMPLE**
- **a call to action!**

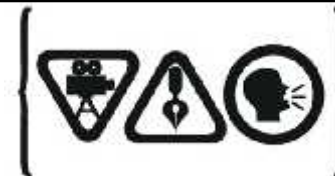




workshop

- define your message





How to choose channels?

– Price

media that are available to us

– Risk

that message will be wrongly transferred

– Awerrance

Media which we choose



Which channels we use?

- Media appearance
- TV advertising
- Direct communication(DtD, call center, talks....)
- Radio
- Advertisement
- Billboard
- flyer/Doorhanger
- Web site
- Sms
- E mail
- Events
- ...

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Powerful PR writing techniques



- Point
- Purpose
- Perspective
- Proof
- People



Social Media Tip: Tools vs. Strategy



The rush to start using the tools should NOT outweigh the need to formulate a social media strategy

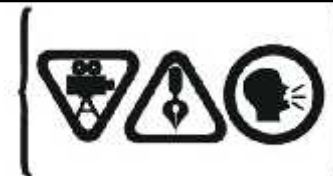
Image Credit: 50 Social Media Icons by Ivan Walsh

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Top 5 DOs

- DO respond
- DO use the medium's strengths
- DO target your messages appropriately
- DO try to be useful & engaging
- DO focus on the opinion-formers



Top 5 DON'Ts

- DON'T pretend to be something you're not
- DON'T try to control the dialogue
- DON'T jump straight in
- DON'T hesitate to seek advice
- DON'T delay



at the end...

- be present
- ... creative
- ... honest
- ... authentic
- only say what you know and what you believe
- and you will be excellent

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