Getting the Message Out

**Southside Partnership
Training in Collaboration with
CramdenTECH**

Agenda

- Basic communications tools
- The importance of a strong social enterprise brand
- Developing a communications campaign plan
- Using online platforms to promote the enterprise and initiative

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The Basics

What every community group should have …

- Logo

- Letterhead

- Business Card

- Social media profile covers

- Flyer/brochure

- Pop-up stand

- Good quality website

- Good quality online content (drive online traffic to you!)

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The Basics

Reasons to Focus on Graphic Design

- Good design helps generate trust in website & social media users

- Helps increase the perceived quality or value of services

- Sets an organisation's brand apart from competitors

- Helps make online content more user friendly

- Reinforces the message when content is aimed at particular users or segments

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The Basics

Psychology of Colour!

- What colour palette does your organisation use?
- What are the following colours associated with?

  Red and Orange

  Green and Yellow

  Purple and Blue

  Black and White

Psychology of Colour!

RED

- Excitement
- Action
- Strength
- Determination
- Passion

ORANGE

- Happiness
- Optimism
- Uplifting Feelings
- Fun
- Friendliness

Psychology of Colour!

GREEN

- Hope

- Growth

- Balance

- Reassurance

- Nature

YELLOW

- Joy

- Energy

- Enthusiasm

- Optimism

- Confidence

Psychology of Colour!

PURPLE

- Creativity

- Individuality

- Royalty

- Wealth

- Oppulence

BLUE

- Trust

- Loyalty

- Honesty

- Wisdom

- Authority

Psychology of Colour!

BLACK

- Luxury

- Elegance

- Formality

- Mystery

- Power

WHITE

- Purity

- Cleanliness

- Innocence

- Faith

- Simplicity

Graphic Design Fundamentals

- Fonts – should complement
- Space – use it for impact
- Contrast – colours and images
- Symmetry – horizontal and vertical lines, text alignment
- Dominant elements are the most important for the message
- Use Grids to align multiple images in a design
- Imitate to create professional looking designs!

Graphic Design Resources

Resource Websites

- Canva.com – https://www.canva.com/

- Pixabay.com – https://pixabay.com/

- Iconsdb.com – http://www.iconsdb.com/

Branding and Brand Definitions

Brand is the sum total of how someone perceives a particular organisation. **Branding** is about shaping that perception.

Ashley Friedlein

Your **brand** is what other people say about you when you're not in the room.

Jeff Bezos

Implications for Developing Brands

- Need to build emotional relationship between organisation and people
- Engage and build positive associations
- People experience your brand as they would an individual's personality
- Your brand leads people to believe your organisation will behave in a certain way

5 Reasons to develop a Brand

- Increase fundraising potential (brandraising)
- Attract board and committee members
- Attract service users
- Enhance service credibility
- Embed services in the 'collective mind' of the community

Brand Identity

Elements of brand identity:

- Logo type, brand mark/symbol, typography, colour
- Photography, illustrations, images
- Slogans, guidelines
- 'Sound' of voice

Manage Brand Elements

Elements of a brand:

- **Message**: Mission/Vision, Unique Statements, Features and Benefits
- **Practice**: quality of human interactions, product/service quality, news feed, service referrals
- **Visual**: Online, bricks & mortar, packaging, brochures, images, logo
- **Client perceptions**: what the client 'feels' towards the organisation (combination of the 3 elements)

Check brand consistency

What does the world see when they engage or view:

Staff Attitude
Corporate Identity
Customer Service
Facilities
Business Location
Website
Social Media Platforms

Public Relations
Sales Approach
Phone etiquette/voicemail
Print media/brochures
Business Cards
Product/Service Quality
Pricing & Marketing Campaigns

Create a Simple Logo

- Use icons and shapes in Canva to create a simple logo i.e. company name and icon for example

- View video to see how!

    https://www.youtube.com/watch?v=7pZK3905JTk

The Power of a Logo

The brand: Handmade Chocolates

Brand attributes:

