7 steps to successful communications
Methods to realise strategic objectives

Internal Communications
Media Relations
Case Studies
Imagery
Social Media
Promo items

Logo

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Supporting implementation of IGIF SP9

Communications Strategy
- WHY, WHAT

Communications Plan
- HOW, WHEN

Communications Methods
- DELIVERY

Consider, adapt and tailor to national circumstances.
SP9 Guiding Principles

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

Create content once and use it many times.
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.
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

Create content once and use it many times.

Policy briefings → Case studies → Social media → Newsletters → Websites → Policy briefings
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