

# Integrated and Strategic Communications Development

\*Integrated vs Isolated: *Integrated* communications is the organizational change work of making sure communications shows up in ALL of our vision, analysis, strategy, planning, evaluation and decision-making processes.

- If it's *isolated*, we'll never reach our full potential organizationally or powerfully in the world.

**What is communications?** Transmitting ideas. It's not just what you say, but who hears it and how it's interpreted.

**What's Strategic Communications?** Consistently and *persistently* saying the right thing, to the right people, at the right time, to mobilize power and advance narrative that advances objectives and sets up long term victories.

## Communications Tactics vs Strategy -

**STRATEGY** – Proactive plan to reach an overall **goal**.

**The Magic 6** (Adapted from ReFrame) – Six questions to answer when establishing a communications strategy for an issue, action or campaign.

1. What is the “**goal**” for the action, issue, or campaign?
2. Who is the “**target**” and/or who’s the “**piñata**”?
  - a. Target - the person/group who has the decision-making power to deliver your overarching goal.
  - b. Piñata – the person or group you can beat up to prove a point or move the target.
3. Who needs to know? Who is our public/audience?
  - a. Audience – the exact population you need to inform and engage. Knowing the audience helps us engage the right media and tactics to reach them directly.
4. What are our Resources?
  - a. Think ahead. What’s your human capacity, allies, budget, list size, reporter connections, etc.?
5. What is your Timeline?
  - a. How much time do we have to influence the decision-making process on our issue? How much time for the next critical event?
6. What opportunities do we have?

**TACTICS** - The **tools** we use to implement our strategy. (These will always be reactive if strategy is lacking.)

- Actions/Public meetings/events
- Earned Media
  - Story coverage of organization directly **and/or** issue. (press conference, action coverage, issue leader/expert, etc.)
  - Letters to the Editor

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- Opinion editorial
- Social Media – (Facebook, Twitter, etc.)
- Website – blog page
- Email
- Pamphlets, flyers, signs, brochures, church bulletins, etc.
- Paraphernalia – buttons, t-shirts, banners
- Ads and paid media

It is very important to establish and stay focused on the **goal** of your strategy, even in executing each tactic, as it is easy to lose sight of the main objective.



**Don't be these guys!**  
They chose to stick with tactics only and not an integrated communications strategy.