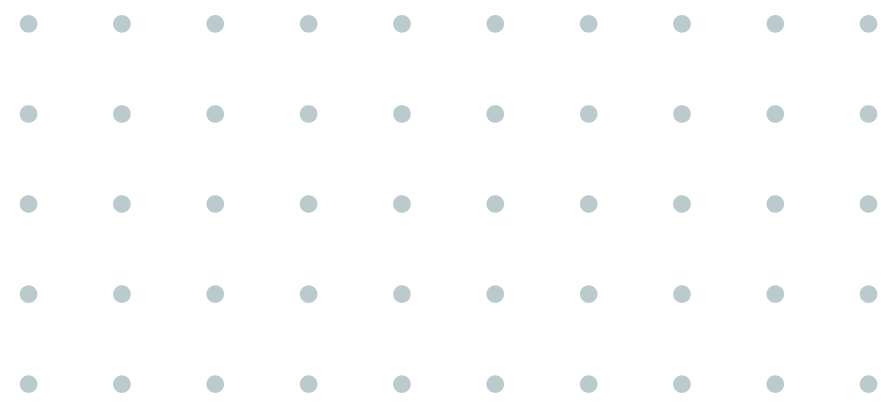




COMMUNICATION AND SOCIAL IMPACT

Train the trainers

The RESIST project is co-financed by the European Union (European Regional Development Fund) under the Interreg Baltic Sea Region Programme.



01. THE POWER OF COMMUNICATION

02. INTERNAL AND EXTERNAL
COMMUNICATION

03. ROADMAP TO EFFECTIVE
COMMUNICATION

04. COMMUNICATE YOUR IMPACT

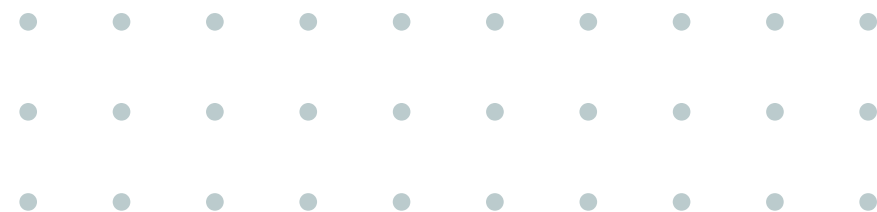
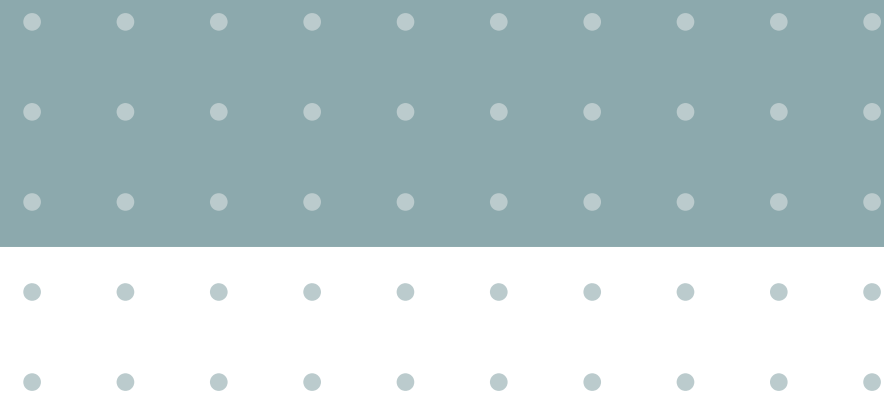


TABLE OF CONTENT

01.

THE POWER OF COMMUNICATION



Communication is power and like all power, how you use it matters.

Communication can shine a spotlight on problems, making them easier to see and offering a stage to popularize solutions. It can call people to the streets, and it can bring people together. Silence is communication and actions are messaging without words.

Every organization communicates every day. But not every organization uses the full power of its communications to advance its ambitions. Instead, its communications become a noisemaker, a shame and blame purveyor, or a demotivator making everything seem impossible.



Are your communications fully aligned to what you want to accomplish as an organization?

Do your communications advance your values?

Do your actions tell the same story than what you are communicating?

