

Forming a Communication Strategy

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Point 1

Why do 'we' want/need to
communicate with publics

*Everything else depends
on the answer*

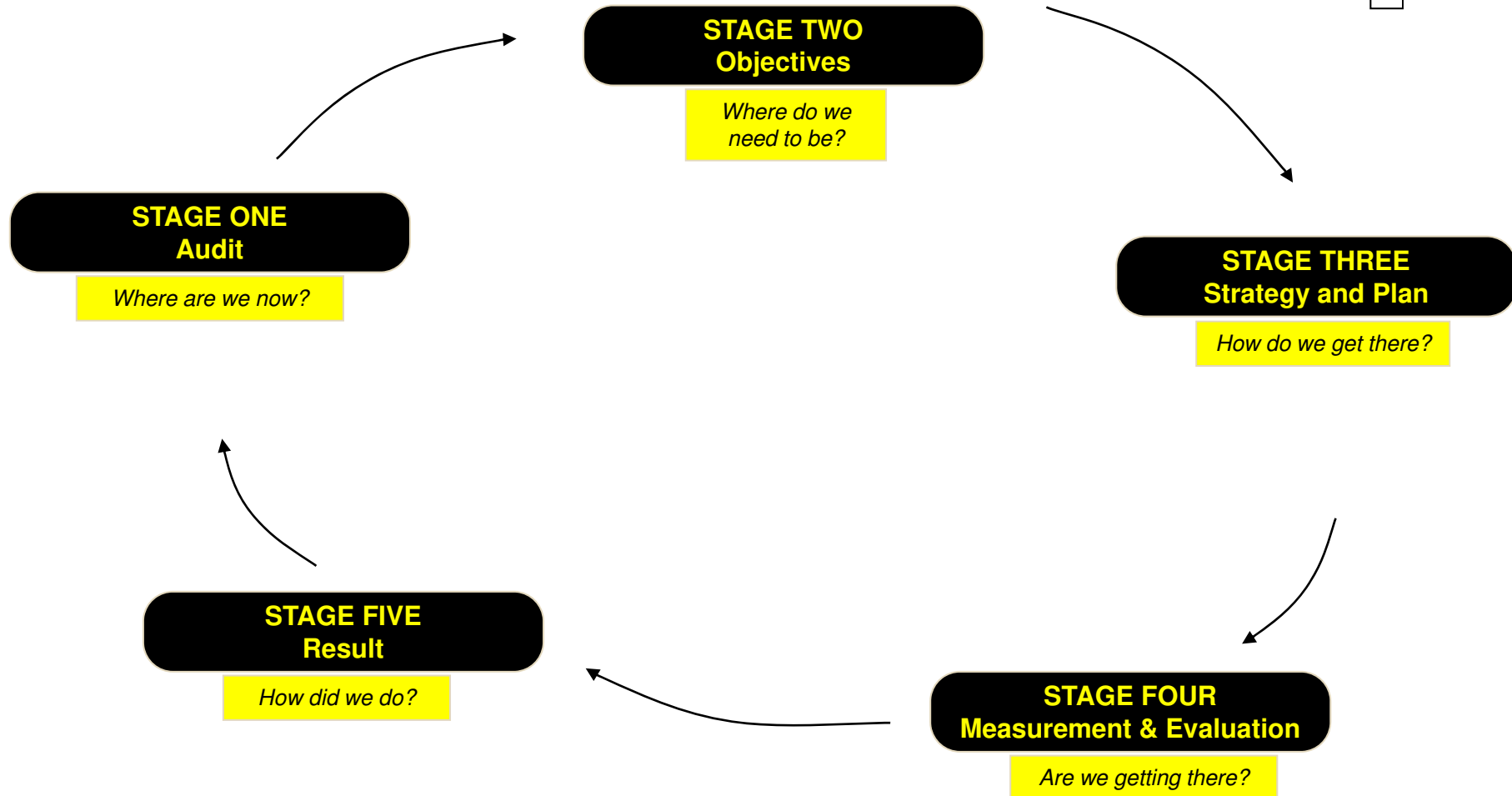
Why do we need a strategy?

Competing demands, limited resources, multitude of stakeholders, reviews and accountability
...sustainability

Planning models

- Research
 - Formulating
 - Implementing
 - Evaluating
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Public relations planning cycle



Watson (2002)

Getting Started

- What do I want to achieve?
- Who do I want to communicate with?
- What do I want to communicate?
- How shall I communicate?
- How will I know if I achieved anything?

Adapted from Gregory (2008)

Understanding Expectations

- What does success look like?
- What does success look like for key influencers?

