



COMMUNICATION STRATEGY

November 2023

Our vision

Building Welcoming and Inclusive Communities Together

Our mission

Dauphin & Area Welcoming Communities Coalition (DAWCC) is a partnership of municipal leaders, service providers, employers, community groups and community members, including people with lived experience of immigrating to Canada, who are dedicated to creating a welcoming and inclusive region.

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Dauphin and Area Welcoming Communities Coalition (DAWCC) Communication Strategy Framework

Successful organizations undertake strategic planning exercises to identify goals and objectives for the organization, including actions or activities that will meet these goals and objectives throughout the life of the organization.

An organization can be doing the most meaningful work, but without the right communication strategies, many people will not know about this work. Effective communications are critical to secure support and further the mission of the organization, and to keep both internal and external audiences engaged.

Before we begin to create a framework for a communication strategy for DAWCC, it is important to understand its purpose, goals, and current and future benefits.

Developing a DAWCC Communication Strategy

The purpose of developing a communication strategy is to provide a road map for DAWCC to determine:

- *How to communicate important information to both internal and external audiences.*
- *Who is responsible to deliver this information.*
- *The timeframe and frequency of the information distribution.*

What will the Communication Strategy accomplish?

This communication strategy will:

- *Identify the key stakeholders in the project.*
- *Identify the primary audience(s).*
- *Identify the communication strategy that will be used and when.*
- *Develop a timeline for important meetings to be held throughout the year.*

What are the goals of a Communication Strategy?

The goals of this communication strategy are to:

- *Keep all stakeholders up to date.*
- *Provide transparency on important decisions made along the way.*
- *Supply opportunities for stakeholders to provide feedback.*
- *Inform an external audience about the organization, purpose, and mission.*

How will a Communication Strategy benefit DAWCC?

The benefits of developing a communication strategy are to keep all stakeholders/audiences informed. Benefits of developing an individualized communication strategy for DAWCC are:

- *Improving communication among target audiences.*
- *Encouraging collaboration.*
- *Setting clear expectations and attaining goals.*
- *Keeping meetings clearly organized.*

The following is a resource for DAWCC to use to develop a framework for a communication strategy. The 7-step process aims to help set clear goals and provides a basic process to develop a comprehensive communication strategy for the organization. The steps include:

- setting communication goals,
- developing organizational statements (mission, purpose, vision, values),
- branding,
- defining target audiences,
- leveraging communication channels,
- telling a story,
- and asking for feedback.

The following section provides more details about the process.

Set Communication Goals

Key elements of the DAWCC communication strategy are setting communication goals relative to the objectives of DAWCC and preparing a road map for DAWCC that is relevant, consistent, comprehensive, and attainable within a 3-year timeframe.

It is important that the communication strategy includes openness and transparency with your target audiences. Communication is the most effective when it is honest and genuine, so be prepared to share information openly about your finances, programs, and impact.

DAWCC's key stakeholders should have access to information, whether it is presented at staff meetings, in a quarterly report, in newsletters or social media, at an annual general meeting, or by logging into a platform to access it themselves.

Mission, Purpose, Vision, Values

Once the mission, purpose, vision, and values have been established, they will help to clearly communicate the goals and objectives for DAWCC. The mission statement, statement of

purpose, and/or a “tag line” can be used on all communication documents (website, social media, etc.), to convey a consistent message.

An important element for clear communication is to develop a 2-minute statement (no more than 4 sentences) that describes DAWCC to both internal and external audiences.

Visual Branding

The creation of visual branding by developing a style guide with DAWCC’s colours, fonts, and logos, will provide a cohesive and professional look in all communications, including the website and social media posts. Written communication for both internal and external audiences will be recognized immediately, providing clarity that the communications are from DAWCC.

Define Your Target Audience

DAWCC has both internal and external target audiences. It is important to identify who they are so that you can determine how to best communicate with them.

Internal audiences might be staff, volunteers, DAWCC Partnership Council members, and DAWCC Immigrant Advisory Table members. Develop a communication strategy that is intentional and meets the needs of your internal audience.

External audiences, such as community stakeholders comprised of various municipal governments, employers, organizations, and agencies who have a relationship with DAWCC, as well as the public, will require a different strategy that is relevant and consistent.

