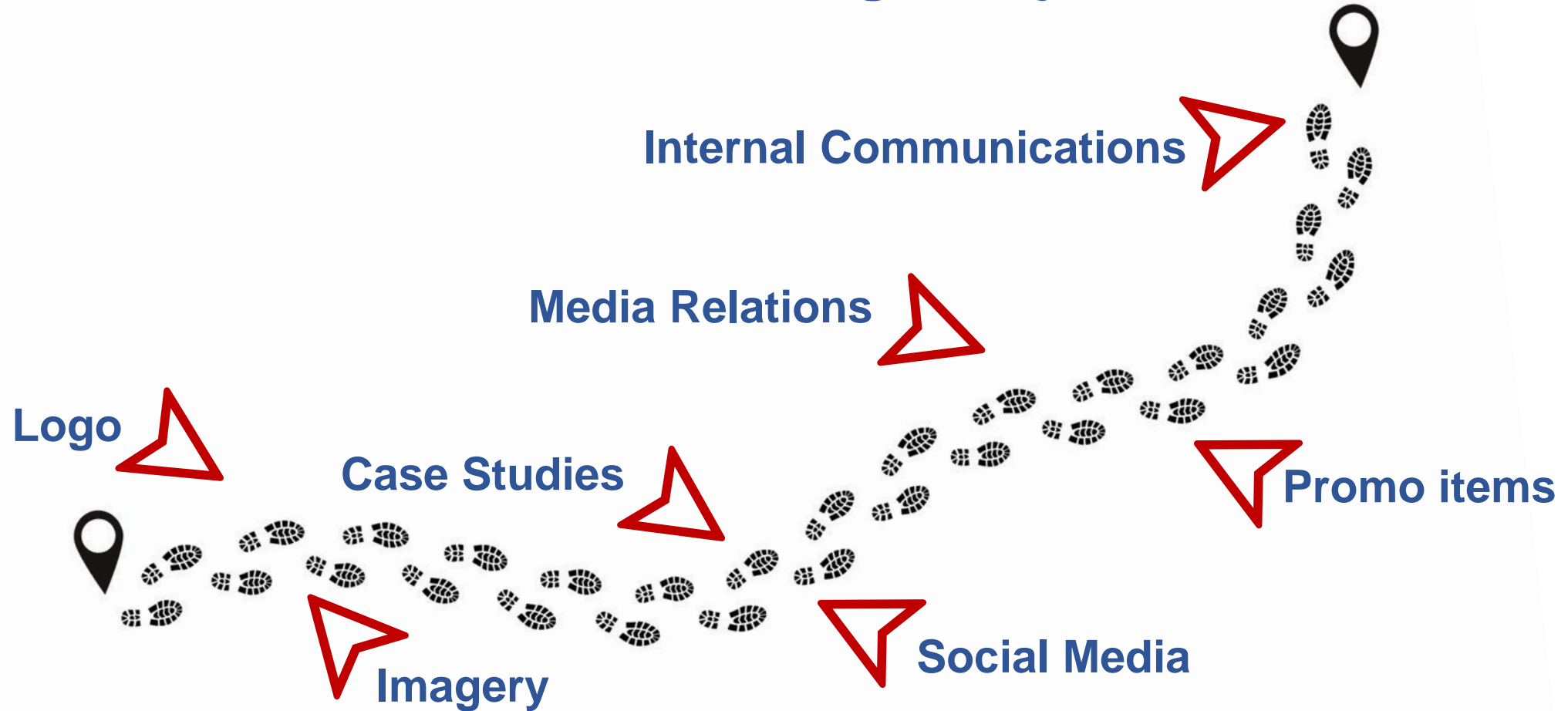
