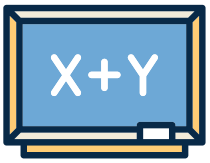


SHARE YOUR SUCCESS!





PROJECT CARRIES OUT THE VALUE AND DISSEMINATION GIVES MORE SIGNIFICANCE

Let's think about an author, director or scientist whom you highly appreciate. You follow their achievements, projects they are involved in. You are excited to hear about new initiatives they are engaged with. Why is it so? The fact that you feel a part of such projects is not a coincidence. It results from the fact that information about a given initiative or event has reached you, that someone has communicated it in a way that made you want to identify with it and be a part of something important from your perspective.

And people do not converse about a given project only because a famous person participates in it or because it focuses on a spectacular discovery. People talk about it, because someone has made an effort to publicise it. The very same project would not be so significant, if its results were not made public. Each project brings the value on itself, because of its contents, human effort and budget, but thanks to the dissemination of information about it, it gains in importance. Though the work of a team, a project is carried out, but only the dissemination of information about it creates social awareness of it and reinforces the achievement of its objectives. This is why you should remember about the presence of dissemination which creates the quality of the whole project.

Dissemination should not start after the projects is complete, but it should take place every day and everyone who is involved into the project has an important role to play in the ongoing process, as everyone can be an excellent project ambassador.



FOUR PRINCIPLES OF EFFECTIVE DISSEMINATION:



Principle 1 – You should assume that dissemination is important and necessary

You should not think about the communication as necessity evil or a duty that must be performed, but you should look at the dissemination as at the next stage of project implementation and the crowning of team hard work or as the willingness to share the efforts and give them greater meaning. You should show your achievements to the world and positioning yourselves as experts on a given matter. Why should you keep this information “hidden” for yourselves? You can easily learn how to use communication tools, but communication will be only effective when you will be involve into the activity as you are involved in the project implementation and you won't depreciate it.

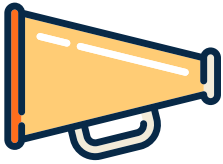


Principle 2 – You should meet the target group

You should define the target group audience and specify their age group and professions. There is no point in directing your efforts to the channels where you won't find your recipients. Facebook will not work for every project, just like the nationwide media will not be the right channel for communication in all initiatives.

WHERE TO START? RELATIONS WITH THE MEDIA: You should check which kind of media your target group prefers. Knowing this, you can contact each editorial office, by asking them about journalists who deal with a given topic and who can be interested in. You should ask for an e-mail address at least and in this way will build a media base. Then, regularly (e.g. once a month), you should deliver the information to the journalists about following activities of the project and results. It is important to collect a set of graphic materials, data visualisation elements of the initiative in advance. You should be prepared before you initiate the contact.

“MAPPING” THE AMBASSADORS: Journalists with whom you will build relations can act as natural ambassadors of the project, but (also for the purposes to contact with the media) it is worth identifying also people who can talk about the project (decision-makers on the regional and national level, people who have successfully participated in the initiative in the previous years, etc.) and involve them in communication about the project (e.g. presenting good practices in the article, social media, etc.).



Rule 3 – You should not speak a lot, but communicate about what is important

You should not talk about what is important for you, but about what is important to your audience. The principle more information is better does not work in the project communication. An effective principle is to talk about what is important from the audience's point of view. Such way of communication translate into the commitment of recipients.

FROM WHERE TO START? You should prepare a list of key messages, on which you will build your communication. You should write them down in such a way that each of them will be an answer to the question: "Why is it important for my target group?", "What problem do I solve? And make sure that you include one of these messages in each post of social media and information to media you prepared.

If you are wondering how to create such list of messages, you should start from collecting all available information about the project, create a knowledge base and then, going from the general principles into the details, you should put in words what you want to say to your audience and why it can be important for them. The effective form of project communication is for example could be case study: "What was the purpose of the project?", "Why was the project necessary?", "What was the challenge?", "What was exactly useful for and who was involved into its implementation?" (maybe local experts, ambassadors), "Which activities have been particularly successful and have resulted the involvement of the target group?", etc.



Principle 4 – You should speak clearly and concisely

When you deal with a project, you always know more about it than your audience. It is important to remember that your communication reach people who are not experts on a given topic. Effective communication involves adapting the used language to the audience, without excessive use of vocabulary that only few people understand. You should remember that when communicate about the project your goal is to tell a story that meets the needs of your target group. The audience should feel that you understand their problems. The aim is to ensure even those persons who have not previously used the programme, could easily understand communicated information.

ANNA SARNACKA-SMITH – HR Consultant, business trainer with many years of experience in PR and project dissemination on Polish and international market.