

## EXTERNAL AND INTERNAL COMMUNICATION

Case study example

DDL has been lucky and gotten money to establish a Woman Club for elderly deaf women, because DDL wants to get more female members over 60 years old as members of DDL. DDL can see from their membership database that there are only two female members over 60 years old at DDL, who live in the western part of Denmark. Therefore, one must make a plan how to communicate with this specific target group. But how should DDL start?

DDL starts with the SWOT analysis.

SWOT analysis of DDL

Strengths	Weakness
<p>DDL has a strong platform on Facebook and there are many deaf people in all ages that follow DDL. Also, those living in the western part of Denmark.</p> <p>The idea is new, and it has not been seen before.</p>	<p>Lack of knowledge about this target group makes it difficult to know their needs and how to get them.</p>
Opportunities	Threats
<p>DDL has two female members over 60 years old in the western part of Denmark. They can give access to the rest of the target group.</p>	<p>Esbjerg Deaf Club (Local deaf club) has 20 members of this target group and their activities are typically provided to those older people. Perhaps collaborate with them?</p>

The SWOT analysis helps to get an overview. Having it as a backup, DDL can focus on the target group with a target group analysis.

**Life situation:** Most of those potential members do not work anymore and stay mostly at home. They come to the capital city (where DDL is located) only once in a year. Most of them do not have many friends and are lonely. They do not have a Facebook profile.

**Perception of relevance:** DDL thinks that the woman club would be relevant for them as it would establish new friendships which would alleviate loneliness. They can enjoy coming and doing something together and discuss matters affecting their lives. Are there good living conditions for elderly deaf women?

**Need of information:** DDL has a survey, which shows that women in the western part of Denmark are lonely, and they do not receive help and support they need from the local government. In addition, they find out with the help of two existing members that the local club in Esbjerg does arrange many activities, and they have been inactive lately.

Value of information: As they do not have Facebook, DDL has found out via those two existing members that they mostly use WhatsApp for communication means. Thus, DDL establishes a WhatsApp group and asks two members to explain other potential members that they are welcome to join the group. At the group, DDL explains about the Women Club which focuses to reduce loneliness and helps them to get a better life quality in the western part of Denmark.

Now, DDL has a bigger knowledge of the target group and their needs. Thus, the communication plan can be compiled:

#### The Communication Plan of DDL

	Platform: Website / Facebook/Whatsapp
<b>Target group - who is the target group?</b>  <i>Write down a short description of the target group.</i>	Deaf women over 60 years old living in the Western part of Denmark. Most of them are isolated due to lack of support from the municipality. Most of them are a member of the Deaf Club in Esbjerg.
<b>Style</b>  <i>How should the style be? Please keep your target group in mind. Remember on which platform you are communicating at.</i>	<p>They use mostly WhatsApp to communicate, and as Danish Sign Language is their mother tongue, they send primarily videos. DDL invites those two members. They make a video, where those two members explain DDL's new idea. There is a focus on identification, so those potential members can feel a sense of belonging, as the content and two persons appeal to them.</p> <p>Afterwards, DDL also posts some news on Facebook and requests Esbjerg Deaf Club to share it. There are few texts, but also pictures of activities, camaraderie, and contact information.</p> <p>Finally, the plan is that an interview will be made, in which a member from the target group highlights the problem. It will be published in Døvebladet, which is DDL's membership magazine. (Conflict!)</p>
<b>Strategy/the plan</b> Specify what you are doing. Where it will be posted?	The plan is: What: A video on WhatsApp + news on Facebook + interview article in Døvebladet



<p><i>When?</i> <i>What will be posted? And why?</i> <i>Where?</i> <i>How?</i> <i>What?</i> <i>Why?</i></p> <p>Remember the rule of thumb!</p>	<p>Where: WhatsApp + Facebook + Døvebladet (Time and date)</p> <p>How: DDL's employee Lise is responsible for the whole assignment</p> <p>Why: To wake up interest of potential members</p>
<p><b>Success</b></p> <p><b>What is your goal?</b> <i>Set a goal! What would you like to aim?</i> <i>100 likes on the post? Make the President of your country to share your video?</i></p>	<p>Success criteria: Get 10 new members from the target group!</p>

This case is fictive, but it gives an example of how you can work with external communication. You just have to try – and try to remember to include those, whose attention you are trying to get. It is okay to be creative and think outside of the box – it is where the magic happens! This way, you might get your country's president to share your video.