

### 10. Communication

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- Public Speaking
- Presentation Tips



## Toolbox - 10. Communication

### Communication Strategy Framework

(Source: Flo Frank's Toolbox)

Component	Purpose	Content	Audience	Time/Cost
Internal – Team Communication	Information Sharing Keeping everyone in the loop  <b>Email, conference calls – phone – f2f</b>	All aspects of the project  Terminology Definitions	Internal project team	Limited cost and limited time given the need to stay informed.
Accountability Broad-Based	Maintain momentum and to report on progress  <b>Documents, Public Media, Meetings, Funding Report Forms – other</b>	What is going on, why and what it means  Results Analysis Use of Funds  Upstream implications or outcomes	Funders Community Leaders Sector Stakeholders  *discuss who else and what level of detail – info is required and how often	Limited cost but can be time consuming – ensure that priorities are set to make the best use of time and resources.
External Communication General	General project information sharing – project promotion  <b>Written Documents and Website</b>	Principles Goals Progress Results  Analysis	Stakeholders Partners Public Funders	Cost varies depending on the amount of communication and type required.
Social Messaging	Provide bigger picture or values based messages  <b>All media – including Twitter and Facebook</b>	Values based messages e.g. – Positive northern examples  Stay in school  Closer to home solutions  Stay Connected	General public  Focused audience (youth)  Some is planned others are not (twitter and messaging)	Usually connected to a campaign to advocate for a change in attitudes, values or behaviors.
Career Specific Communication	Increasing interest and awareness in career/job options  <b>Importance of completing school Presentations and Brochures – DVD's</b>	*Principles e.g. – Finish School – Start with very young – build on successes and positive messaging	Children Youth K-12 students Post Secondary Parents	Costs and time vary depending on the importance of this aspect.
Newsletter	Information/Updates Connections  <b>Electronic Mail Out</b>	Purpose of the project 0 - timeline Progress and results – possible findings	All connected to the project Communities Practitioners	2-3 times a year  Printing and distribution costs

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Website	Info. sharing progress reports Contact people  <b><i>Electronic Media</i></b>	Link to other sites and partner information	Open to all	Update each quarter or as needed.
Brochures and Print Material	Promotion/Info.  <b><i>Handout – Print</i></b>	Project overview and contract information	Focused distribution and general use	Develop asap with logos and contact information.
Power Point Presentations	Promotion – presentations for communities, partners and research participants  <b><i>Electronic Media</i></b>	Overview of the project, principles, purpose, partners, time line	All interested parties – use at meetings and conferences	Update as required.
Media Articles	Limited Use – Get the Word Out – Special Events/PSA  <b><i>Radio/TV Talk Shows</i></b>	Purpose of the project – results Events Info. Partnerships Sector Updates News	Public Specific Groups  Provide more than general information	Community based use if usually free – radio is very effective in the north.
Meetings and Gatherings	Provide and receive info. – networking – idea sharing – awards and recognition  <b><i>Face to Face Telephone Electronic</i></b>	By topic, need or issue – on all levels – project management	Team members and stakeholders Partners Communities Practitioners	As required or designed  Cost associated with travel and meetings
Evaluation Data/Analysis	C/A compliance Results – learning Research data Stats – Analysis Evaluation Advocacy – Policy Input  <b><i>Written Documents, Meetings, Electronic media, Policy Briefings</i></b>	Project outcomes findings - implications recommendations	Internal Funders Industry – Sector Community Others	Costs for: design development analysis and distribution

### Other Considerations:

- Identify terms and develop common definitions so everyone knows the terms.
- Establish protocols and roles – for clear and consistent project leadership – communication lead roles, project appearance and overall continuity and inclusion.
- Determine who speaks for the group and who they should speak with and with what message – maintain good control over the “message” and who delivers it.
- Provide more detail, content, timeline and budget for the areas that are the highest priority.

### Social Messaging and Social Media Tips

(Source: Flo Frank's Toolbox)

Social Messaging is a term used to describe a message to the public (or portion of the public) that influences how they think, the values they hold and ultimately what they do. This is often connected to marketing and sales. Some positive examples are social messages about safety, family harmony, healthy living and getting active and fit. These are considered positive because generally speaking there is agreement about the value and behaviors attached to the action. Social messaging also occurs for things like booze, smoking, racism, and gang related activities.

Social Media – often called social networks – are relatively new, an immediate way to reach thousands of people and usually unsupervised. The messages can be both positive and negative. Youth are particularly connected to social media and are not likely to change that any time soon. The following are some tips and advice related to both social messaging and Social Media that might be helpful in the use of both.

#### Social Messaging:

- Get the message right – determine what you want to say, to whom and why.
- Obtain professional help if needed to find the best way to communicate to either a focused or a wide audience.
- Consider what other messages exist that either support or conflict with the one you are sending.
- Keep the message simple and easy to understand – include what you want people to do.

