Smart communication for smart projects

How to improve the way we communicate our projects

4th September 2017
Romanian Development Camp
Why do we need to communicate about what we do?
Objectives

DISCOVER WHAT WE ARE HERE FOR

Let’s answer some questions:

- why is it difficult for us to communicate our projects and what we do?
- what can we do about it?
- how scared should we be of our donors?
- where to find help and how to make the best of it?
Ready, steady, go!

LET THE SWOT BEGIN

Exercise:
  How: in groups
  What to do:
  • think about how you communicate your projects and the activity of your organization.
  • what do you find most difficult to do? Where do you feel you lack the skills and expertise?
  • which do you think are your strengths in communication?
  How long: 5 minutes for you, 5 for me
TIP 1

PLAN: COMMUNICATION IS A TAILOR'S JOB

What's important? what's feasible? what's relevant?
create new website
open Facebook page
open Instagram account
create a platform
organize a project launching event
organize a final project event
write n press releases
elaborate a brochure
44.44% of the population in Romania uses Facebook

85.44% of internet users in Romania uses Facebook

SOURCE: WWW.FACEBRANDS.RO
TIP 2

CONTENT: THE WHEEL DOESN'T HAVE TO ALWAYS BE REINVENTED

The power of content: the communication potential of existing content must be used.
Upcycle content: e.g. testimonials from reports can be used on social media, website, brochures, etc.
Interns recruitment campaign

- TESTIMONIALS gathered from MFA interns
- Basic visual content added
- Approx. 3,000 people reached per post
- Double the number of applications
- 0 Budget

Experiența în cadrul UAsD m-a adus aproape de un domeniu drag. A fost fantastic să mă implic în activitatea României de cooperarea internațională și să văd cum aceste eforturi au un impact asupra celor aflați în nevoie.

Denisa, Delegat de Tineret al României la Organizația Națiunilor Unite
Monitoring missions

- Architecture expert on a monitoring mission to the Republic of Moldova
- Photo from the expert’s mission report used on Instagram
- 0 Budget

roaid_ro 🏛️ This beautiful building, the Organ Hall in Chisinau, is hosting annually hundreds of concerts for the music lovers of the Republic of Moldova. Approximatively 1 million $ were invested by the Romanian government in 2014 for the rehabilitation the Organ Hall. The construction works continue to date and a RoAid monitoring team is currently in Chisinau to asses the implementation status of the project.
TIP 3
VISUAL MATTERS: BIG MONEY, MASSIVE HEADACHE

- The LOOKS of your information is gold;
- For every challenge, communication has the answer. Too many numbers - do an infographic, too much text - add a photo, content too technical - add a story about the bigger picture of the intervention, not enough followers - develop dissemination partnerships
- Money is good to have, but the willingness to learn new things is better.
Facebook post

- **Match the unmatchables:** Interns & superheroes,
- **Add a photo that people can relate to, connect it to the text, give it a twist**
- **Photo database:** dreamstime account ($250 for 20 quality photos), google images (free of charge with the right settings), Flickr accounts of organizations (free of charge, but make sure to credit the photographer)
Canva

- Free of charge online graphic design tool suitable for Facebook & Instagram posts, presentations, visuals for testimonials
Picktochart

- Free of charge online graphic design tool suitable for making sense of figures using infographics.
Sharing is caring

- Social media content should not be only about your project, sharing other interesting and connected articles, posts from similar projects, other ministries, etc.
- Link your content to apparently unrelated topics.
TIP 4

DON’T BE SCARED TO HAVE A PERSONALITY
Here is an overall super-simple guide for your social media posts

Step 1: Visualise a close friend. Not a friend who is an expert in your field. A friend with whom you like hanging out and shooting the breeze. Your best friend!

Step 2: Before you click “Post”, imagine your friend reading what you have just written. Do they understand what you are saying?

Step 3: If yes, go ahead and post. If not, rewrite.

Step 4: Repeat.

From: Mehmet Erdogan, Six things not to do on social media if you’re at a really boring conference, The Guardian
42,707 active NGOs in Romania (2015)
Every year you see/hear/receive more than 1 million marketing messages (more than 3000/day)

What is the solution?
TIP 5

DISCOVER. INTEGRATE. ORGANIZE. UNIFY.

- Create a brand!
- Make it social!
- Build a communication strategy!
- Add Creativity!
Communication is not a one person-journey. Let’s learn together, communicate together, share together.

Your turn: Do you have any examples of good project communication?
Oh, my, it's the donor!

- Learn about your donors and adapt your communication accordingly.
- Logos: don't overdo it, if it not necessary or mandatory.
- Don't neglect your partners. Give credit to those who support you.
- Be proactive and don't wait for the quarterly reports.
THANK YOU!

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