



Communication strategy

This document is intended for use by BESTLIFE2030 applicants to grasp the specifics of a communication strategy.



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1. Why do you need a communication strategy?

Sometimes communication is considered an afterthought in project implementation, as something that project implementers perhaps consider doing merely to report on what they've done, and why it was relevant.

However, setting out to strategically develop a communication plan can give you a blueprint for your work in biodiversity

conservation and help you think ahead about how you will achieve and how you will communicate the desired impacts of your actions.



2. What is a communication strategy?

A communication strategy refers to:

- **how** you make sure everyone is working toward one common goal using cohesive, meaningful messaging;
- **who** you are talking to;
- **why** you are talking to them;
- **how** and **when** you will talk to them;
- **what** form of communication the content should take and,
- **what** channels you should use to share it.

In the end, you need to think about what change you want to bring about using communication and who are the individuals or groups you want to influence.

You need to think about how your communication strategy can benefit your external audience.

Make sure your communication strategy answers the following questions:

2.1. What is the project about and what are its ultimate goals? What are the communication objectives?

2.2. What are the key messages?

For points one and two. First, consider the purpose of your communication strategy. What are your goals, and what key messages will support them? Reflect on why you're delivering these messages. Is it to raise awareness of conservation efforts? Share project insights? Influence behaviour change? Or prompt specific actions? Craft memorable, concise, and impactful key messages. Why is it crucial to communicate your project's restoration work effectively?

2.3. Who are the target audiences?

The next step in building your communication strategy is to define your target audiences. Who are you trying to formulate communication objectives for? For example, who would be interested in knowing about the eradication activities you are implementing? Is your audience a key stakeholder, a decision-maker, a local community, or a media representative?

For example, if you want it to benefit your external audience, you need to think carefully about audience segmentation. Even though you would probably like to make a stakeholder out of everyone, that is simply not possible. A younger target audience prefers different communication methods when compared to an older target audience.

2.4. What are the communication channels?

As you put together your communication strategy, you need to cover all of your potential communication channels. These include social media, phone, email, website content, text, print materials and in-person communication.

You need to think carefully about your means of communication. For example, you may want to create personalised content using your communication strategy if you want to reach out to your external audience. For example, creating personalised content for blog posts and infographics for social media could help you build your brand identity.

Or, if you have a slightly longer strategy, you might be using an email campaign to help you. In that situation, you need to think carefully about the subject lines that get opened if you want to maximise the results of your email marketing strategy. How will your emails evolve as you move along your strategy?

The channels you select should also factor in the need to properly monitor and evaluate the achievement of your desired outcomes for reporting purposes. Furthermore, the channel selection is also dependent upon your resources, networking opportunities and, ultimately, your budget.

In addition, developing a content plan and outlining the content you will create for each communication channel is key. Take into account the format and the tone of each piece of content.



2.5. How often will you communicate on each channel?

Timing is very important when communicating with your target audience. This is important for external communications. You need to make sure that your external audience sees your communication materials.

Some of the factors to consider include:

How often do you want to share a post or send an email? What time do you want to send out that information? What days of the week do you want to distribute your communication materials?

2.6. What is your visual identity?

A visual identity is a collection of visual elements that serve to represent and differentiate a brand. More specifically, it refers to any visible components such as a logo or brand colours that help your external audience identify a brand. Consolidating each branding asset into a cohesive aesthetic develops brand recognition.

Visual identity reinforces your core values and brand promise through visible mediums. Using consistent and strategic visuals to help communicate, a strong visual identity also helps tell your brand story.

Elements of a visual identity include a logo, brand colours, typography, photography, graphics, illustrations, and icons.

2.7. What is your budget?

Defining a budget for your communication needs is essential. It doesn't need to be an expensive budget, there are cheap ways of developing your communications strategy and plan. 10% of the budget is encouraged to be allocated to communications, according to needs and capacities identified in your proposal.

2.8. What are your key performance indicators?

Measuring the success of communications efforts can be tricky without first identifying the right key performance indicators (KPIs). Strategic KPIs such as social media engagement, website traffic, media mentions and number of articles can provide insight into the effectiveness of a communications strategy.

These and other metrics are important because they show how well the project is communicating with its target audience and whether the messaging is resonating with stakeholders.

Regarding the KPIs, please make sure to include indicators 15 and 16. Further information will be given once the projects are selected – for reporting purposes.



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- BEST15. Outreach: No. of people reached by awareness activities (in person)
- BEST16. Outreach: No. of people reached via media and social networks (online)

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