

## Communication strategy

Below you will see an outline of points which need to be considered when drafting your communication strategy:

- Statement of purpose + key messages
  - Your communication strategy should of course be aligned with the overall strategy of your organisation, i.e.
    - Consider what you want to achieve with a communication strategy e.g. being better equipped to communicate with and attract new members, funding, creating impact with politicians, media and society in general?
  - Ensure that the goals encompassed in your strategy are SMART (Specific, Measurable, Achievable, Results-focused and Time-bound) goals. When you have clearly defined and measureable goals – think about how you will meet them. What tools and activities do you need to have in place?  
In addition also consider how your communication tactics can fall out your strategy and how you can prioritize with limited resources.
  - Review the goals in relation to your stakeholders . Will they reach your audience?
  - Are you clear on who your audience and key stakeholders are? Does any additional stakeholder mapping need to take place?
  - Define a clear approach in advance to manage the different stakeholder groups and their representation .
  - E.g. will “industry”, patient groups and scientists expect to be equally represented when it comes to content?
- Learn from others – competitors and friends
  - Look around; what is working for others? Ask others what is working for them. Remember to be critical, what works for others might work due to a specific audiences or circumstances and this needs to be taken into consideration.
- Identify possible communication channels e.g.
  - Monthly newsletter
  - Social media
  - Homepage
  - Meetings – one-to-one or group
  - Speaking opportunities
  - Media opportunities
- Resources
  - Realistically look at the resources you have at your disposal and identify how you can best use what you have. If you only can spend two hours on a newsletter per week, you probably should not aim for a weekly newsletter but rather a monthly newsletter etc.
- Evaluate
  - Is the communication strategy/tool meeting your targets?
    - Why/why not?
    - Can this be changed? How?
  - Decide when the strategy or tool should be evaluated – e.g. three months after the launch