Tips for...
Making optimal use of communication tools

THERE'S NO NEED TO CREATE NEW COMMUNICATION TOOLS

Making optimal use of the resources and tools available, while maximizing the impact of existing content and capitalizing on an existing audience, are all good ways to implement an effective communication strategy. This keeps costs to a minimum, maximizes your audience, and avoids unnecessary work.

USE EXISTING COMMUNICATION CHANNELS

- Avoid creating a website specifically for a project.

- Create a specific page for the project on an existing website instead. You can use your own website or, if you do not have one, that of a project partner. You can therefore capitalize on the website's existing audience.

> Creating a specific website for a project should be the exception to the rule for certain projects only. Please let us know if you plan to do so.

COMMUNICATE VIA EXISTING SOCIAL MEDIA ACCOUNTS

- Avoid creating social media accounts specifically for a project.

- If possible, use your own social media accounts or those of a partner. You can therefore capitalize on an existing audience who have already shown an interest in the topic.

> Creating social media accounts specifically for a project should be the exception to the rule.

TIPS FOR MAKING OPTIMAL USE OF YOUR RESOURCES

- **Avoid producing single-use content** and prioritize reusable content that can be easily updated. Use clear, key messages, expressed via a PowerPoint presentation, a project presentation sheet, an infographic, etc.

- **Opt to use accessible software** so that your documents can easily be updated in-house (Canva, Word, PowerPoint, etc.).

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