COMMUNICATION

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| CHECKLIST OF BEST PRACTICE IN REPUTATION MANAGEMENT |
| Mission |
| * The mission of your organization is set out formally
 |
| * The mission is succinct and comprehensible to everyone
 |
| * The mission is communicated in-house
 |
| * The mission is communicated on your website
 |
| * The mission is subject to in-house debate whenever you devise a communication strategy
 |
| * The mission is communicated and explained to all new staff
 |
| * The mission is communicated and explained to all new members
 |
| * There is a document that explains each sentence in the mission in more detail
 |
| * The mission is used to evaluate the results of all your communication annually
 |
| Vision |
| * The vision of your organization for 3-5 years is set out formally
 |
| * The vision is built on ambitious qualitative or quantitative targets
 |
| * The vision is succinct and comprehensible to everyone
 |
| * The vision is communicated and explained in-house
 |
| * The vision is communicated on your website
 |
| * The vision is subject to in-house debate when you set the annual communication strategy
 |
| * The vision is communicated and explained to all new staff
 |
| * The vision is communicated and explained to all new members
 |
| * There is a document that explains each sentence in the vision in more detail
 |
| * The vision is used to assess the results of all your communication annually
 |
| Values |
| * The values that guide your organization are set out formally
 |
| * The rights and duties connected with each value have been set out.
 |
| * The values are communicated in-house
 |
| * The values are communicated on your website
 |
| * The values are communicated and explained to all new staff
 |
| * The values are communicated to all new members
 |
| * The values are included in individual appraisals (human resources policy)
 |
| * The values are used to draw up a code of conduct to guide all your communication
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| CHECKLIST OF BEST PRACTICE: COMMUNICATION STRATEGY AND PLAN |
| The annual communication strategy |
| * Is set out 'officially' in a document
 |
| * Is described in terms of organizational goals
 |
| * Takes your vision into account
 |
| * Is communicated to all departments
 |
| * Includes an analysis of your environment (SWOT analysis)
 |
| * Includes an analysis of the needs and expectations of your priority target audiences
 |
| * Specifies key messages
 |
| * Integrates all existing communication channels: conventional (mass media, meetings, ...) and Internet (e-zines, e-mail, Facebook, LinkedIn, etc.)
 |
| * Includes an evaluation phase
 |
| * Includes a budget
 |
| * Is reviewed, verified and re-validated every six months
 |
| Communication plan |
| * Is set out 'officially' in a document
 |
| * Includes useful criteria for evaluating each action
 |
| * Includes an assessment phase for each action
 |
| * Includes a clear statement of responsibilities for taking each action
 |
| * Has a specific budget assessment for each action
 |
| * Is monitored weekly
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| IN-HOUSE COMMUNICATION AND COMMUNICATION WITH MEMBERS CHECKLIST |
| In-house communication |
| * You have a person in charge of in-house communication
 |
| * You have a procedure for informing any new member of staff about all aspects of your business
 |
| * Departments organize a weekly update meeting
 |
| * Your organization holds a monthly general in-house briefing
 |
| * You have an intranet which staff can consult
 |
| * For big organizations: you have a monthly in-house newsletter
 |
| * You have a system of regular feedback that allows you to listen to your staff and meet their needs.
 |
| Communication with members |
| * Your database is complete
 |
| * You have a procedure for updating the database regularly, and a person in charge of doing so
 |
| * Your organization has a website
 |
| * Your website has a secure section for your members
 |
| * You have specific sections for members, listing miscellaneous services, documentation, events, training, frequently asked questions, etc.
 |
| * Your organization sends an electronic newsletter (e-zine) regularly (at least once or twice a month) to your members
 |
| * Your website tracks what members search for on it (visitor profile)
 |
| * You analyse members' communication needs (survey, feedback at events) annually
 |
| * You hold local meetings (road shows) with your members and potential members once a year.
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| CHECKLIST OF BEST PRACTICE IN INTERNET COMMUNICATION |
| * Your website mirrors the general graphic style of your organization (colours, logo, typography, etc.)
 |
| * Your URL (Abbreviation of Uniform Resource Locator, it is the World Wide Web address of the site) is listed in all communication supports
 |
| * Your site is listed on major search engines
 |
| * Your site registers what people search it for (visitor profile)
 |
| * Your home page has a heading called 'news' that draws attention to each item of news (press releases, agreements, events, etc.)