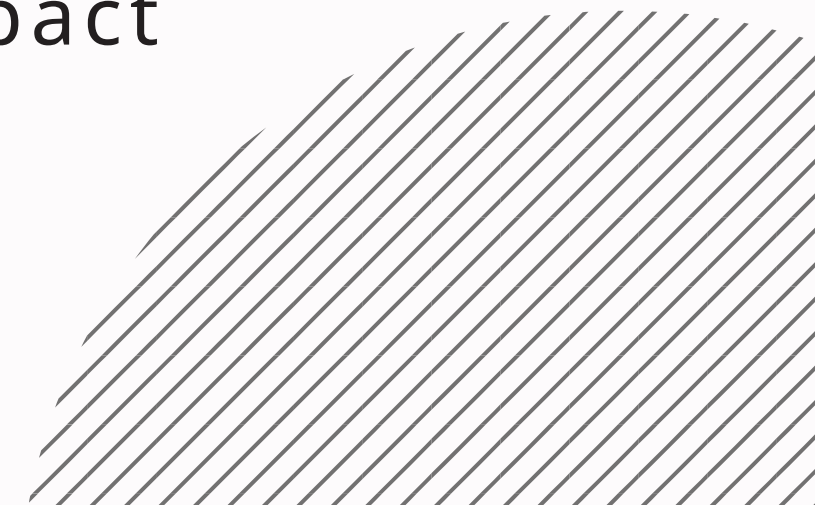


Aligned values and actions

Engagement

Transparency

Storytelling for impact



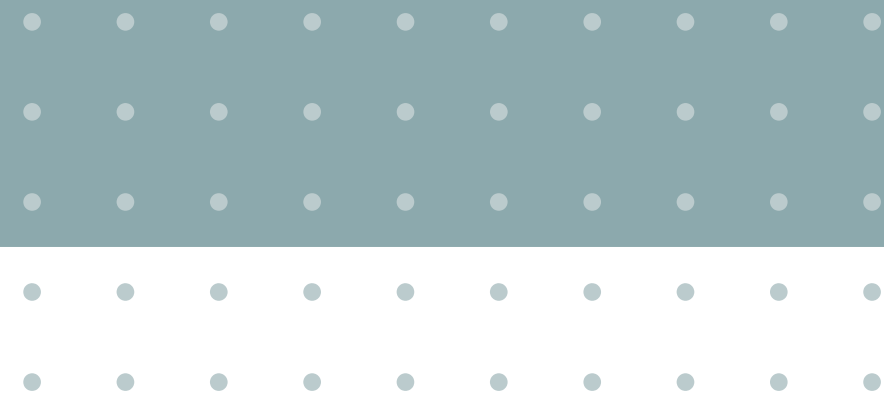
Communication is the lifeblood of any successful enterprise. It's the glue that holds teams together, fosters understanding, and keeps external stakeholders engaged.

It's not just about talking; it's about connecting, aligning, and ultimately achieving your goals.



02.

INTERNAL AND EXTERNAL COMMUNICATION



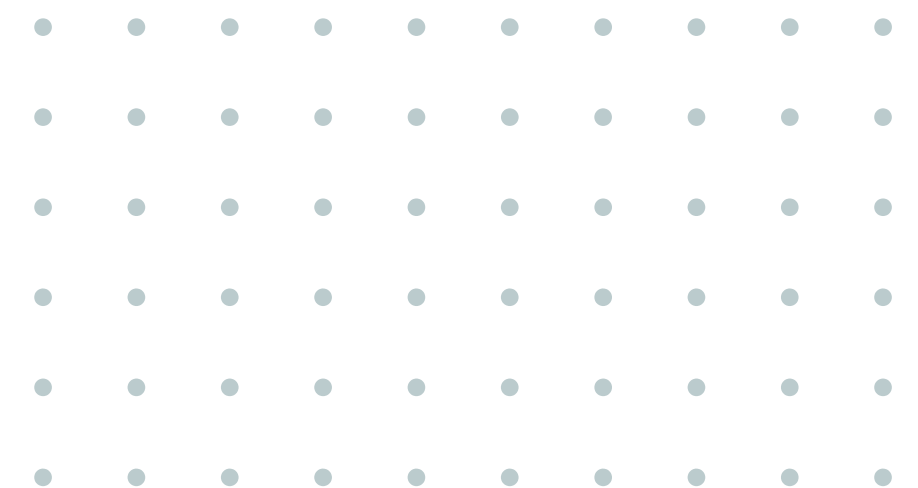


External communication

External communication refers to the interaction of an organization with its external stakeholders, such as customers, investors, suppliers, media, regulators, and the general public. It can be proactive or reactive, strategic or operational, and involve different levels of disclosure and control.

Internal communication

Internal communication refers to the exchange of information and ideas within an organization. It can be formal or informal, vertical or horizontal, and involve various media and tools.



