



Capacity Building Training Programme

Lesson Plan | Module 5



Module Title:	Strategic Communication for Civil Society Organizations (CSOs)
Module Learning Objectives	<p>Upon completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> ▪ Implement the various steps for the development of a strategic communication plan ▪ Write communication objectives ▪ Identify key policy audiences ▪ Develop evidence-based policy messages ▪ To use effectively social media platforms such as Facebook, Twitter, Instagram, LinkedIn and Youtube
Module Duration:	2 Hours (120 minutes)
Materials/Equipment	<ul style="list-style-type: none"> ▪ Training venue with IT equipment including laptop and projector ▪ Internet connection ▪ Flipchart and markers ▪ Electronic device (mobile or computer) for each participant (optional) ▪ A notebook and a pen for each participant
Resources/ References	<ul style="list-style-type: none"> ▪ Bonk, K., Tynes, E., Griggs, H., & Sparks, P. (2008). Strategic communications for nonprofits: A step-by-step guide to working with the media (Vol. 3). John Wiley & Sons. ▪ CIVICUS. (n.d.). Strengthening Citizen Action: Communication for Civil Society Organisations. Retrieved from https://www.civicus.org/index.php/es/centro-de-medios/recursos/manuales/3633-strengthening-citizen-action-communication-for-civil-society-organisations ▪ CPDC. (n.d.). Strategic Communications Guidebook for Civil Society Organisations (USAID Funded Jordan Civil Society Programme). Retrieved from https://cpdcngo.org/download/strategic-communications-guidebook-civil-society-organisations-usaid-funded-jordan-civil-society-programme/

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Unit 1: Strategic Communications Planning					
	Learning Activities	Duration	Training methods	Materials	Handouts and Activity sheets
	Introduction to the Module and Unit Describe the content and the aim of Module 5 and Unit 1	5 min	<ul style="list-style-type: none"> ▪ Presentation 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 1)
	Icebreaking Activity: <i>Steps</i> <ul style="list-style-type: none"> ▪ Click on the link, and Random Wheel will appear/ or scan the QR Code ▪ Participants should turn the wheel and answer the Random Question ▪ After answering the question and receiving the comments of the others, participants should present themselves (name, organization, and what their daily work looks like) 	5 min	<ul style="list-style-type: none"> ▪ Icebreaker 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 1)
	Develop a Communication Plan Overview <ul style="list-style-type: none"> ▪ Present in an introductory manner the concept of the Communication Plan (i.e. objectives, benefits) ▪ Present to the participants the first step of a Communication Strategy - Defining Your Goals for Communication Strategy 	10 min	<ul style="list-style-type: none"> ▪ Presentation 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 1)
	Worksheet 1: CSO's Communication Objectives <i>Steps</i>	20 min	<ul style="list-style-type: none"> ▪ Discussion 	<ul style="list-style-type: none"> ▪ Computer 	Worksheet 1 (Module

	<ul style="list-style-type: none"> ▪ Distribute the worksheets to the participants ▪ Split learners into small groups. ▪ Instruct learners to carefully go over the instructions and to complete the worksheet. ▪ If there is time, ask groups to share out their choices and discuss. 		<ul style="list-style-type: none"> ▪ Group discussion ▪ Worksheet 	<ul style="list-style-type: none"> ▪ Internet Connection ▪ Projector ▪ A notebook and a pen for each participant 	5_Worksheet 1_Unit 1)
	<p>Communication Plan: Step 2 Present to the participants the second step of a Communication Strategy; Defining Your Target Audiences</p>	5 min	<ul style="list-style-type: none"> ▪ Presentation 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 1)
	<p>Worksheet 2: Your CSO's Target Audience</p> <ul style="list-style-type: none"> ▪ Distribute the worksheets to the participants ▪ Split learners into small groups. ▪ Instruct learners to carefully go over the instructions and to complete the worksheet. ▪ If there is time, ask groups to share out their choices and discuss. 	15 min	<ul style="list-style-type: none"> ▪ Discussion ▪ Group discussion ▪ Worksheet 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector ▪ A notebook and a pen for each participant ▪ Worksheet 	Worksheet 2 (Module 5_Worksheet 2_Unit 1)
	<p>Communication Plan: Steps 3-7</p> <ul style="list-style-type: none"> ▪ Present to the learners steps 3-7 of communications strategies. ▪ Explain to the participants that success is not a straightforward process 	30 min	<ul style="list-style-type: none"> ▪ Presentation 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 1)

	<ul style="list-style-type: none"> Present some consideration for participants to reflect upon when evaluating their communication plans 				
Unit 2:	Key Values & Pillars of Democracy				
	Learning Activities	Duration	Training methods	Materials	Handouts and Activity sheets
	Introduction to the Unit Describe the content and the aim of Unit 2	5 min	<ul style="list-style-type: none"> Presentation 	<ul style="list-style-type: none"> Computer Internet Connection Projector 	PPT Presentation (PPT_Module 5_Unit 2)
1	Social Media Overview <ul style="list-style-type: none"> Present a list of the most relevant social media platforms and explain to the participants why these platforms are presently the most prevalent Invite learners to engage in a whole group discussion. Ask them to share whether they use social media for their organizations and what these social media are 	10 min	<ul style="list-style-type: none"> Presentation Reflection 	<ul style="list-style-type: none"> Computer Internet Connection Projector 	PPT Presentation (PPT_Module 5_Unit 2)
3	Tone & Voice Present the general principles that should guide an organization's social media presence	5 min	<ul style="list-style-type: none"> Presentation Reflection 	<ul style="list-style-type: none"> Computer Internet Connection Projector 	PPT Presentation (PPT_Module 5_Unit 2)
4	Measuring Success <i>Steps</i> <ul style="list-style-type: none"> Ask participants to reflect on how success on social media can be measured 	10 min	<ul style="list-style-type: none"> Presentation Reflection Discussion 	<ul style="list-style-type: none"> Computer Internet Connection Projector 	PPT Presentation (PPT_Module 5_Unit 2)

	<ul style="list-style-type: none"> ▪ Discuss as a large group. ▪ Present the key ways of measuring social media success ▪ Present and briefly explain the social media checklist 				
6	<p>Social Media Platforms - Twitter - Facebook - YouTube - Instagram</p> <p>Present the most prominent social media platforms, their distinct characteristics and how they can be utilized for optimizing the social media presence of a CSO</p>	15 min	<ul style="list-style-type: none"> ▪ Presentation ▪ Reflection 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector 	PPT Presentation (PPT_Module 5_Unit 2)
7	<p>Worksheet Activity: Building a Social MEDIA Strategy for Your Organization</p> <p><i>Steps</i></p> <ul style="list-style-type: none"> ▪ Distribute the worksheets to the participants ▪ Split learners into small groups. ▪ The participants should work in groups to draft a Social Media Strategy for their CSO ▪ The participants will then present their Social Media Strategy to the large group. ▪ If there is enough time, encourage groups to comment on strengths of presented media strategies. 	25 min	<ul style="list-style-type: none"> ▪ Discussion ▪ Group discussion ▪ Reflection 	<ul style="list-style-type: none"> ▪ Computer ▪ Internet Connection ▪ Projector ▪ A notebook and a pen for each participant ▪ Worksheet 	Worksheet 1 (Module 5_Worksheet 1_Unit 2)
Module Assessment Exercises					
Duration: 10 Minutes					



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