 |
| * You make an annual analysis of visitors to your site
 |
| * You make an annual analysis of your visitors’ needs
 |
| * You make an annual analysis of your site’s informative and communicative value
 |
| * You “rejuvenate” your site every 3 years
 |
| * Your texts include key words with links to further reading
 |
| * You never use more than 5 bullet points at a time
 |
| * The texts do not occupy more than one third of the screen (or 10 lines)
 |
| * Your site has links to other organizations, your members, etc.
 |
| * Your site has a secure section for your members
 |
| * Your site has a multi-media library where you archive all your organization's communications (press releases, reports, electronic letters, e-zines, etc.)
 |
| * Your organization distributes an electronic newsletter (e-zine) regularly (at least once a month)
 |
| * You regularly list discussion forums that are relevant to your activity
 |
| * You regularly take part in discussion forums
 |
| * Your organization is in 'social' or 'professional' networks (Facebook, LinkedIn, etc.)
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| CHECKLIST OF BEST PRACTICES IN USE OF SOCIAL MEDIA |
| * Are you active in some of the most popular social media in your country (Facebook, Twitter, Linkedin, Instagram, Youtube, etc.)?
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| * Are you active in some of the most popular social networking apps such as Whataspp, Messenger, WeChat?
 |
| * Do you have your own App to consolidate their services/activities and make them easier to access?
 |
| * Do you allocate sufficient resources to be active in professional way in social media?
 |
| * Engaging in social media interaction with members takes time: do you have proper allocation of human resources?
 |
| * Do you have a strategy to pre-empt potential risks linked to the use of social media?
 |
| * Do you provide training for staff on use of social media?
 |
| * Do you quantify the return on investment in social media?
 |
| * Do you use Google Analytics or other tools to monitor ‘reach’ and influence?
 |
| * Do you have some policies describing who has access to the social media (roles with clear accountability)?
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| CHECKLIST OF BEST PRACTICE IN MEDIA RELATIONS |
| * Your organization has a person skilled in communication/media relations
 |
| * You have an up-to-date press list
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| * You have a procedure for updating the press list regularly
 |
| * You know the leading journalists in your country personally
 |
| * You have been trained in doing interviews with the media: TV, radio and the press
 |
| * The people in your organization who are often sought by the media have had specific training in interviews with TV, radio and the press
 |
| * Your press releases are dated, and written in the form of a lead and a body of two or three paragraphs of text; they include a standard paragraph about your organization, and the name and telephone number of a person to contact for more information
 |
| * Your press releases contain hyperlinks (for subjects that appear on your website)
 |
| * Journalists can download photos from your website
 |
| * You monitor press articles daily and distribute the results within your organization and among your members (website)
 |
| * You hold press conferences on topics that might generate a lot of questions
 |
| * Two days before a press conference, you phone those who have not yet responded to your invitation with a reminder
 |
| * Whenever you hold a press conference, you distribute a press release and a press kit to each participant. You then send these documents to the journalists who did not come
 |
| * Press conference: you limit presentations to 20 minutes or less, and allow time for questions and answers
 |
| * At a press conference, you prepare for the questions that are most likely to be asked
 |
| * You write a 'position paper' on any social issue that involves your organization
 |
| * You systematically distribute your 'position papers' to your members
 |
| * You evaluate every major press action quantitatively and qualitatively, and release the results of your actions annually (e.g. number of press cuttings)
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| CHECKLISTS OF BEST PRACTICE IN GIVING INTERVIEWS |
| * Your spokespersons had special training in media interviews
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| * You understand and practise the saying, “What are your questions to my answers?”
 |
| * You do not accept any interview without preparation (objective / message to be decided in advance)
 |
| * You prepare your messages using the technique of social values
 |
| * You give the required three briefings for a radio or TV interview
 |
| * You repeat your messages out loud before any radio or TV interview
 |
| * You pay attention to the principles of non-verbal communication: eye contact, intonation, hand position, general attitude
 |
| * You use simple words (understandable by a child of 12) for all radio and TV interviews
 |
| * You analyse the interviews and draw lessons on how to do better
 |
| * You organize interview training for people in the organization who are likely to be interviewed
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| CHECKLIST OF BEST PRESENTATION PRACTICE |
| * You always prepare your presentations starting with the conclusion and then putting forward arguments that appeal to the head, heart and body, respectively
 |
| * You prove every argument that you make
 |
| * You reassure your audience at every call to action
 |
| * You limit your presentation to 20 minutes or less
 |
| * You limit your slides to key points
 |
| * You practise every presentation, aloud
 |
| * You apply the basic principles of non-verbal communication: eye contact with the audience, tone of voice
 |
| * You give the people in your organization who often make presentations training in persuasive communication techniques
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