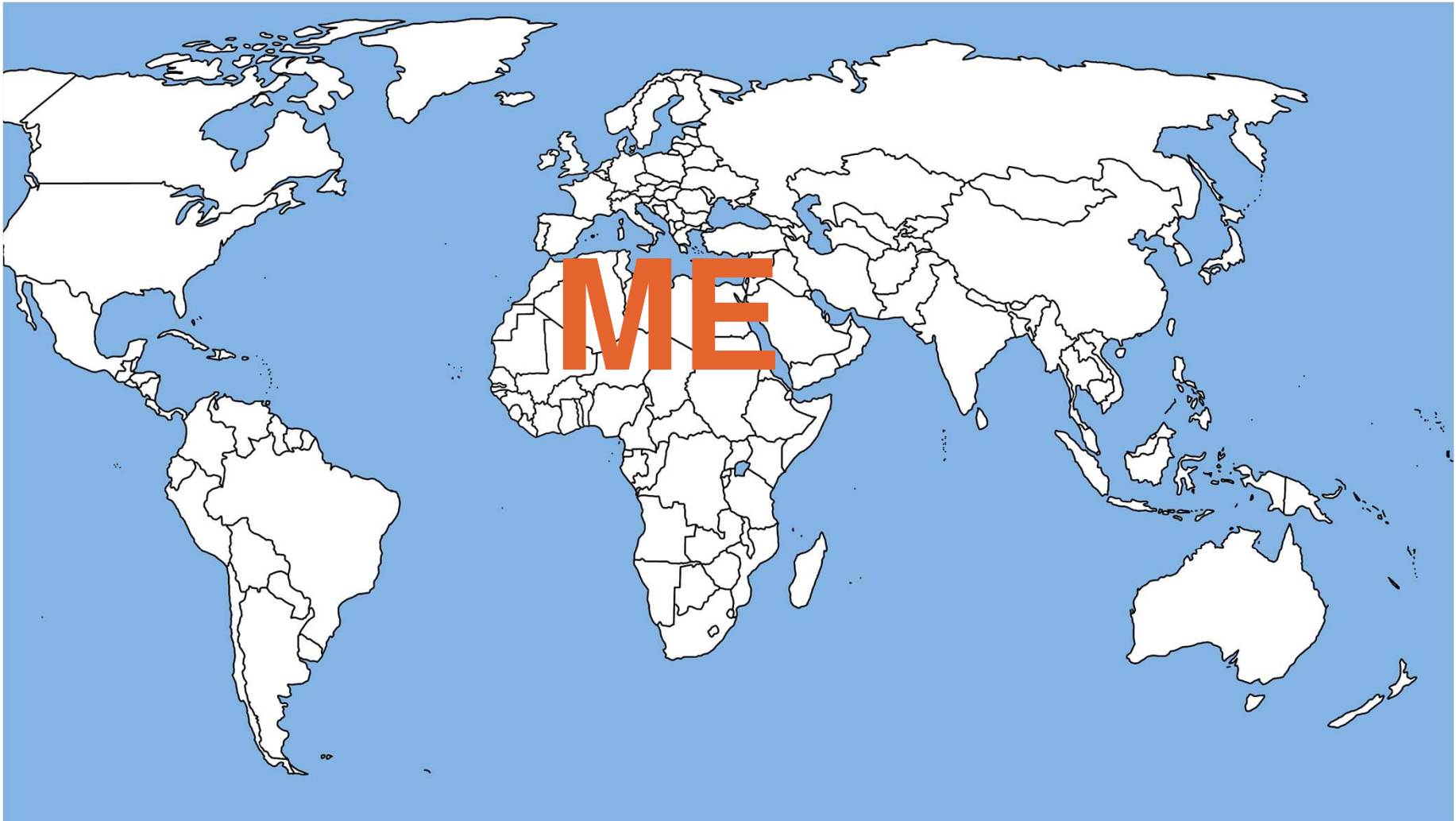
Really important to have this clearly defined from the start, communicated and well understood.

Developing the Strategy

- Objectives
 - Publics
 - Messages
 - Channels
 - Evaluation
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Understanding perspectives

Mine, yours, others...



Turning it around

- What do I want to achieve?
 - *What do others expect of me?*
 - Who do I want to communicate with?
 - *Do they want me to communicate with them?*
 - *Who wants to communicate with me?*
 - What do I want to communicate?
 - *Is this message going to be of interest?*
 - *Is there something I don't want to communicate?*
 - How shall I communicate?
 - *How shall others communicate with me and about me*
 - How will I know if I achieved anything?
 - *Will others think I have achieved anything?*
 - *And if I have, what's the next step?*
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Setting priorities

- Benefits of action (resources)
 - Dangers of inaction (resources)
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Setting priorities

Publics

**Events
or
activities**

Prioritisation of Effort

Public 1	40%
Public 2	20%
Public 3	15%
Public 4	10%
Public 5	5%
Public 6	5%

Who/what makes me break this plan?

Sticking to priorities

- Discipline and Understanding
 - Leveraging opportunities
 - What does success look like?
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Leveraging resources

Evaluation

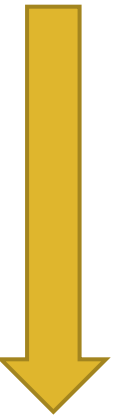
Why do you want to evaluate?

Evaluation Drivers

- Ensure on track or at destination
 - Demonstrate effectiveness of planned performance and value provided
 - Prepare for next stage/lessons learned.
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Things to evaluate

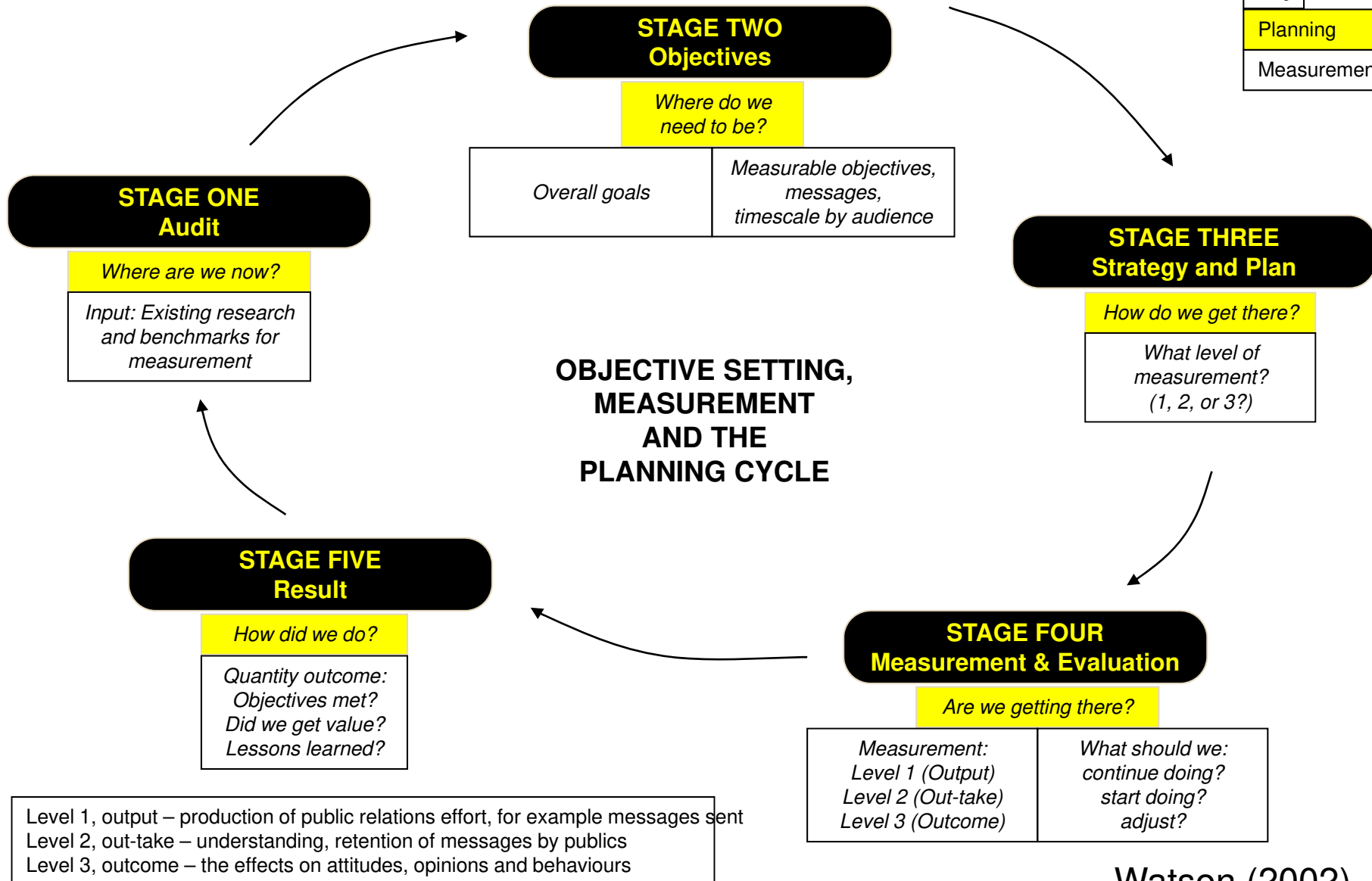
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- Planning and implementation processes
 - Exposure/tools
 - Awareness/understanding
 - Attitudes
 - Behaviour
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Public relations planning cycle

Key
Planning
Measurement



Watson (2002)

Ways to evaluate

- Budgets and timelines
 - ROI (Sinickas)
 - Relationship management instruments (Hon)
 - Share of discussion analytics (Rawlins, Jeffries-Fox)
 - Marketing mix modelling (Weiner)
 - Web analytics
 - Blog rankings and conversation indexes/social media monitoring and analysis, engagement measures, promoter scores
 - Interviews, focus groups
 - Surveys
 - Attendance, participation, directed action, inaction, endorsement
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Resources

- Public Relations Institute of Australia
(www.pria.com.au)
 - Institute for Public Relations
(www.instituteforpr.com)
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A final word -

- Planning vs plans
 - Strategising vs strategy
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