



Communities: Health, Wealth & Housing
TIS Annual Conference 2017

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Communicating in a new age

Communicating in a new age



Key areas we will cover

- » *Why do we need to communicate?*
- » *Know your audience*
- » *Identify the most appropriate method*
- » *'traditional' methods of communication*
- » *Using social media*
- » *Social Media Strategy*



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Why do we need to communicate

- » *Get message across to audience*
- » *Raise profile of group/ campaign/ issue*
- » *Gather support among local community*
- » *Highlight successes and opportunities for engagement*
- » *Feedback to people you 'represent'*



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Know your audience

- » *You need to be aware of who it is you are trying to reach*
- » *Is it decision makers? Is it potential supporters? Is it the local/national media? Is it other members of your community or fellow tenants of your landlord*
- » *Each group will require a different approach. Challenges – national housing associations.*
- » *Communication Plan!*
 - » *Who will do what when*
 - » *Identify support needs*
 - » *Key milestones*



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Identify the most appropriate method

- » *Follows on from knowing your audience, and what is the issue you wish to communicate about*
- » *National issues*
- » *Local issues*
- » *Landlord specific issues*
- » *Local agencies*



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'Traditional' Methods

- » *Newsletters – relatively simple to do, but can be costly (delivery, printing etc)*
- » *Petitions*
- » *Writing letters*
- » *Press release – engagement with local media*
- » *Demonstrations*



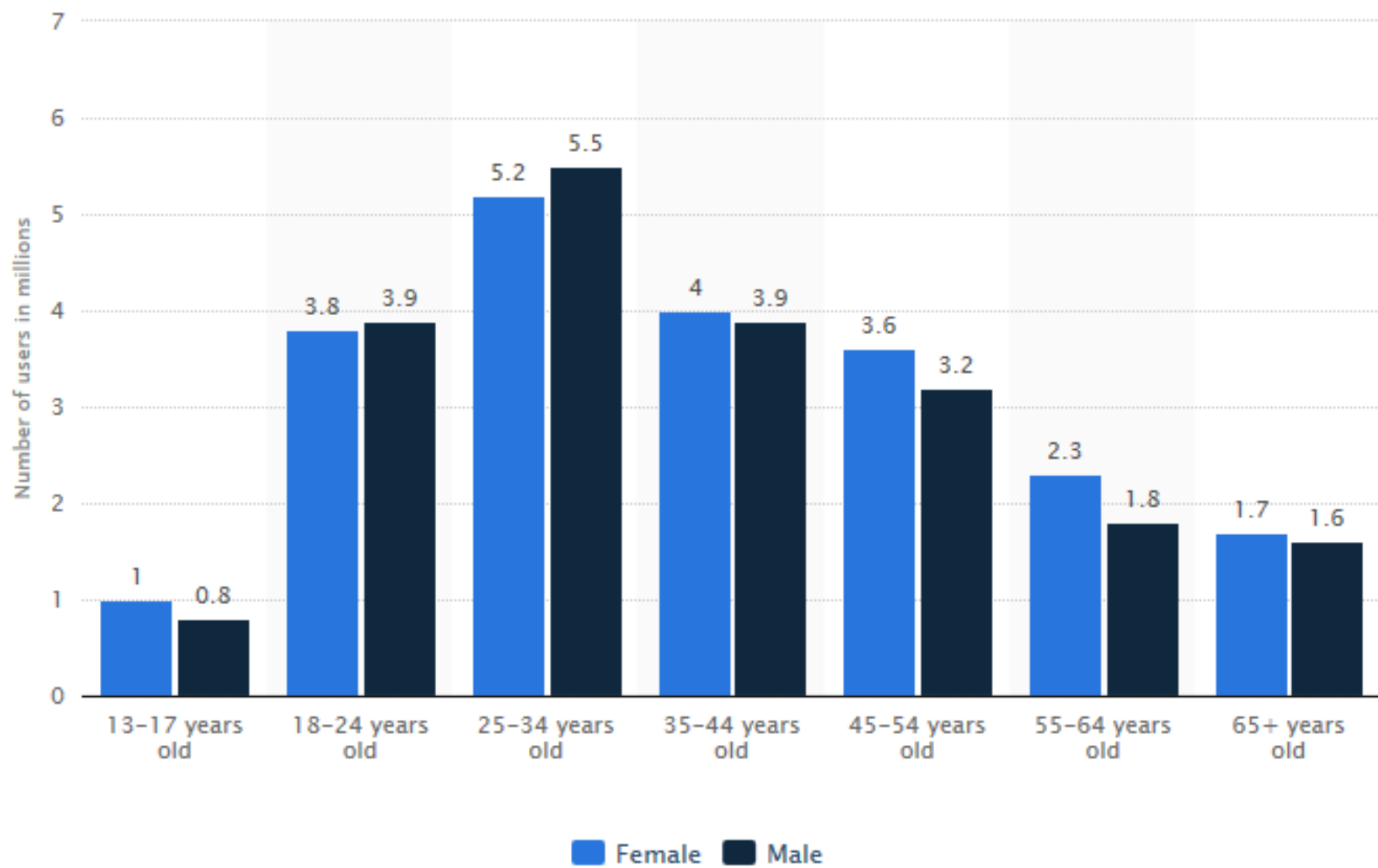
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Using social media

- » *So – what is social media?*
- » *‘web based communication tools that enable people to interact with each other by sharing and consuming information’*
- » *Not to be confused with social networking – which can also be a useful tool to engage*
- » *What are the best mechanisms for community groups to use?*
- » *We’ll look at:*
 - » *Twitter*
 - » *Facebook*