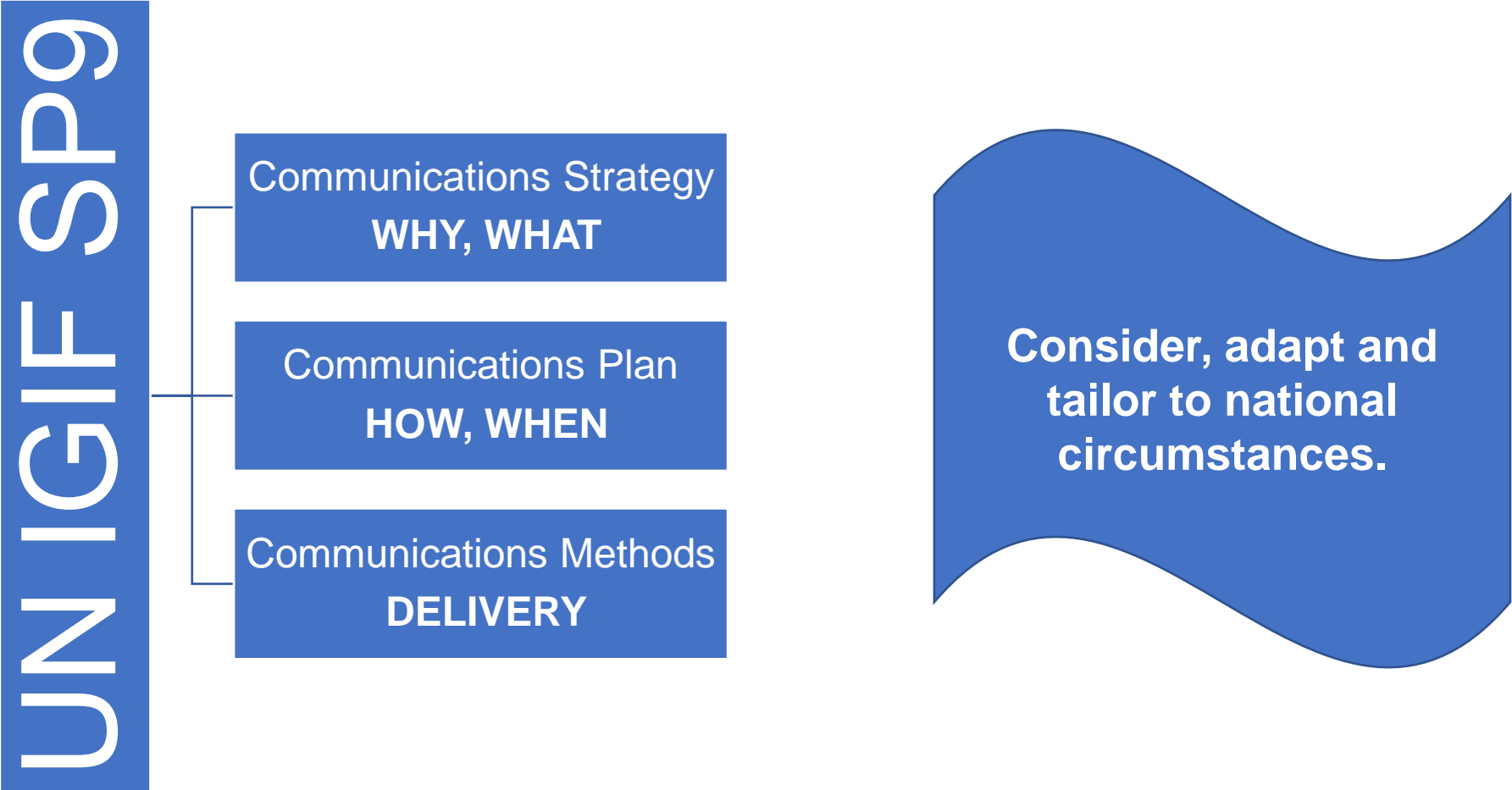