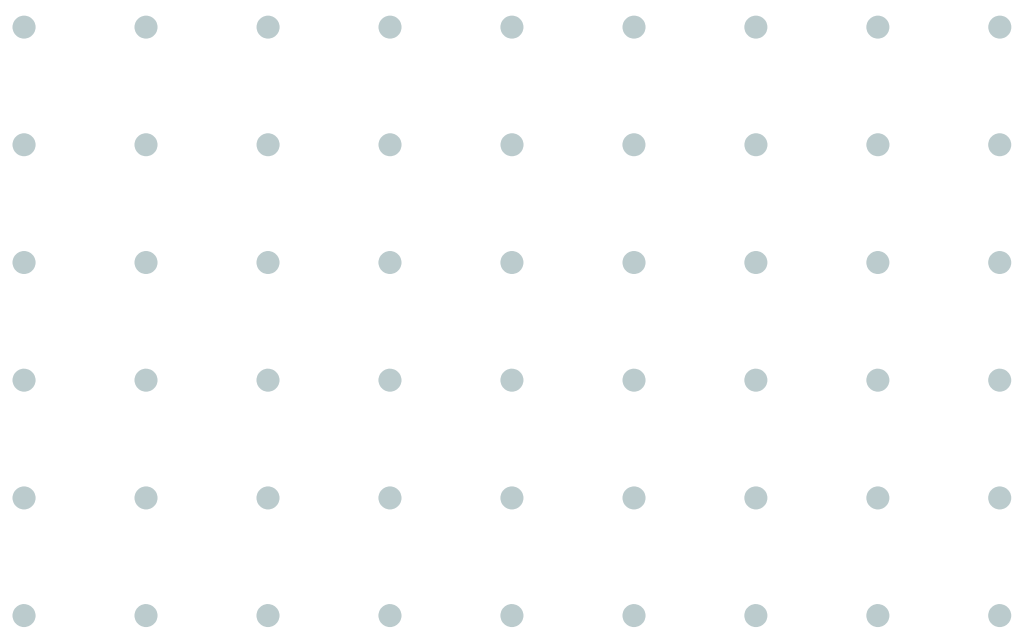


Internal and external communications should work together to create a smooth channel of information flow.

It's important for the company to have a consistent image and message.

Effective internal and external communication is vital for the smooth operation of an organization, as miscommunication can lead to mission failure and financial losses.

Your employees will have a better understanding of what your organization stands for, and if they like it, they'll share it with their world.



Monitor and measure

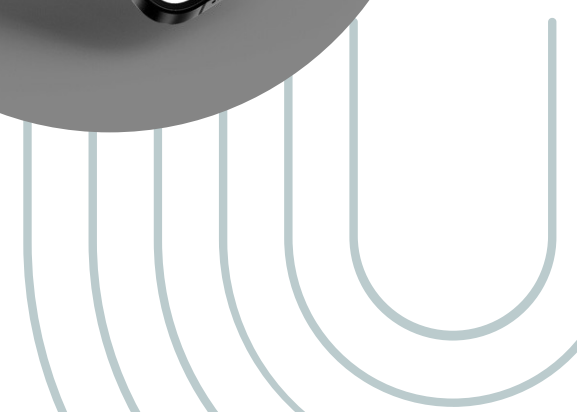


To ensure that your internal and external communication are aligned and effective, you need to monitor and measure their impact and outcomes.

Use various methods and tools to collect and analyze data: feedback forms, analytics, surveys etc.

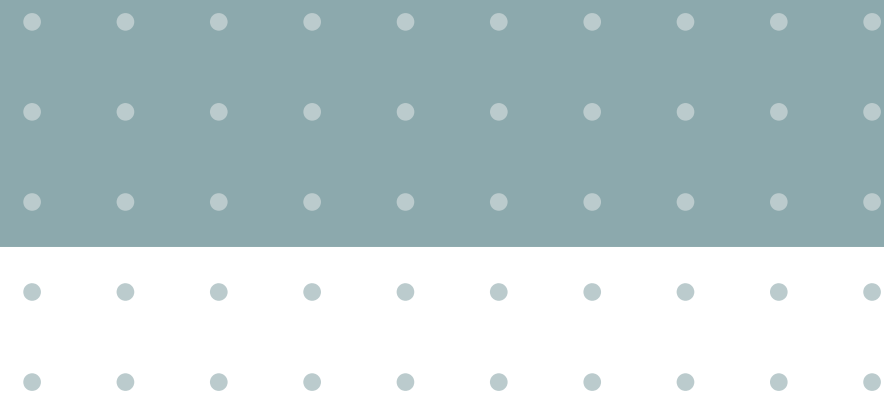
Compare and contrast your internal and external communication results, and identify any gaps or discrepancies that need to be addressed.

