

# Crafting a communications strategy and plan

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WACREN2021 - online

Regional Marcomms Workshop





## Who am I?

- Head of Communications at GÉANT
- 12 years in GÉANT:
  - Communications Task Leader on GÉANT Project
  - Communications Work Package Leader on BELLA
  - and helped (a little bit) on AfricaConnect
- Based at Cambridge office in UK
- Live in Framlingham, Suffolk, UK
- Grew up in South Africa (a long time ago)

# Building your communications strategy and plan

It's not rocket science!\*



- **Objectives** - what are you trying to achieve?
- **Audiences** - who do you want to reach?
- **Messaging** - what do you want to tell them and when?
- **Channels** - how are you going to reach them?

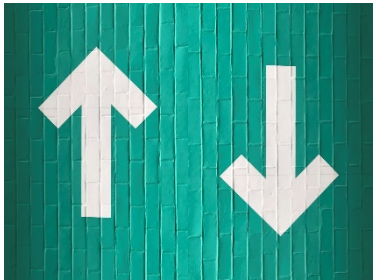
\*but you need to plan!

## Objectives - what? What?!



In a perfect world, communications objectives will come from the organisational objectives. BUT...

- This is not always possible.
- So you may need to decide your own objectives.
- E.g. “Improve awareness of eduroam in all universities.”



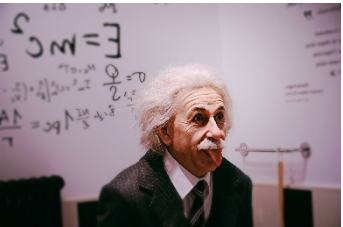
**#1: Define, understand and agree your objectives.**  
What is it you want to achieve and why? Then you can plan how you are going to do that.

## Audiences - know who they are!

We all have many stakeholders

- Students, IT managers, researchers, even politicians...
- ... who have different needs, values, messages, “languages”
- They will get their information from different channels...
- Communicating to *and with* these groups is complex
- An integrated, consistent approach **delivers value to your organisation**

**#2: Identify your audiences. Analyse each group and understand who they are, what they want, what is their technical level, etc.?**





## Messaging - what do you want to tell them?



This comes from your objectives. What do you need to communicate to your audiences, and what do you want back from them? What do you want them to do?

- How do you want to **position** your organisation?
- What do you want your audience to **think about you**?
- Be **consistent** with your messaging.
- Right message for the audience.

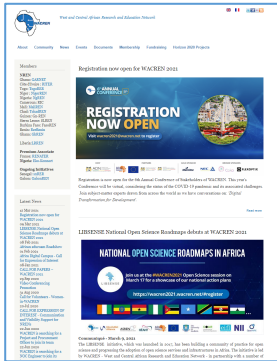


**#3: What do you want your audience to know/think?**  
**Your message must be simple and understandable by your audience.**

# Channels - how will you reach your audiences?

Different audiences look at and engage with different channels:

- Website - one way
- Newsletter - one way
- Magazines, posters etc. - one way
- Events - face to face (well, virtually...)
- Social media - multiple-ways, engaging and directing to content
- ... don't forget your internal audience - and internal channels



**#4: Which channels do you have? Which channels do you need? Identify what is missing and fill the gap. Make sure your channels are right for your audience and your message and that they work well together!**

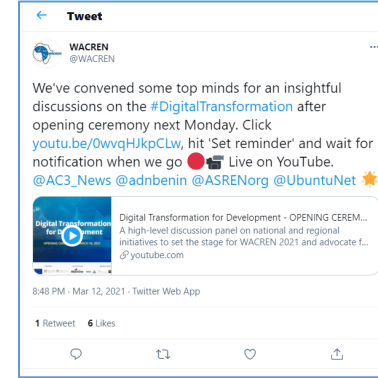
# Putting it all together



OBJECTIVES



AUDIENCES



CHANNELS



MESSAGING



# GÉANT Project - how do we do it?



Strategy every 2 years - EC requirement [[link](#)]

Annual plan to deliver that strategy - reports quarterly

1. Stakeholder analysis - audience/channel/message

2. Twin Track Approach

3. Example channels

## T1 MARCOMMS OBJECTIVES

- Position and promote the GÉANT network and services to all stakeholders.
- Collaborate with project partners and other stakeholders to maximise dissemination reach.
- Demonstrate the capabilities, value and impact of GÉANT and project



