



COMMUNICATIONS DASHBOARD

<p>WHERE ARE WE IN THE PROCESS? STEP 4 • 5 • 6 • 7</p> 	<p>Timing</p> <ul style="list-style-type: none"> • 20' for role play to get into the mood • 45' to run through the chart once 	<p>Reminder</p> <p>“Role playing” can involve risks for the players. Organisers need to listen to them and find ways to mitigate or avoid those risks.</p>
<p>Objectives</p> <ul style="list-style-type: none"> • Définir les objectifs de la communication • Identifier les moyens les plus appropriés • Organiser matériellement et techniquement la communication 	<p>Description of the activity</p> <ul style="list-style-type: none"> • With the group, define the different aspects and the stakes involved in your communication • Design and implement your communication 	
<p>Equipment</p> <ol style="list-style-type: none"> 1. Communications dashboard 2. The master plan at a glance 	<p>Preparation</p> <p>—</p>	
<p>Steps</p> <ol style="list-style-type: none"> 1. It can be helpful to start with a role play exercise on how communication can be organised. An electronic schoolbag of psychosocial skills (set up by IREPS-ARA, in French) has some suggestions on how to acquire skills in “communicating effectively”: https://www.cartablecps.org/page-17-22-0.html 2. Then, using the chart below and depending on the stage or the action you want to communicate on, answer all the questions in the chart with your group... 		
<p>Practical use of the tool:</p>		



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Steps	What do we want to communicate?	To whom?	On what supports? Via what channels?	Who is in charge?	When?
<p>What do we want to advertise or report on?</p> <p>E.g.: Result of a step or diagnosis? completion of the project? the action-research approach?</p>	<p>What message are we trying to send?</p> <p>What objective(s) are we pursuing?</p>	<p>Towards/for whom? Researchers?</p> <p>Financial backers? Concerned users? Partners? Elected officials? The general public?</p>	<p>What means do we want to use to communicate?</p> <p>Are they a good match for each target? What's our budget? What tools do we have?</p> <p>Do we want to report in a lively, even a participatory, way?</p>	<p>Who will do the reporting?</p> <p>Who will be the spokesperson? Participants, the facilitator, a decision-maker?</p>	<p>What days/times? How often?</p>