# 7 steps to successful communications

## Methods to realise strategic objectives



# Supporting implementation of IGIF SP9



## SP9 Guiding Principles

- Trusted and transparent
- Personalized and participatory
- Inclusive and impartial
- Meaningful and timely
- Coordinated and consistent
- Purposeful and effective
- Adaptable and responsive



# Logos

- A strong visual identity builds recognition and inspires trust.
- Memorable, timeless and fit for purpose.
- Take inspiration from:
  - National topography
  - National flora and fauna
  - Iconic national landmarks (built or natural)
  - Surveying equipment & technology



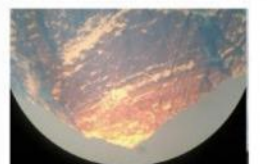
# Imagery

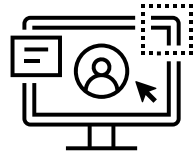
- Vital part of the story-telling process.
  - Focus on the human element.
  - Surveying technology is cool!
  - Simplify statistics with data visualizations and infographics.
- Combine data to show comparisons.

**Animations are great for showing data in action.**



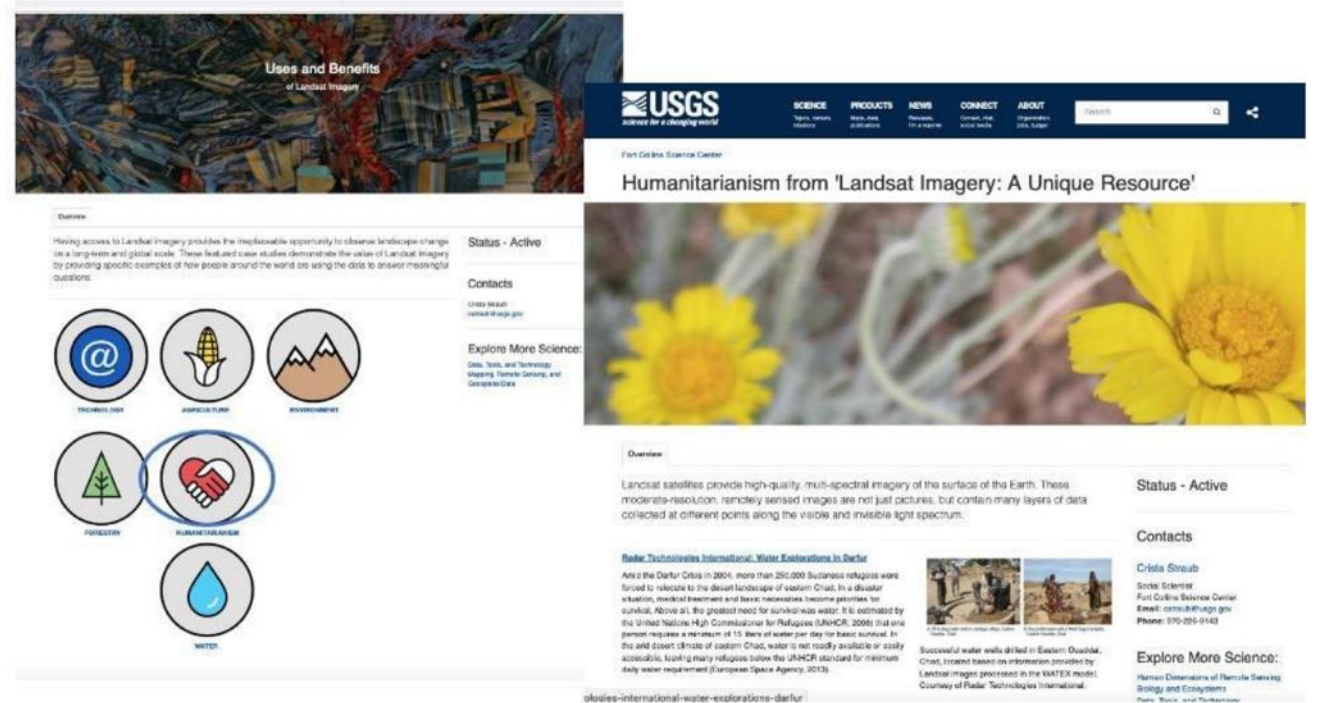
Photo Gallery



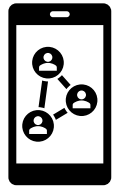


# Case Studies

- Introduction, Challenge, Solution, Quote and Benefits.
- Focus on the benefits delivered rather than the process.
- Choose a compelling quote that explains the benefits and value.
- Use examples that people can relate to in everyday life or which provide solutions to national policy priorities.



