



Strategic communications during a pandemic

Top tips for higher ed comms pros

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Communicating during a pandemic

- Speed over elegance
- Human communications
- Opportunity to redefine purpose

Communicating during a pandemic

- Objective setting
- Audience insight
 - Behaviours
 - Consultation
- Evaluation

What are you trying to achieve?

- Be clear on what you're trying to achieve
- Ensure your targets are specific and measurable
- Is what you're trying to achieve aligned to your university's goals?
- How can you demonstrate value?

Review your objectives

What are our business goals?

What do we want people to do as a result of our communications?

Are we looking to change behaviour?

Make sure your objectives are:

Challenging

Specific

Measurable

Attainable

Relevant

Time-bound

Setting C-SMART objectives

Baseline

Change

Explanation

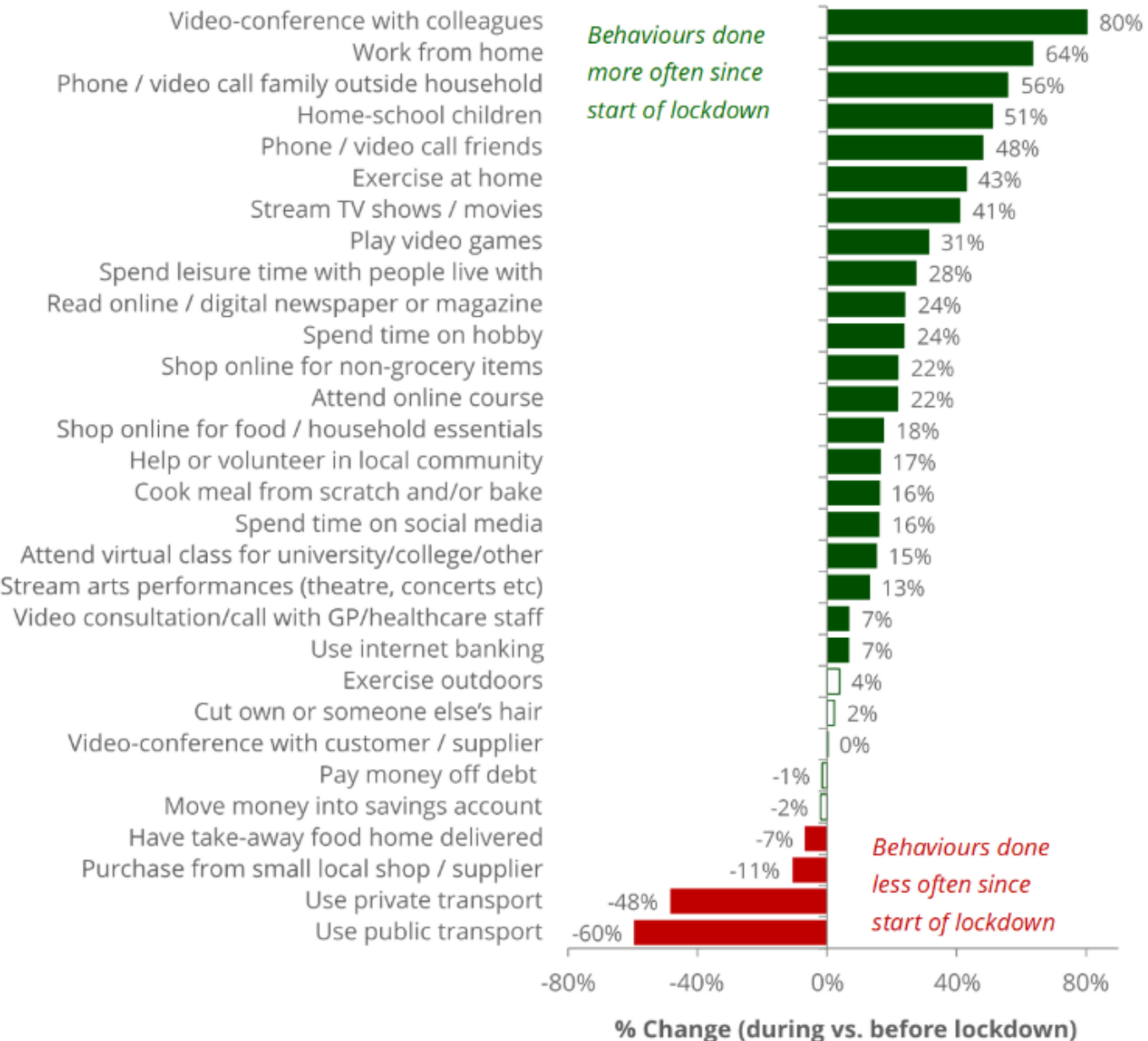
Stakeholder consultation should be at the top of your list

It is important that we use insight to understand our audiences:

