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
Integrate communications into your work plans.

- Strategic plan
- Agendas
- Budgets
- Grant proposals
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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.
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Set realistic goals.

• Break it down into manageable tasks.
• Start small and build.
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.
• 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.
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
20 Tips

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.
Invest in design.

- *Fare una bella figura.*
- Build a visual brand.
- Keep it simple. Design is about communication not decoration.
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Evaluate communications from the user’s point of view.

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

• Success isn’t measured only by the number of people you reach but reaching the right people.
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Make it personal.

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