

External and Internal Communication



INTRODUCTION

COMMUNICATION

Means: "To share information"



Internal communication:
Communication within the organisation



External communication:
Between the organisation and others.
The organisation communicates to the outside world



INTRODUCTION

EXTERNAL COMMUNICATION

Communication between your organisation and those outside of your organisation



Example: Communication between deaf clubs, their members, stakeholders or other interest actors



Helps them to understand who your organisation is

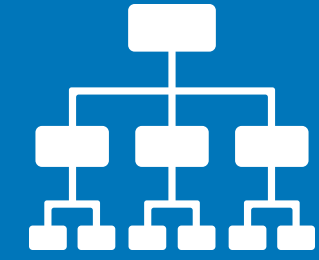


You need a strategy that supports your communication



EXTERNAL COMMUNICATION

Promotes your organisation's program,
advocacy, and goals



Shows who your organisation is



Builds relationships with your stakeholders



Helps you to get some value

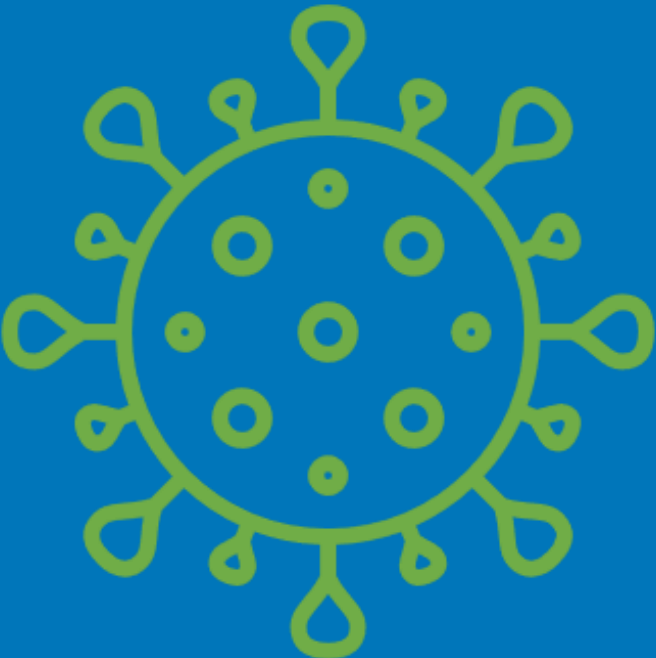


Builds your organisation's reputation



UNDERSTANDING SITUATION

SITUATION 1



COVID-19

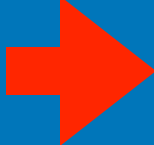


Not relevant to talk about a big event

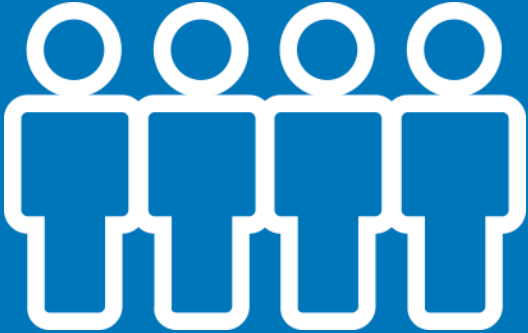
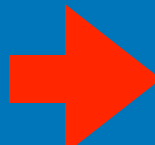
SITUATION 2



General assembly



Communicate:
Where, when,
what happens?