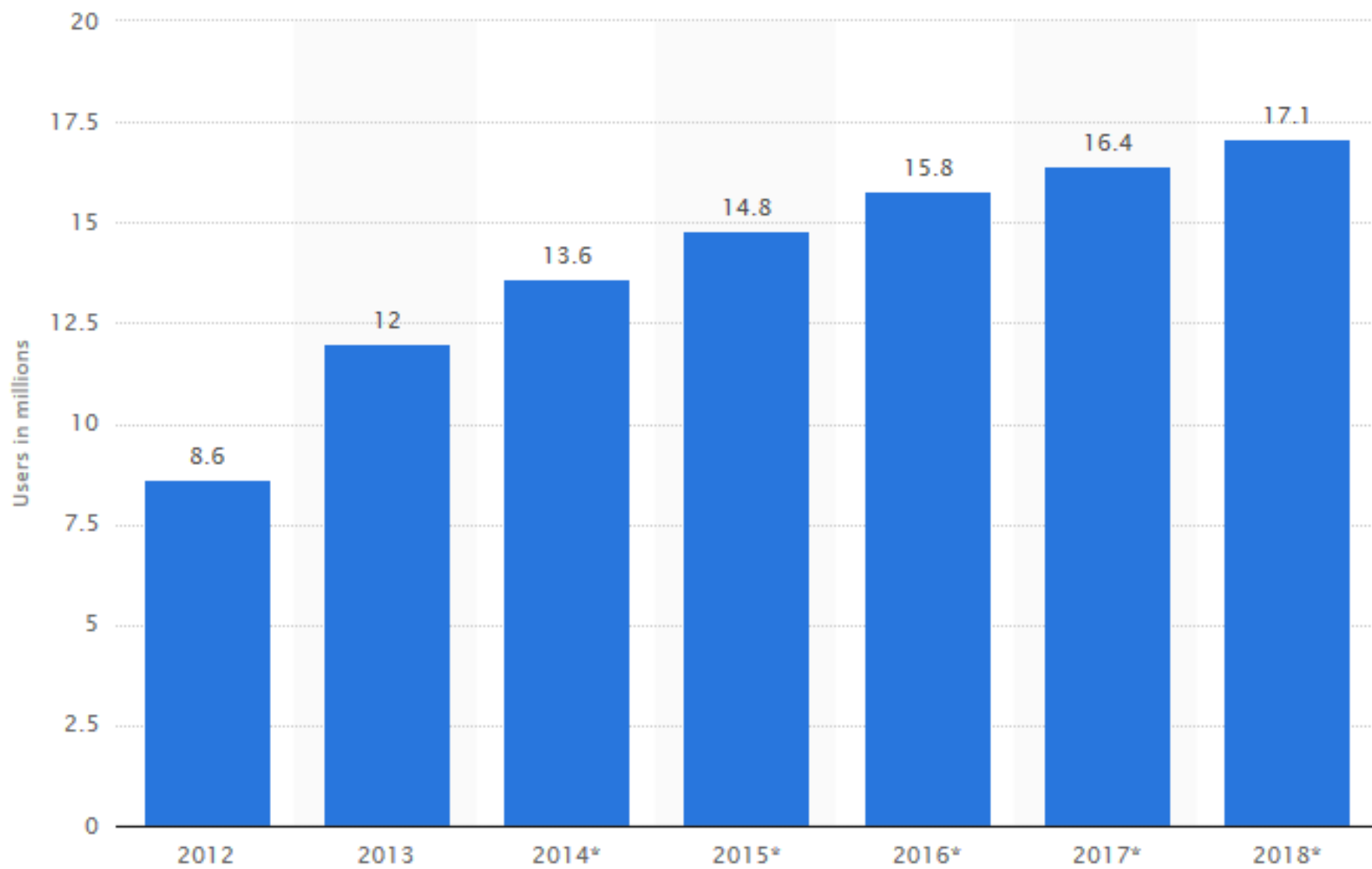
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Facebook

- » *So what is it?*
- » *What is it good for?*
- » *What can groups use it for?*
- » *How to manage?*
- » *Risks?*





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Twitter

- » *So what is it?*
- » *What is it good for?*
- » *What can groups use it for?*
- » *How to manage?*
- » *Risks?*



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Other platforms

- » *Linked In*
- » *Instagram*
- » *Snapchat*
- » *Up to you to decide*



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Social media strategy

- » *Identify what you want in the way of a presence, and why?*
- » *Agree roles and responsibilities, and stick to them*
- » *Raise your profile and grow support from key stakeholders*
- » *Copy from others*
- » *Others are doing it – so you need to join in*



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Social media – key hints and tips



- » *'Gone viral'*
- » *Focus on the message*
- » *People don't just share information – they share stories*
- » *Monitor trends – and if possible join in*
- » *Content leads to conversations – conversations build relationships*



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Social media – key hints and tips

- » *'Quality trumps quantity – make best use of one platform rather than spread across many*
- » *Engage with existing stakeholders first – and then build your audience and relationships*
- » *Use images*
- » *Try to stay active – get yourself noticed*
- » *Talk to people not at them*



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Concluding remarks

- » *'Don't forget those not on social media or the internet*
- » *Identify training needs for those who would need it*
- » *Current platforms may change*
- » *Encourage involvement*
- » *Have fun?*
- » *And remember*
 - » *cat videos never fail*

