

Tips for...

Defining communication tools and actions

THIS LIST IS NON-EXHAUSTIVE AND OFFERS IDEAS FOR ACTIONS AND TOOLS THAT CAN BE USED FOR YOUR COMMUNICATION STRATEGY. THE TOOLS SELECTED MUST MEET YOUR OBJECTIVES AND BE SUITED TO YOUR TARGET AUDIENCE, AS DEFINED IN YOUR COMMUNICATIONS PLAN

Examples: if your project is highly visual in nature, prioritize photos, videos, and site visits; if your project improves people's daily lives, opt for profiles and beneficiary testimonials, etc.

IMAGES AND AUDIOVISUAL CONTENT

- Photo reports at key stages of the project.
- Short videos of 1 to 3 minutes, preferably designed for web platforms and social media.
- Longer videos for a specific TV or web broadcaster.
- Podcasts if the project is suited to this format.
- Reports and interviews with project stakeholders and final beneficiaries.

WEB TOOLS

- A web page on the project and hosted on your website.
- Posts on your various social media accounts.
- Newsletter/information bulletin.
- Digital infographic to present a project.
- PowerPoint presentation on the project.
- Incorporation of the visual identity/logo into the email signatures of the people working on the project.

PRINTED MATERIALS

- Presentation brochures, leaflets, flyers, etc.
- Books, photos, print magazines, etc.
- Kakemonos, banners, signs, wrap advertising on objects, etc.
- Posters, signs, calendars, etc.

VISIBILITY OF AFD/FRANCE

Add the partner/donor logo to all communication materials and tools produced.



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EVENTS

- Launch event attended by all project stakeholders.
- Event for the laying of the foundation stone.
- Event to mark the project's completion.
- Open days at key stages of the project.
- Organization of seminars, symposia, and conferences (in person or online).
- Participation in conferences, trade shows, and international events related to the project.
- Organization of webinars, MOOCs, and presentations.
- Creation of exhibitions, live events, books, and magazines.

MARKETING

- In the media: TV and radio spot ads, paid infomercials.
- Public poster campaign.
- SMS mailshots, telemarketing campaigns.
- Competitions.
- Paraphernalia: T-shirts, pencils, bags and other promotional items.

MEDIA RELATIONS

- Press kit to inform journalists about the project.
- Press releases at key stages of the project.
- Press conference and briefing: invite the media at a key stage in the project and give journalists the opportunity to ask questions.
- Media invitations to events.
- Press trips and reception of journalists on request.
- Press reviews to compile data on all the coverage of the project in the media.
- Journalist files with their specialist fields and the names of media organizations.

OTHER TIPS AND RECOMMENDATIONS

Wherever possible, communication activities should be designed using sustainable and responsible materials (recycled materials, use of local businesses, etc.).

It may be useful to provide discussion points that can be sent to anyone who needs to communicate about the project.