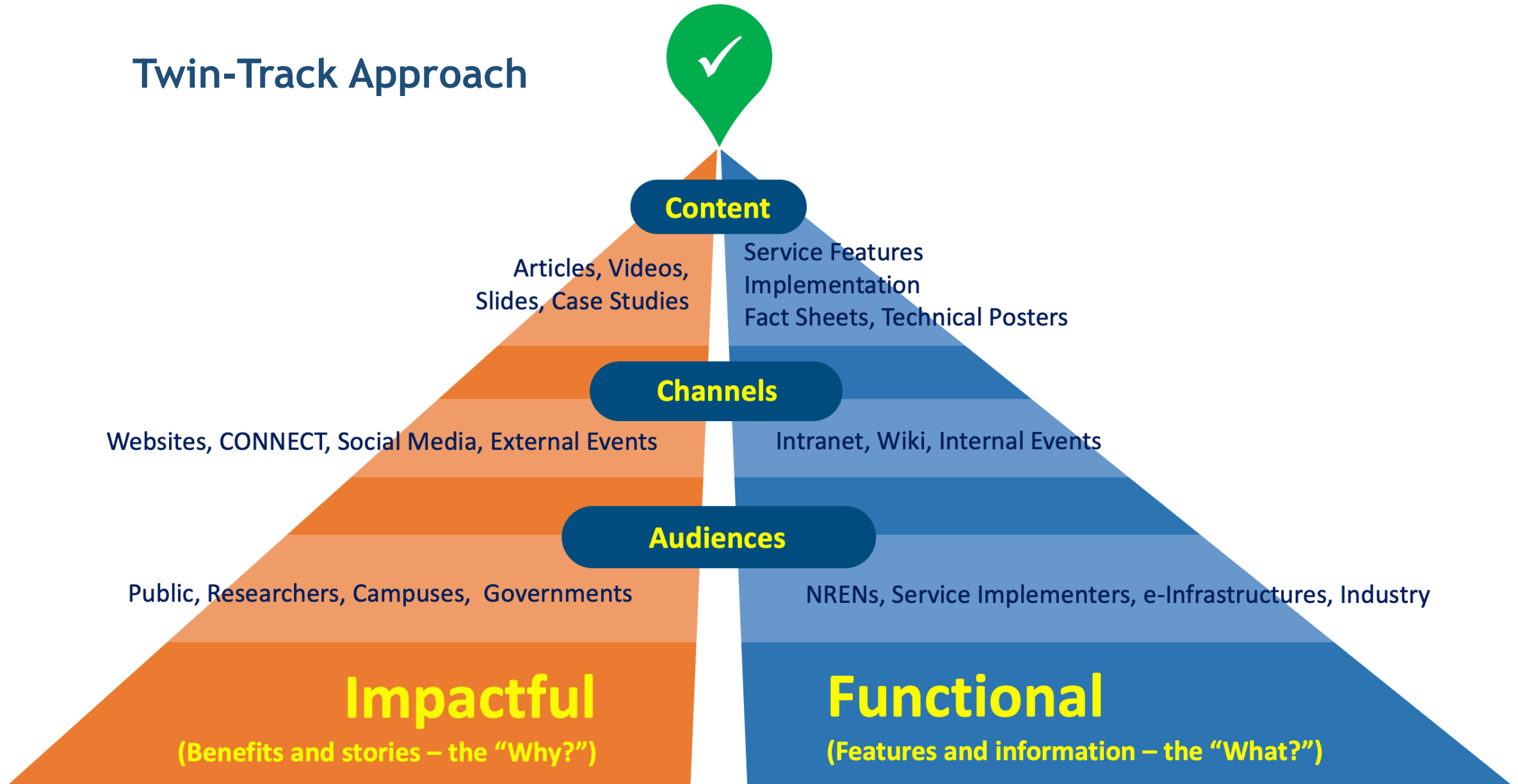
Project Communications Plan					
3.2 Communications Plan					
Taking into consideration all the factors discussed in Section 3.1, the communications plan details each objective, the actions to be taken to achieve it, the audiences targeted by the actions, the channels used to reach the audiences and how often the actions are to be executed.					
Objective	Additional Information	Action	Target Audiences	Channels	Frequency
Position and promote the GÉANT network and services to European and global stakeholders.	GÉANT and the NRENs are key enablers of Open Science. The project's overall messaging should therefore seek to establish, reinforce and continually support this position. The Task will work with the PMO and other stakeholders as needed to develop and disseminate this messaging through all relevant channels.	Use the GÉANT Project's 20 <sup>th</sup> anniversary year to highlight and showcase the positive contribution made to European research and education, the digital divide, and a stronger more collaborative Europe.  Design and deliver a comprehensive "20 years of GÉANT" campaign involving project partners.  Develop and integrate messaging to highlight the vital role of GÉANT and the NRENs in EOSC.  Promote the GÉANT-3N infrastructure rollout with articles, graphics, videos/animations and interviews with GÉANT-3N key staff. Collaborate with	<ul style="list-style-type: none"><li>a</li><li>b</li><li>c</li><li>d</li><li>e</li><li>f</li><li>g</li><li>h</li><li>i</li></ul>	Feature articles and interviews with EC representatives published in CONNECT magazine and website.	Quarterly
			<ul style="list-style-type: none"><li>b</li><li>c</li><li>d</li><li>e</li><li>f</li><li>h</li></ul>	CONNECT channels Social media Workshops Conferences	Daily / Monthly As needed As needed As needed

Deliverable D2.5  
Project Communications Strategy and Plan (2)  
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[www.geant.org](http://www.geant.org)

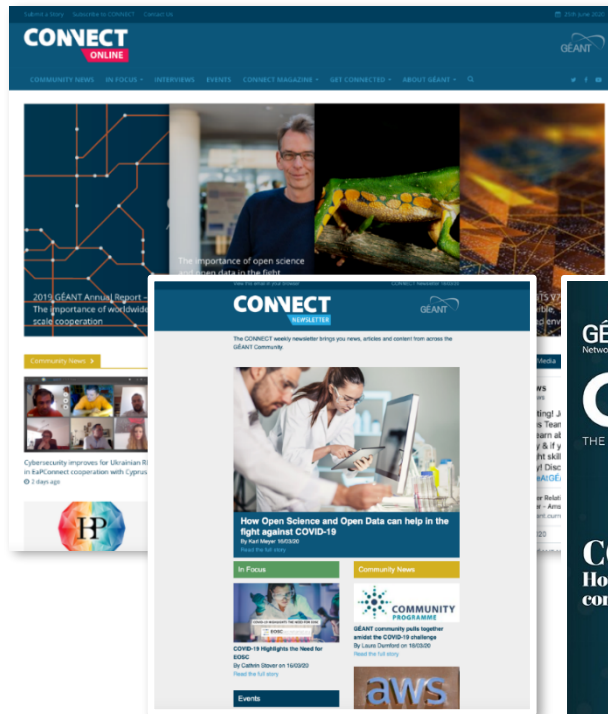


# Twin-Track Approach



## Channels - CONNECT family

- CONNECT family of channels brings together all content into one environment and under one name



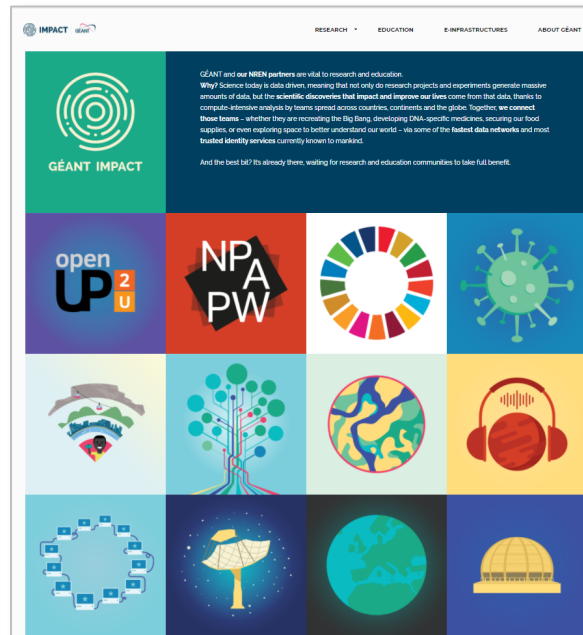
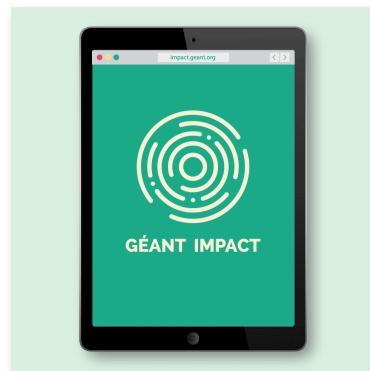
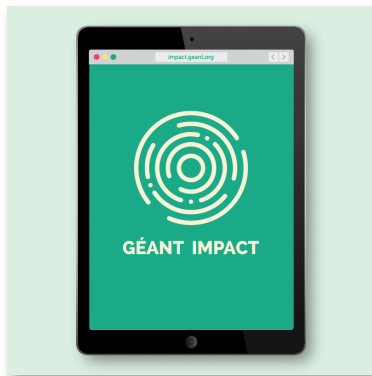
- Community website - partners can upload articles here



- Weekly newsletter sent to **850+** subscribers
- Magazine produced three times per year

# Channels - showing our impact

- IMPACT website launched in 2019 -
- Showcases how the GÉANT community supports different research, education and e-infrastructure communities
- Integrates with In The Field Stories site





## Joint campaigns - use your partners

- Joint campaigns harness the power of the community
- GÉANT's CSM2020 included 19 NRENs
- Engage with the AfricaConnect3 project



# Thank you

## Any questions?