**The best quotes are from users of your data as this provides a third-party endorsement.**



# Social Media

- The online voice of your organization.
- Direct communication with all stakeholders.
- Think visually for impact:
  - Use your imagery
  - Emojis (but not on LinkedIn)
  - Quotes and headshots
- Join in the conversation using hashtags

**Know when to respond & when not to.**



## Media Relations

- Target - match your key messages to media
- Think visual for television, ambient noise/soundbites for radio.
- Build relationships by providing interesting news/expert insight/meeting deadlines.
- Spokespeople: professional, personable, speak clearly on complex subjects.
- Provide resources: Press Releases, Biographies, Head Shots, Images
- Accept that not all coverage will be positive and be prepared to respond.



**In interviews do not try to fill the silence –  
that is the journalist’s job!**





# Promotional materials

## Newsletter

- Regular source of news
- Repurpose press releases, case studies, policy briefing, social media

## Reports

- Formal provide high-level strategic information to key stakeholders.
- Consider an executive summary of key points, use as handout and online.



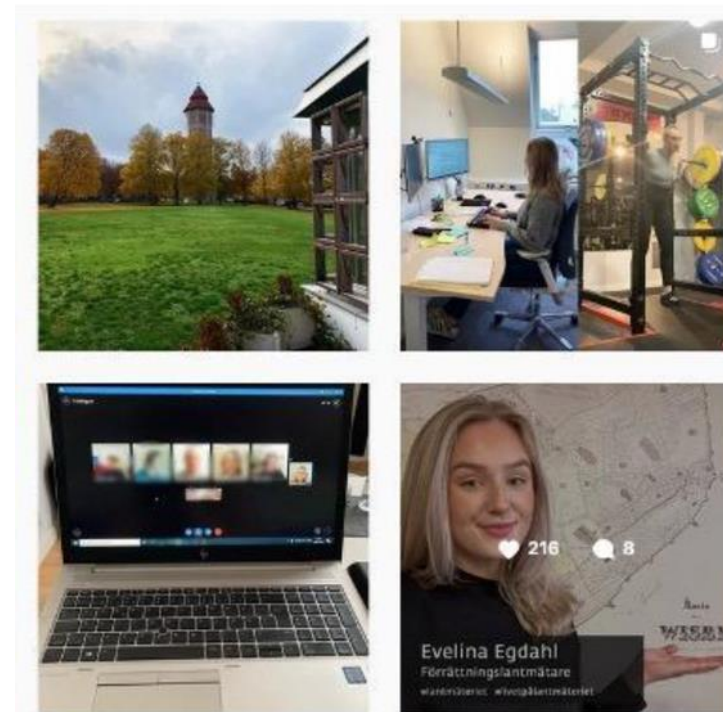
## Promotional items

- Leave behind to keep your messages in people's minds.
- Think visually – keep text concise (Straplines are great here!)

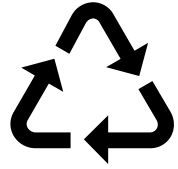


# Internal stakeholders

- Inform, involve and empower internal stakeholders.
- Facilitate consultation and collaboration between stakeholder community.
- Common approach - powerful collaborative voice.
- Play an important role in achieving 7 guiding principles outlined in SP9 9.5 – especially personalized and participatory, and coordinated and consistent.



**Adapt key messages to focus on participation and contribution, value and recognition.**



## Reusing and repurposing content



# Making your mark on communications

Adapt and tailor to national circumstances to:

- Reach the right people in the right places using the right messages.
- Build a strong brand, visible profile, and credible reputation.
- Promote the value of implementing the IGIF to strengthen geospatial management to meet national priorities.
- Improve advocacy and visibility of nationally integrated geospatial information management and the benefits that can be derived from integrated geospatial information.
- Support the development of country-level Action Plans, and in particular SP9.

**Thank you**