

Inclusive Healthy Communities: Communications Workshop

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Why communications?

- Communications are an investment that advance your mission.
- Communications establish and maintain relationships.
- Your work is valuable. Don't hide your light under a bushel. You're providing top-notch services. You should have top-notch communications.

PART ONE

20 Tips for Effective Communications

1

Integrate communications into
your work plans.

- Strategic plan
- Agendas
- Budgets
- Grant proposals

2

Rinse and repeat.

- Think of communications as a practice. It's not "one and done," not an afterthought.
- Like any skill, communications require practice. The more you do it, the better and more efficient you'll become.

3

Set realistic goals.

- Break it down into manageable tasks.
- Start small and build.

4

Assign responsibility.

- When everyone is responsible, no one is responsible.
- Put communications on your agendas and make it reportable.

5

Clean house.

- Revive or eliminate unused social media platforms and web pages.
- Be careful who you give the keys to.

6

Be consistent.

- Consider timing.
- Create an editorial schedule.
- Quality over quantity.

7

Be strategic.

- Stay on message.
- Develop themes, storylines.
- Work toward a goal.
- Avoid muddled or contradictory messages.

8

Know your audience.

- Who are they?
- What's important to them?
- What are their needs and values?

9

Segment your audience.

- Target your messages. Different segments may want or need different information
- and may require different modes of delivery.

10

Meet your audience
where they are.

- Don't expect them to find you. Go to them.
- Research platforms.

11

Frame your messages.

- Speak to issues that are important to your audience ...
- in a way they can relate to.

12

Include a call to action

- How do you want your audience to respond?
- Be clear about your needs.
- Make responding easy.

13

Go mobile.

- Mobile accounts for approximately half of web traffic worldwide (Statista).
- Responsive websites
- Social media
- Texting apps

14

Go visual.

- Photos, videos, infographics.
- Avoid overuse of stock images.

15

Build a library.

- Save and manage content. It's a valuable asset.
- Use descriptive file names, record creator and subject names, save permissions and releases.

16

Invest in design.

- *Fare una bella figura.*
- Build a visual brand.
- Keep it simple. Design is about communication not decoration.

17

Evaluate communications from the user's point of view.

- Attention economy.
- Remove speed bumps.
- Make it easy for your audience.

18

Measure your progress

- Analytics
- Success isn't measured only by the number of people you reach but reaching the right people.

19

Make it personal.

- Have a conversation.
- Be responsive.
- Follow your followers.
- Appeal to the heart.
- Tell a story.

20

Don't forget to say thank you.

- Acknowledge partners, funders, contributors.
- Co-brand.
- Gratitude and humility are good manners and good business.

PART TWO

Telling Your IHC Story

What kind of story
should we tell?

- You don't have to start from scratch. People have been telling stories for thousands of years. Stories tend to follow a structure, a narrative arc.
- Hero's journey (Ulysses, The Hobbit, Westerns, Star Wars).

Where do we start?

- Never mind. You already started.
- Problem → Solution
- Point of view: collaborative storytelling?

Break it Down

12 chapters in 12 months

Chapter 1

The Problem

Chapter 2

The Vision

Chapter 3

The Approach

Chapters 4-9

The Journey

- What problems did you encounter, and how did you solve them?
- What did you learn that you hadn't thought of before?
- What did you learn about collaborating with people with disabilities?
- How and with whom did you form alliances?
- What did you get wrong? What did you get right?

Chapters 10-12

The Solution

- What was the experience like? How did you change or grow?
- What did you learn about yourselves?
- How has the completed project affected your life?
- What have you learned that you can share with others who may want to do a similar project?

Thank you

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