Once you have identified and researched your different target audiences, set different strategies for each to help you engage with them most effectively.

Leverage Various Channels

Be strategic with your choices of channel based on your specific audience and the goal. Decide how you will share your message.

DAWCC has access different channels to reach their audiences (blog posts, Facebook, website, short videos, podcasts, Instagram, e-newsletters, press releases, brochures, etc.)

It is important to develop the publishing content which should be relevant to and connect with the goals of DAWCC. This content will vary throughout the life of the DAWCC and should be thoughtful and intentional.

It is also important to establish the frequency of posting and/or publishing. Developing a publishing schedule that focuses on consistency will provide opportunities to boost DAWCC’s visibility.

Telling a Story

Storytelling is an art and can be a powerful tool to help connect audiences.

DAWCC can connect audiences by sharing stories on social media or hosting a video history of our organization on your website. Telling a story helps audiences see themselves in the work of your organization. Stories that resonate stick with people, leading to more engaged employees, volunteers, Partnership Council and Immigrant Advisory Table members, and community stakeholders.

Ask for Feedback

It is important to ask for feedback, to help you to continue to connect to your audiences in meaningful ways. It can be as simple as a conversation at an event as you talk to attendees or a formal survey.

DAWCC Communication Needs

DAWCC Internal Communication Needs

- Orientation and onboarding of new staff and volunteers.
- Communicating clear expectations for staff and volunteers.
- Ongoing and consistent communication.
- Developing Terms of Reference for Partnership Council and Immigrant Advisory Table members.

Internal Communication Strategy

- Create orientation and onboarding material for all staff, volunteers, Partnership Council and IAT members.
- Create a handbook or policy guideline for staff and volunteers.
- Develop consistent methods of communication (frequency of meetings, newsletters or blogs)
- Review Terms of Reference for Partnership Council and IAT members as needed.

External Communication Needs

- Identify external audiences.
- Establish how important information is delivered and who is responsible to deliver this information.
- Determine the outlets that best meet DAWCC's communication needs.
- Determine the frequency for information distribution.
- Focus on consistency and transparency.

External Communication Strategy

- Determine the best communication platform to keep all stakeholders up to date.
- Develop content for presentations, meetings and events.
- Develop content for newsletters, newspaper articles, press releases, Facebook, Instagram, and other social media.
- Develop a publishing schedule and connect with audiences by Telling your Story.
- Provide opportunities for feedback.

DAWCC Communication Strategy

Even without a dedicated communications team, a comprehensive communications strategy will assist DAWCC to deliver consistent messaging to employees, volunteers, board members, and community stakeholders. It will determine how to communicate important information to both internal and external audiences, who is responsible for the communication, and the timeframe and frequency of the information distribution.

Communication Strategy 3-year plan

Year 1

- Create Vision and Mission Statements.
- Create visual branding for DAWCC (including colours and fonts).
- Create a website and social media account(s) and ensure content is updated.
- Identify target audience, both external and internal.
- Identify the spokesperson for DAWCC.
- Establish how information is delivered to external audiences.
- Create orientation and onboarding material for staff and volunteers.