- **who they are**
- **how they will reach a desired outcome**
- **what issues matter to them**
- **how do they perceive their relationship to you**

**Think about audience behaviours.
What behaviours do you want to
drive and what barriers will you
face?**

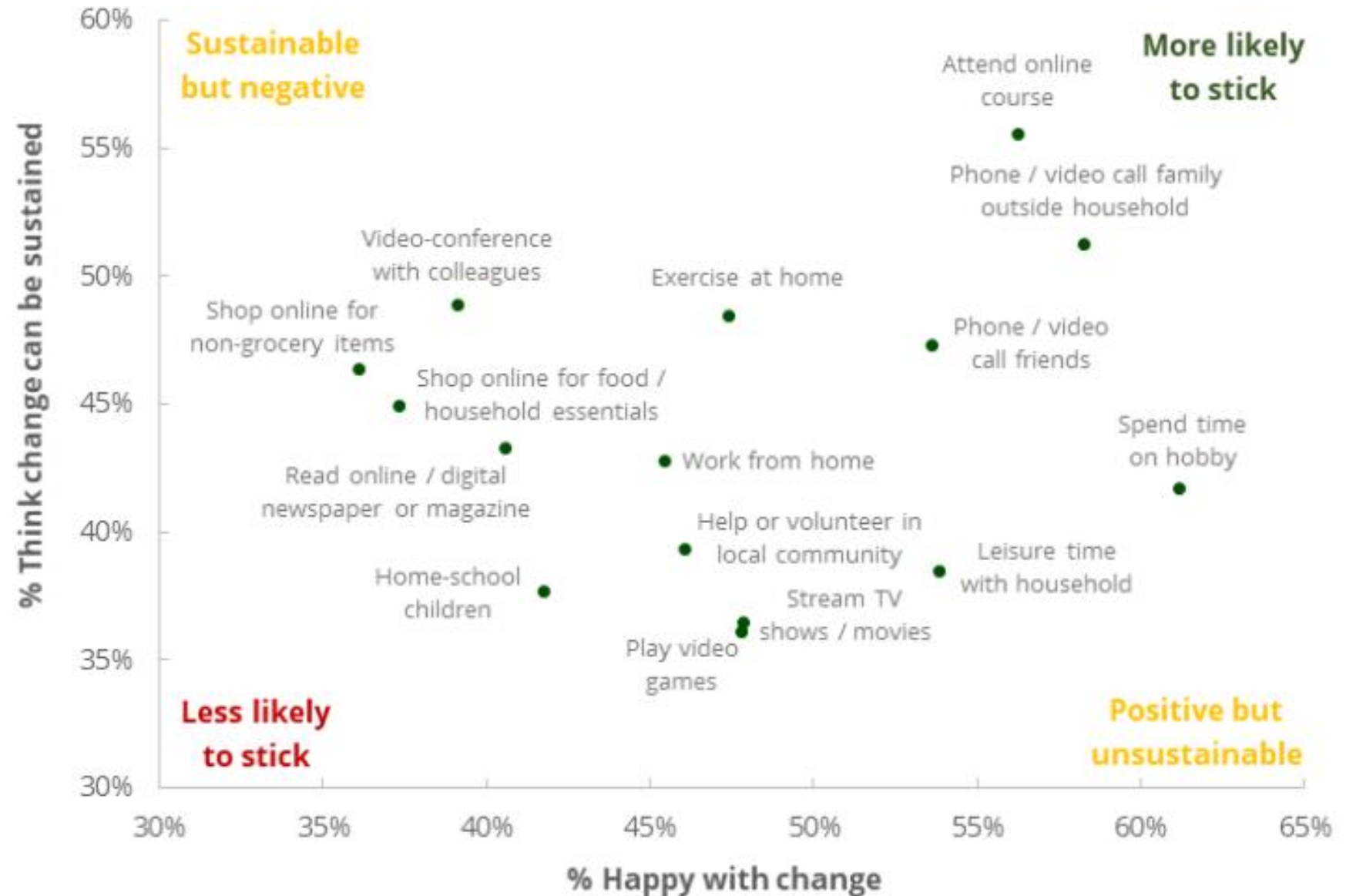
Figure 1: Which behaviours have most shifted since the lockdown?



Behaviour change in lockdown

What are we doing differently?

Behavioural stickiness



**Stakeholder consultation is key to
recovery**

Data is king.

Evaluation Framework 2.0

Focus on outcomes

Were the objectives met? Why or why not?

Scoring - metrics

Metrics are divided according to the four categories identified by AMEC:

inputs

outputs

outtakes

outcomes

**Work in media relations? Time to
upskill.**

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STRATEGIC COMMUNICATIONS
WITH A BEHAVIOURAL APPROACH

**COVID-19 is accelerating PR skills.
Keep up.**

Any questions?

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