Incorporate feedback and suggestions from internal and external stakeholders, such as employees, customers, partners, media, etc. Make the necessary changes and adjustments to your communication goals, strategies, tactics, channels, tools, content, tone, style, etc. to enhance your communication alignment and performance.



03.

THE ROADMAP TO EFFECTIVE COMMUNIATION



How to communicate?

Create a
marketing
strategy

STRATEGY

Make sure your
message is
consistent
across all
channels

CONSISTENCY

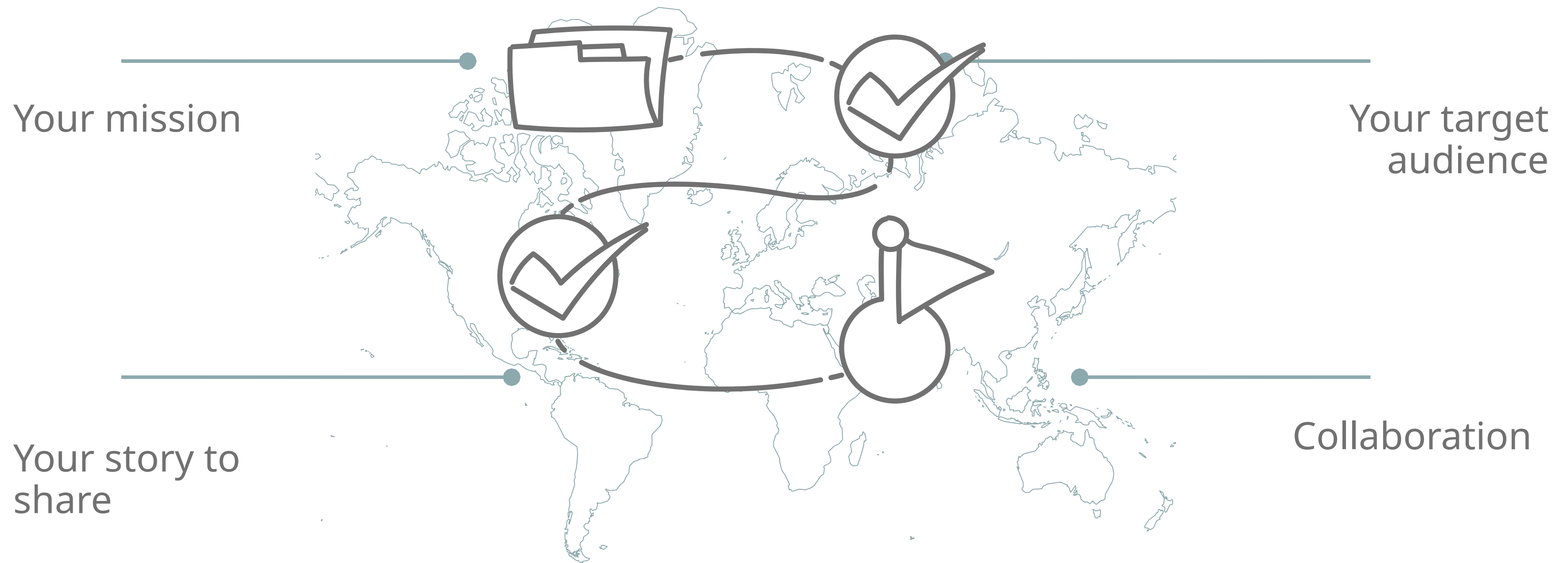
Collaboration
between the
team is
“the key”

COLLABORATION

Share mission-
driven and
value-driven
stories

STORYTELLING

Roadmap to effective communication



Your mission

- Identify the social issue you are addressing
- Set clear, measurable goals for your organization
- Define the unique values that differentiate your social enterprise



Know your target audience

- Segment your audience based on demographics, interests, and psychographics
- Conduct thorough research to gain insights into their needs, aspirations, and communication preferences.
- Adapt your communication style to resonate with your target audience



Your story

- Focus on personal experience
- Where did the idea come from?
- Highlight points of difference
- Showcase the positive change
- Highlight the journey of your organization and its milestones
- Why it matters to support your idea and social cause?





Collaboration



- Engage with stakeholders, investors
- Network
- Invite your audience to collaborate
- Highlight the “impact to date” part of the story to show that there is evidence of change

04.

COMMUNICATE YOUR IMPACT





How do you show the value and impact of your work to others, such as funders, policymakers, partners, or clients?

Communicating the social impact of your work is not only important for securing resources and support, but also for demonstrating your accountability, learning from your outcomes, and improving your practice.