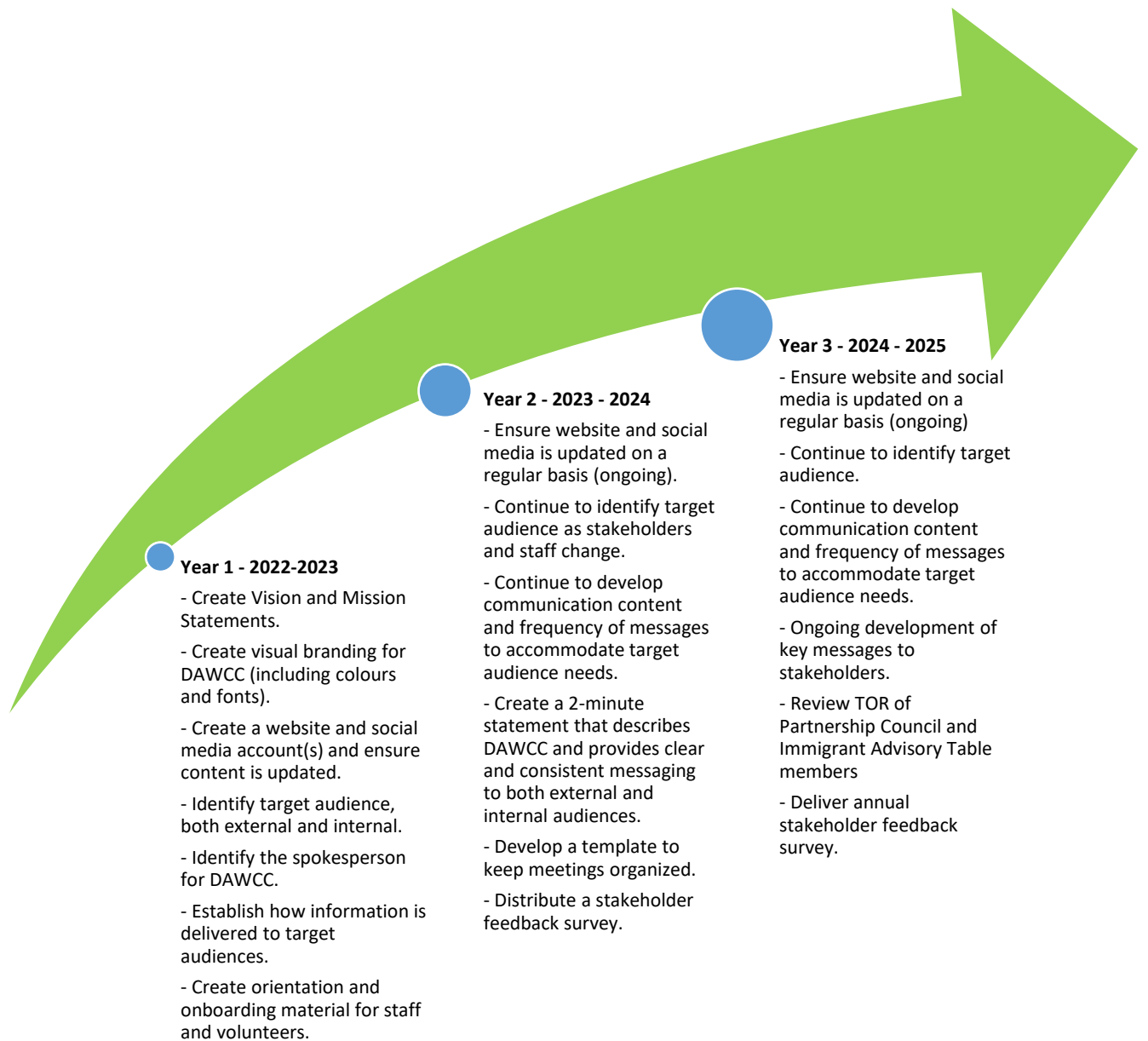
Year 2

- Ensure website and social media is updated on a regular basis (ongoing).
- Continue to identify target audience as stakeholders and staff change.
- Continue to develop communication content and frequency of messages to accommodate target audience needs.
- Create a 2-minute statement that describes DAWCC and provides clear and consistent messaging to both external and internal audiences.
- Develop a template to keep meetings organized.
- Distribute a stakeholder feedback survey.

Year 3

- Ensure website and social media is updated on a regular basis (ongoing)
- Continue to identify target audience.
- Continue to develop communication content and frequency of messages to accommodate target audience needs.
- Ongoing development of key messages to stakeholders.
- Review Terms of Reference for Partnership Council and Immigrant Advisory Table members
- Deliver annual stakeholder feedback survey.

DAWCC Communication Strategy Timeline



DAWCC Mission, Vision and Branding

DAWCC Mission

Dauphin & Area Welcoming Communities Coalition (DAWCC) is a partnership of municipal leaders, service providers, employers, community groups and community members, including people with lived experience of immigrating to Canada, who are dedicated to creating a welcoming and inclusive region.

DAWCC Vision

Building Welcoming and Inclusive Communities Together

DAWCC Approved Logo



Approved Tagline

Building Welcoming Communities Together

Strategy prepared by LJS Consulting

Funded by:

Financé par :



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada