

Forming a Communication Strategy

Robina Xavier, *FPRIA*
QUT BUSINESS SCHOOL

Point 1

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

*Everything else depends
on the answer*

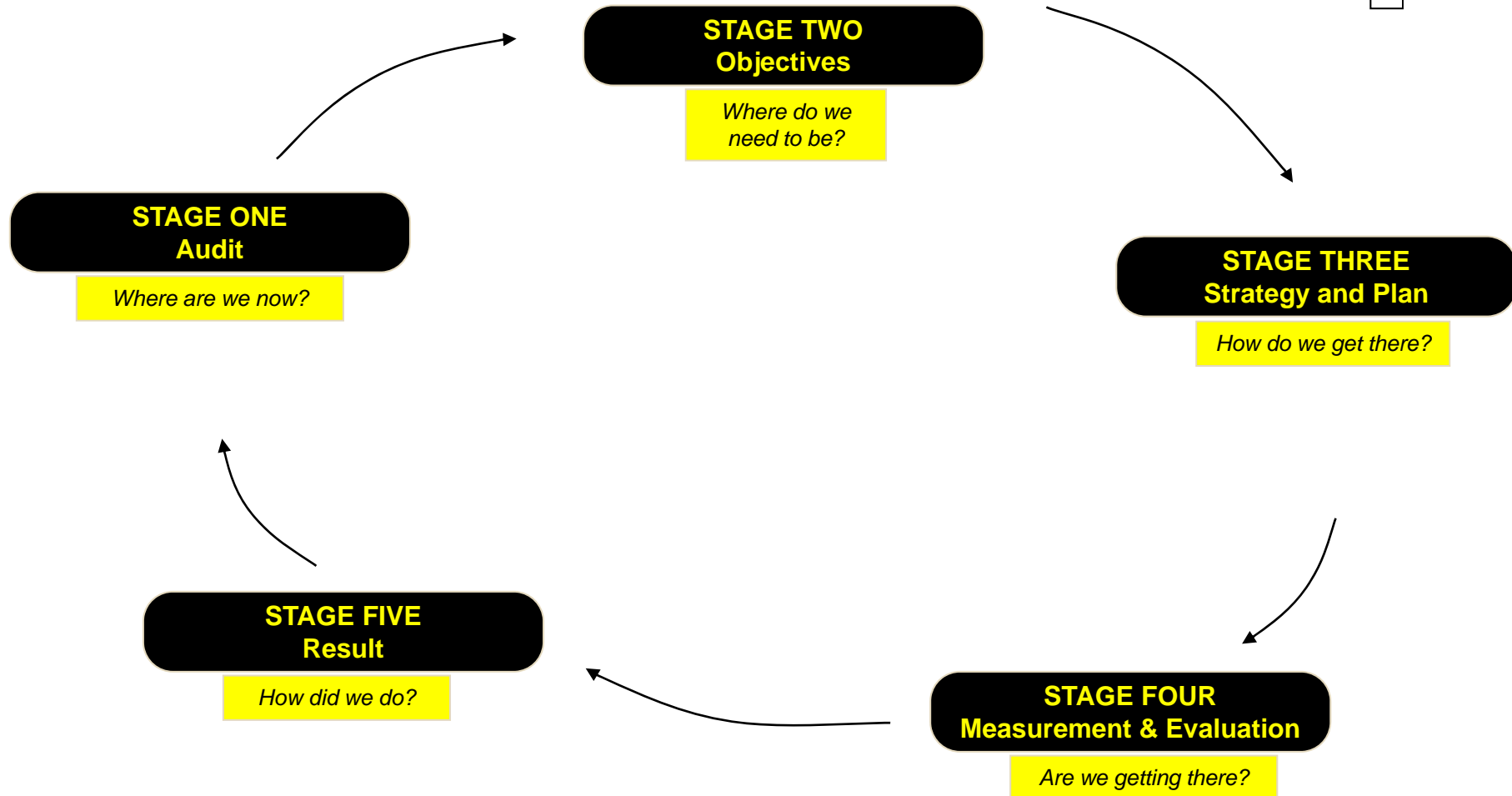
Why do we need a strategy?

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

Planning models

- Research
 - Formulating
 - Implementing
 - Evaluating
-

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?

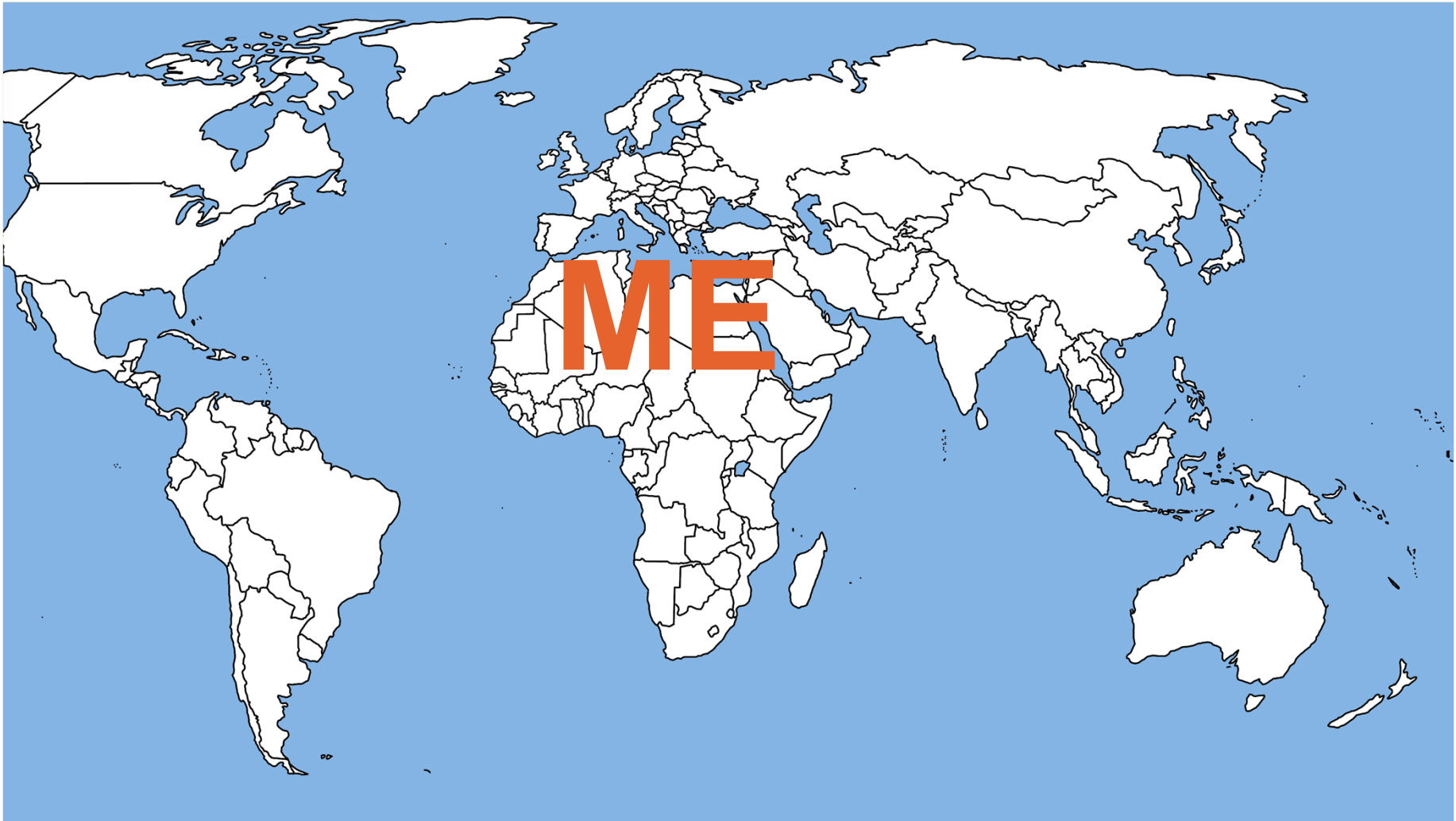
Really important to have this clearly defined from the start, communicated and well understood.

Developing the Strategy

- Objectives
 - Publics
 - Messages
 - Channels
 - Evaluation
-

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?*
-

Setting priorities

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

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?
-

Leveraging resources



Evaluation

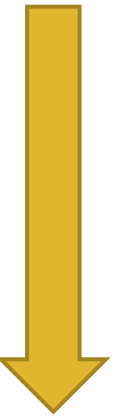
Why do you want to evaluate?

Evaluation Drivers

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

Things to evaluate

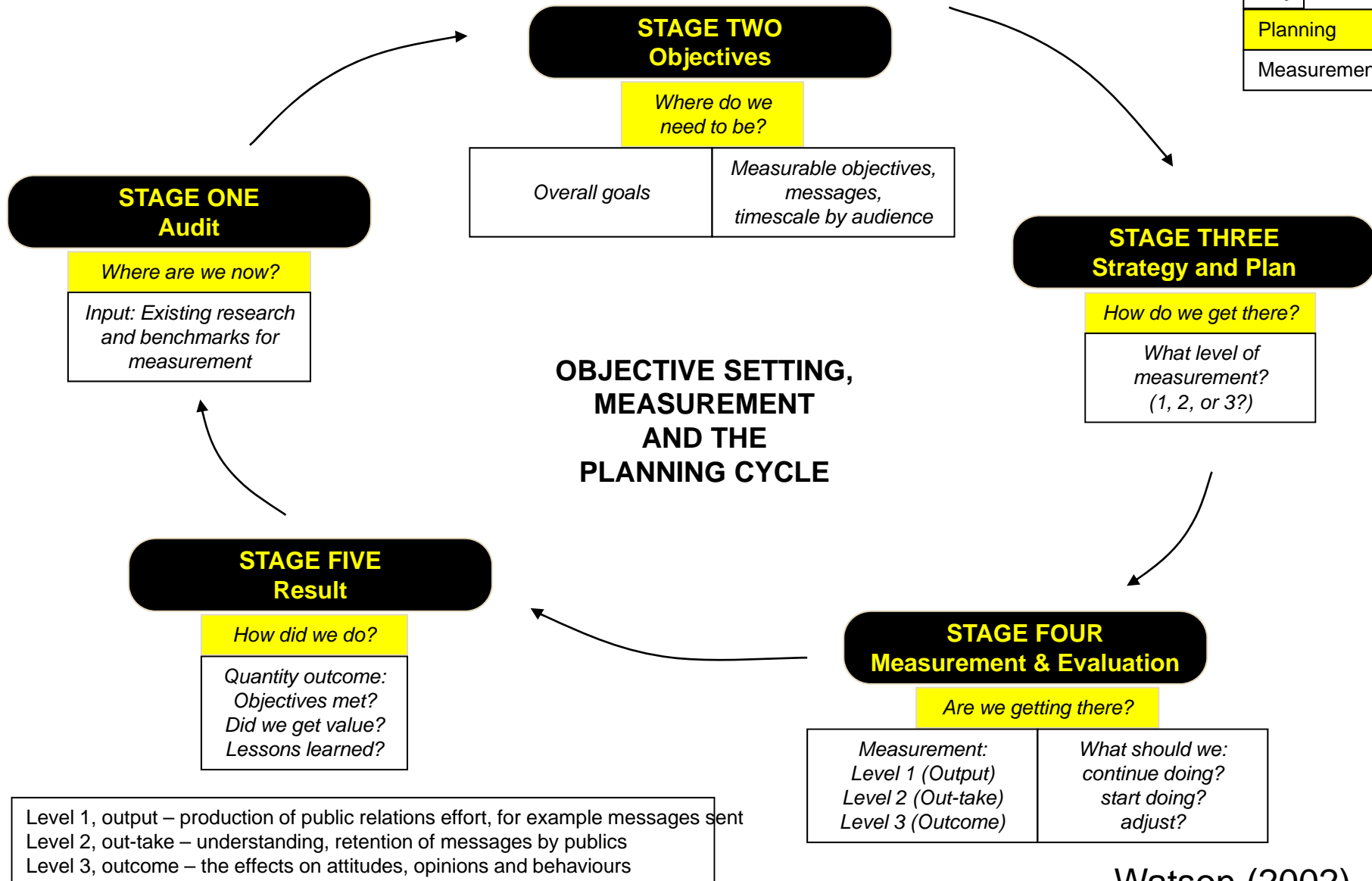
D
I
F
F
I
C
U
L
T
Y



- Planning and implementation processes
- Exposure/tools
- Awareness/understanding
- Attitudes
- Behaviour

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
-

Resources

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

A final word -

- Planning vs plans
 - Strategising vs strategy
-