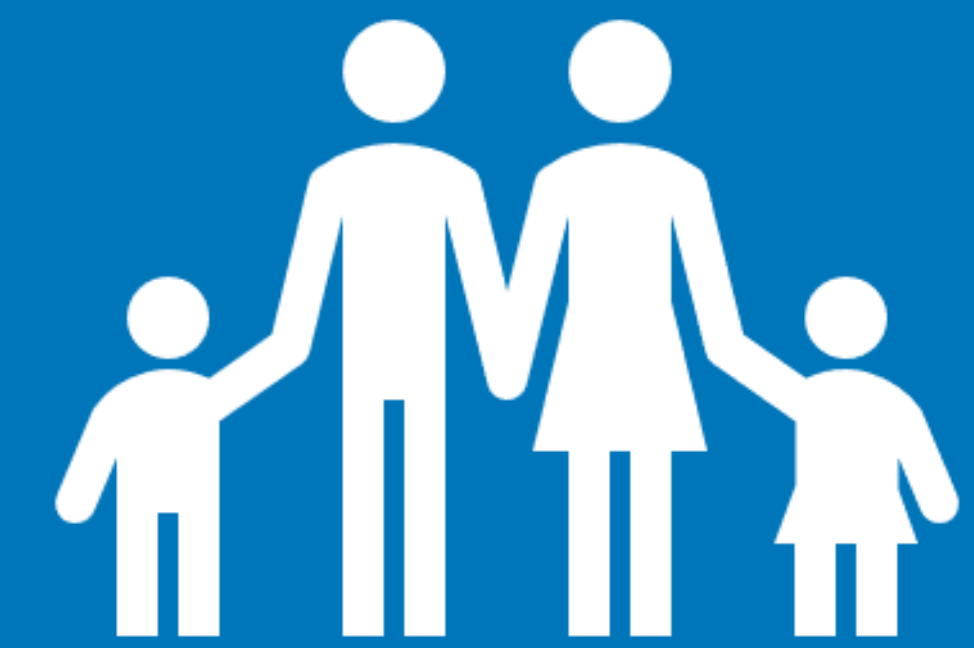


Your members
hear about the
general
assembly and
show up

TARGET GROUP



A GROUP YOU WISH
TO COMMUNICATE TO



HOW TO WORK WITH THE TARGET GROUP

Know your target group



Their knowledge



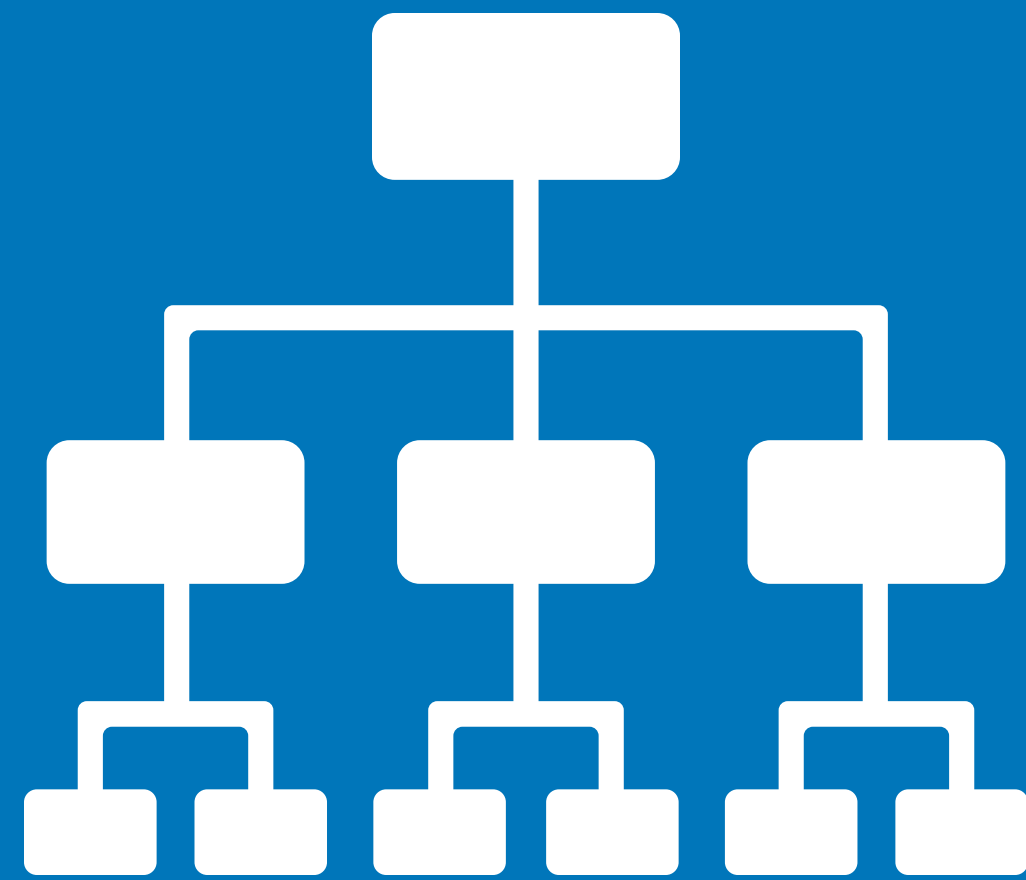
Their opinions



Their behaviour



HOW TO WORK WITH TARGET GROUP?



