

# Communication Strategy 101



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Moylan Communications





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# WHAT IS STRATEGY?

Comprehensive and coherent response to a major challenge, consisting of:

- Analyses
  - Concepts
  - Policies
  - Arguments
  - Actions
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# Communication Strategy

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- Problem
- Analysis
- Approach
- Objectives
- Resources
- Timeline
- Evaluation indicators

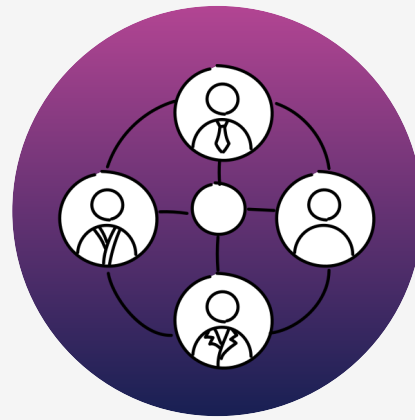
# Workshop

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- Open a doc
- Use the chat
- Think of a campaign



# Goals, objectives and approaches



Organisational  
Goals



Aligned  
Communication  
Objectives



Decision-makers

# Internal

Assets,  
resources, tools,  
teams, etc.

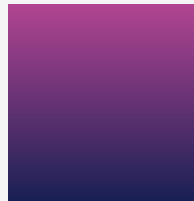
# External

THE STRATEGY

Narratives,  
opponents, allies,  
etc.



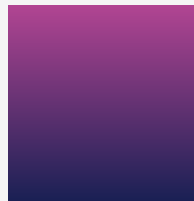
# Audience and Messaging



Audiences



Readiness



Themes



Messages

# Implementation



Media/messengers



Timeline



Teams



Budgets



# Reflection and improvement

- Measurement and evaluation
- Outputs Vs Outcomes
- Revision, reconfigure, redeploy







# WHAT NEXT?

- Did you complete your objectives?
- Strategy is a living document