- 85% cocoa powder

- Gluten free

- Flavours: Mint, Orange, Raspberry, Coconut, Dark Chocolate

The Power in a Logo: Option 1
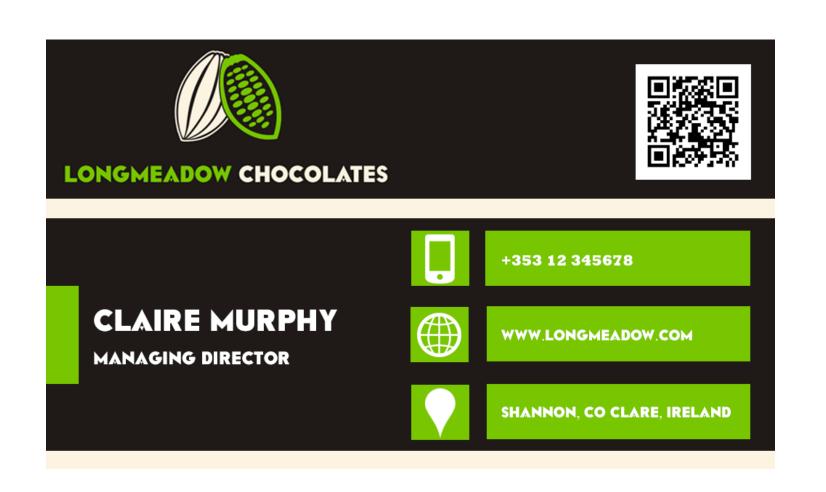
The Power in a Logo: Scenario

The Power in a Logo: Scenario

Logo Option 3:

The Power of a Logo

The Power of a Logo

The Power of a Logo

The Power of a Logo

The Power of a Logo

The Power of a Logo

The Power of a Logo

Social Networks

Blogs

Facebook
YouTube
Instagram

Twitter
Vlogs

Virtual Reality
Moshi
Monsters (kids)

Your website
- Newsletters

Virtual Worlds
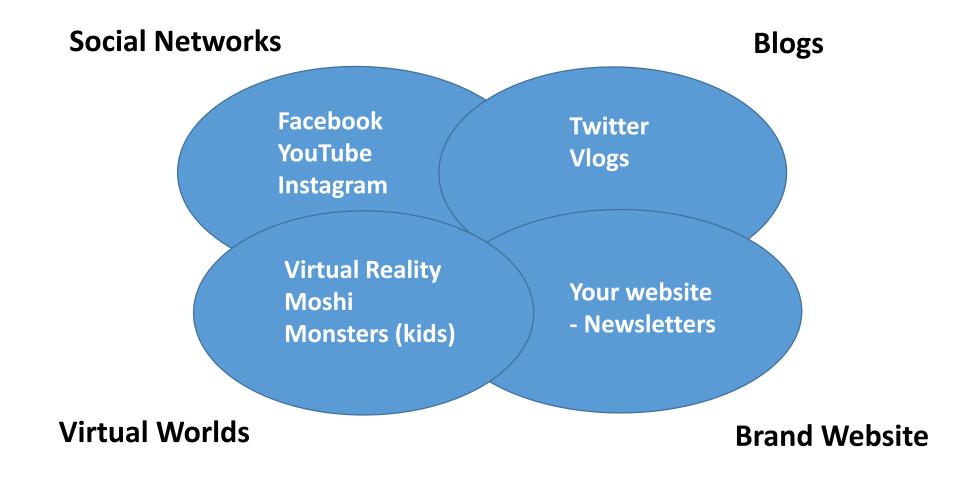
Brand Website

Social Media Landscape

Relevance for Social Enterprises

- Size of social media audience (locally and nationally)
- Each person's social footprint continues to grow
- Research online, purchase offline
- Social media promotes word-of-mouth marketing
- Use of dual screen interactive TV viewing
- Use of mobile for purchasing and information
- Growth in 'social' news (including 'fake' news)

Social Media

Social media strategy in three words …

• Create, connect, converse

  … through social media channels

Developing a Communications Plan

Create micro-campaigns to have maximum effect!

Steps:

- A campaign action plan should be practical, time specific and attainable!

- *Key elements*: Campaign objectives, target results, target audience(s), key message, call to action (CTA), tools & tasks, person responsible, due date, marketing assets, budget

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Review

- What are the next steps for your social enterprise initiative?

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