Benefits of communicating your social impact

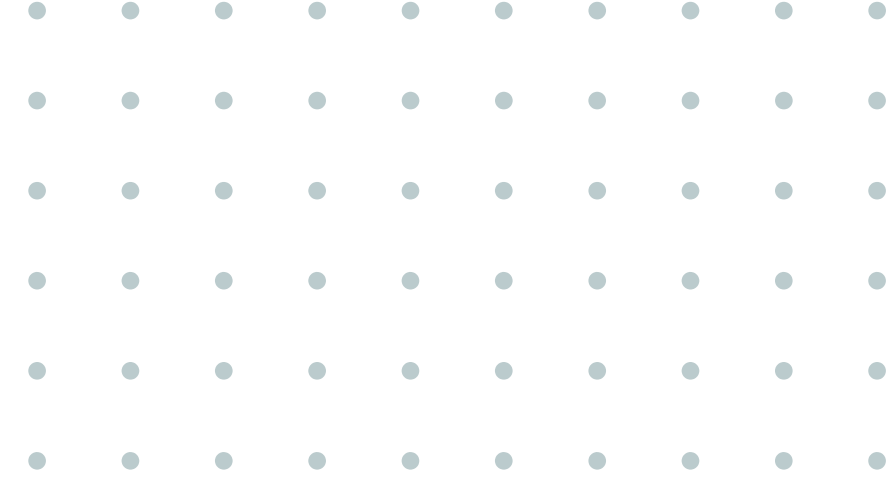


When your business communicates the tangible benefits of its social impact, it can generate positive public perception.

- More visibility
- Enhanced brand reputation
- Competitive advantage
- Increased employee engagement
- Increased customer satisfaction



More effective impact communication



Tailor your communication

To make your impact communication more effective, you need to tailor it to your audience. Tailoring your impact communication means adapting your content, style, and tone to suit the needs, interests, and expectations of your audience (families, parents, professionals, GenZ)

Know your audience

Consider who your audience is, what they want to know, how they prefer to receive information, and what you want them to do. Use clear, simple, and respectful language, and avoid jargon, acronyms, or technical terms.

Test and improve

Testing and improving your impact communication means evaluating the effectiveness and quality of your communication and making changes based on feedback and results. Seek feedback from your audience, your stakeholders, your peers, or your mentors.

Core values matter

Website and blogs

List your core values on your website

Values through action

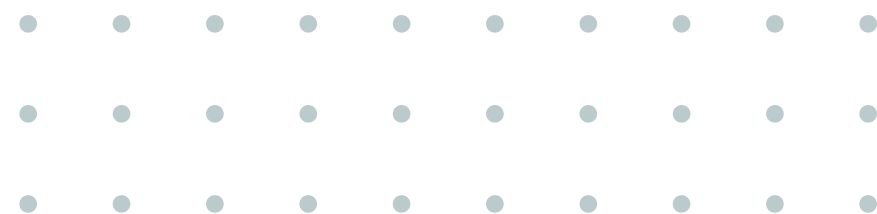
Display your values through action

Social media channels

Use different channels to reach diverse audience

Reviews

Importance of customer reviews





Be clear and
concise



Be
transparent



Be interactive

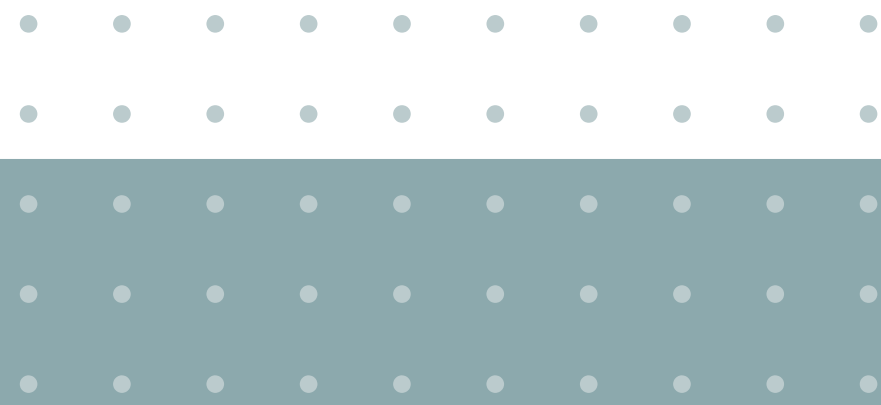


Be inspiring

What you do, speaks so loudly
that your words I can not hear

Ralph Waldo Emerson





THANK YOU