#### Examples:

A social message is something like this: Over the next 10 years, people of Aboriginal ancestry will make up half the population of Saskatchewan. Learn more about culture enrichment by coming to our Heritage Centre or Pow Wow. Or Healthy, active families makes for happy communities. Join a group to learn more about healthy diets, fun and family activities. A more questionable one might be: Save money. . . buy a Combo or Super Size that – add fries and a large soft drink for only \$1.59 more. Or a more extreme example is the racist hate messaging occurring around the world through social messaging.

#### Social Media:

- Remember that this media is PUBLIC – many youth think it is confidential but it is not.
- Do not say anything on Twitter or Facebook (or other media) that you do not want your mother or the law to see.
- Social connectivity can be addictive – try to restrict your availability and use of it.
- Do not provide personal information such as your home address or credit card unless the sight is secure.
- Many people use FALSE identities so you may not be connecting with who you think you are.
- Many good things can be done through social networks, connections and staying in touch.
- Keep in mind that dangerous people use social messaging to find vulnerable targets.
- Potential employers often check for people's media messages to see what kind of person they are.

#### Examples:

Social media has been very effective to: get the word out about environmental concerns; to help elevate awareness about social injustice or for keeping a group of youth connected to each other after meeting at an event. It is also used for drug deals, sexual predators, bullying and excluding people in a very harmful way. Everyday use of cell phones, texting and messaging have become so distracting and disrespectful that adults have to be told to turn off their technology when in meetings or driving!

### Issue Paper – Problem Solving

(Source: Flo Frank's Toolbox)

Use this format when there is a problem that needs solving. Fill out each section and remember to KISS – keep it short and simple.

Name:

Date:

1. Title: (Give the issue a title so it can be identified)
2. What is the concern or problem: (Describe it objectively with the facts only – not your opinion about it)
3. What does it mean? (What could happen as a result of this issue – put your opinion here)
4. Who does it concern or impact? (Who is involved and who could be hurt by the problem)
5. What do you think ought to be done? (Your idea or recommendation to solve the problem)

Other comments:

Action Taken:

By Whom:

Date:

## Public Speaking

(Source: Manitoba Recreation Director's Handbook)

\* Original Source Nishnawbe Aski Nation Recreation Sub Committee. (2004). Recreation Resource Manual. (pg .21-24). Ontario: Author.

Public speaking is an essential skill of a Recreation Director. It is used in meetings, introducing activities, sharing ideas, asking for donations, teaching skills, etc. If it is something that challenges you, know that with time and practice it comes more easily.

### Secrets to Success 1 – 2 – 3

#### 1. Plan, Prepare and Practice

- Know what you want to say, who you are saying it to and how you are going to say it.
- Write it down. Be sure to have a catchy opening, a few main points in the body and a closing that echoes what has already been said.
- Practice. Talk to yourself, the cat, whoever will listen. Look in the mirror and see how you look. Are you smiling?

#### 2. Go For It

- **Think about the environment:**  
Is everyone comfortable?  
Are you comfortable?  
Is the sun in people's eyes?  
Can everyone see you?  
Can you see them?
- **Think about your voice:**  
Are you talking too fast? Too slow?  
Are you speaking loud enough?  
Are you changing things up (you should) – volume, pace, pauses?  
Are you speaking clearly?
- **Think about your body:**  
Are you smiling?  
Are you standing up straight?  
What are you doing with your hands?  
Are you fidgeting?  
Are you breathing? Breathe.

#### 3. Celebrate and Evaluate

- How did it go? What would you do the same or different next time?

### Presentation Tips

(Source: Flo Frank's Toolbox)

Making presentations is part of almost everyone's job – whether it is at a small meeting, a large conference or for a funder or other groups that could influence or judge your organization. The basics for any of these situations are the same but the amount of preparation might vary depending on the length of the presentation, the audience, what is expected and how well you know the topic.

Here are some tips:

1. Be prepared (even if you know the topic) – do your homework about the venue, the audience and the expectations.
2. Research the topic and look for anything new that is going on to show that you are on top of things.
3. Prepare a Presentation Plan – and outline or overview that has an Opening – a Middle – and a Closing
4. Don't use jokes unless you are good at telling them and then only if you know the audience very well.
5. Decide what resources you need (flip chart, PowerPoint, examples, materials) – use the best you can get.
6. Prepare the presentation and rehearse it to ensure it is the right length and that you are comfortable with it.
7. Ask for input from others (try doing the presentation in front of them to gain confidence and feedback).
8. Try not to be nervous and even if you are – try to get over it the best way you can.
9. Speak in a clear voice and talk slowly – maintaining eye contact with the group.
10. Stick to the time allowed and remember to say thank you at the end.

#### Rule of Thumb:

Tell the audience what you are going to talk about and why it is you speaking to them – then do your presentation. Close by telling them what you talked about – a quick summary. . . only the very Key Points. You can even say “These are the three things I want you to remember from my presentation”. Then thank them and END. . . do not drag it out.

You may have heard this stated this way:

Tell them what you are going to tell them – then tell them – and end by telling them what you told them.