

How to do it!

MAKE YOUR PROJECT KNOWN WITH COMMUNICATION

Communication is of the utmost importance! You should communicate the results of the efforts actively, as successful communication reaches and inspires large numbers of people. If you are achieving great things in your project, but no one knows about them,

your efforts are not reaching their full potential. You should therefore reserve time and resources for communication. When planning each action, you should remember to think about how you want to communicate the action and its results.

1 Prepare a communication plan: consider which channels you want to use to communicate and what the best way is to reach and inspire the target groups to join in. Tip: consult an expert in influential or organisational communication.

2 Make the project look fun, attractive and memorable! Think about what you want the visual design to look like and commission it from a good advertising agency. Think about your expectations for your website – you can pick a few samples of websites you like and specify what aspects of them you like in particular.

3 Use everyday language! Project-specific jargon may not be easily understood by the general public. Translating it into easily understandable and inspiring everyday language takes time but is worth the effort! Tip: Instead of talking to the target groups about pilot platforms, you should tell them what you are doing in concrete terms – to the extent that it concerns them.

4 Speak in concrete terms and be understandable and inspirational! How can you phrase things so that they have relevance to the everyday lives of your target groups?

6 Assign messengers: The target groups definitely include people who are interested in the matters promoted by the project. Invest in them and cooperate: Stop by for a chat and ask for their opinions and how they are doing, work together to organise things wished for by the target groups, such as events. One-sided communication has a distancing effect. When you work together on things, the target groups will also take part in the communication.

5 Communicate via multiple channels. Publish updates on social media (Facebook, Instagram, Twitter, YouTube), websites and in the city or municipality's channels; send press releases; write and submit articles to the city's local papers; organise events and inform the media of them; contact journalists directly about your events and project.

7 Feel free to contact the media, invite them to the project's events and offer them ideas for stories. A direct phone call, accompanied by an e-mail, works better than an e-mail alone and is much better than a press release!