DEAF ASSOCIATION

KNOWS THE TARGET GROUP

KNOWS THE NEEDS OF THE TARGET GROUP

PLANS HOW ACTIVITIES MEET THE NEEDS OF TARGET GROUP



TARGET GROUP

**WHO IS YOUR
TARGET GROUP**

GEOGRAPHY

AGE

GENDER

INTERESTS

OUTREACH

1. Identify your stakeholders or those you want to connect with
2. Prioritise among the stakeholders
3. Match the messages with the stakeholders' knowledge about deaf issues. Personalise the messages, each stakeholder is different.
4. Communicating frequently with the stakeholder will build trust and relationship

SWOT



CREATES OVERVIEW OF YOUR ORGANISATION

WHAT YOU WANT TO ACHIEVE?
WHAT IS YOUR GOAL?



MAP THE PROBLEM: SWOT

YOU UNDERSTAND SWOT



YOU KNOW YOUR ORGANISATION'S POSITION

SWOT

S: Strengths

W: Weaknesses

O: Opportunities

T: Threats

STRENGTH

HAS VOLUNTEERS WHO ARE CREATIVE

WEAKNESS

LACK OF ECONOMICAL CAPACITY
LACK OF MOTIVATION FROM EMPLOYEES

OPPORTUNITY

A PROJECT POOL WHERE YOU CAN SEEK
MONEY

THREAT

ANOTHER DEAF ASSOCIATION WHO WORKS
IN SIMILIAR FIELD/TOPIC

UNDERSTAND YOUR STRENGTHS AND WEAKNESSES



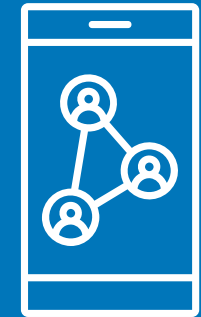
YOU FIND WHAT YOU ARE DOING WELL AND
WHAT SHOULD BE IMPROVED



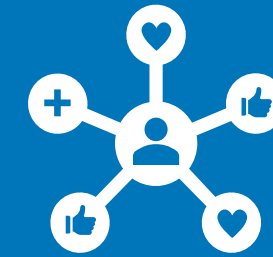
Social media

GIVES VALUE TO THE ORGANISATION

1. You post on Facebook about how your organization is working towards the recognition of sign language



2. Liked and shared so many times



3. Bring new members and new stakeholders



4. The recognition of sign language to be a topic to be discussed at the parliament of your country



HOW GET PEOPLE TO LIKE YOUR VIDEO?

IMPORTANCE

SENSATIONAL

CONFLICT

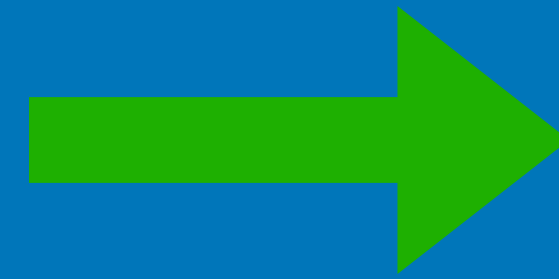
IDENTIFICATION

ACTUALITY



HOW GET PEOPLE TO LIKE YOUR VIDEO?

Where and how should the text look?



Everything depends on the target group!

Should the language be academic or language that young people use?

The style of the content?



Should it be a text or a video?

Should there be emojis and smileys included?



REFRAME YOUR MESSAGE

The process of changing
your organisation's image
that other people or
organisations see

YOU DON'T POST ON
WEBSITE OR FACEBOOK

PEOPLE THINK YOUR
ORGANISATION IS INACTIVE
AND DOING NOTHING

REFRAME YOUR
MESSAGE



Recipient Features

Life situation (where is x in life)

Perception of relevance (what annoys x?)

Need of information (what does x need)

Value of information (what value does x get?)



HOW YOU REFRAME?

1. Consider what other people think about your organisation
2. You can do a survey or interview people
3. If the image of your organisation is negative, solve the issue
4. If the image of your organisation is positive, reinforce or improve the image



INTERNAL COMMUNICATION



Informs your employees and board members



Creates a channel for feedback, debate, discussion



Creates engagement



Makes messages clear and easily understood



Builds association's culture



Everyone knows the goals and focus