

# Communications

Facilitators: Morgan and Daytona

## Introduction

- Africa Communications Team: We all have specific areas we work in, but all of our projects are done as a team.
  - Morgan – Team Leader
  - Daytona – Website, Audio/Video, Design
  - Ashley – Writer, Social Media and Content Co-coordinator
  - Catherine – Partner Communications
  - Celine – Social Media + Content Support, Writing Support
  - Heather – newest member of our team
- Mathew 13: 11 – 16

## Areas of Responsibilities (see meeting Hand Out)

### Newsletter

- Distribute newsletters coming from the Hub – 5 per year
- Create international office newsletter following creation process
  - Basic four story structure usually
  - Plan April to April – suggestion for all communications teams
  - Based on what George wants and is saying
  - Allow the newsletters to be a platform for what you want to say
  - Mail Chimp
- Maintaining your newsletter distribution list
  - Who is getting your information?
  - Internal group – Hands family, boards and management teams, Advocates, certain pastors connected with George – assume people know George and other family members personally
  - External group – everyone who wants involvement (small sponsor, booths, etc)
  - Having the two groups are very important to maintain – making sure that the right people are on the email list, follow up with teams, keeping up to date people involved
  - See writing guideline\*

### Webpages

- Create content for newsroom following the story creation process
  - Wants to train and discuss with each individual office
  - Have to figure out times when everyone must be present
- Insure additional IO pages contain up to date information
  - New website is up! - landing page, contact us, who we are, newsroom, donate – for each country
  - Maintaining those pages
  - Website htmls changed – didn't realize until the day the site was launched – unfortunately the addresses had to change – will still be redirected to handsatwork.org – don't have /us or /ca anymore

### Internal Facebook Community

- Foster community within the int'l office

- Canada and US are the only ones so far
- Looks like a community for each country
- Share informal communication
- Add people who are new volunteers, etc.
- Goals to create a community for each country
- Looking at permissions for pages/secret groups – staying on top of Facebook updating itself without anyone noticing – staying relevant with social media
- Maintain Prayer Groups and Advocate Groups

### **Communications Support**

- Send out HOD Newsletter when they come from the Hub
- George's travel support
- Work with the Coms team at the Hub to create promo material when needed
- Maintain IO supply of promotional material – events, contacts, etc.
- Support other teams and individuals in the Int'l office with Communications – thank-you letters, supporting people, creating documents and diagrams, capturing short term team's stories, etc.
  - Dedicating the time and effort to support others – challenge
  - Requires specific resources and investment

### **Email Addresses**

- Manage Int'l office email accounts and groups
  - Up to each office
  - Board list, management team list, advocates list, etc.
  - Create email addresses for everyone on coms team

### **Social Media**

- Advertise and encourage people to get involved in our social media
  - Instagram, Twitter, Facebook, Vimeo, YouTube, podcasts, iTunes, Flickr
- Participate in our monthly content meetings
  - Hub team has monthly meetings regarding content – Ashley coordinates
  - IO – plan to be involved by e-mail
  - Meetings:
    - 25% - theme
    - 75% - who we are and what we do
    - unknown – George
  - 13 themes communicated throughout the year – plot them to the months – use them for planning (two months ahead of time)
    - ex: growing African leaders
  - IO to participate in these themes – with stories, Scripture, etc. – more creativity when everyone is together

### **Branding**

- Ensure that Hands at Work brand guidelines are followed in all communications
  - Everything we do/put out represents Hands at Work
  - If Hands were a person, what would they look like? – Adhering to those guidelines
  - How to use the logo and when? What colors are used? Spaces conducive to the things that are shared?

### **Partner Communications**

- Maintain partnership communication
  - How do we use Hands Voice with our own voice in IOs? – see tips and hints for writer/online communication guidelines\*
- Distribute reports
  - Info comes from the field – a month long process of writing, editing, reading, going through George, targeted to specific audiences, etc.
- Reporting
  - 3ES reports – look at them as a whole, building them into the structure – refine the way reports are – send out only 3 times a year rather than 4 now
    - First report – story of child
    - Second report – community narrative – life of the children in the community – better picture of what is happening
  - What can IO teams do to fill in for the ‘lack/refinement’ of communication?
    - Pulpit time
    - Groups/meetings
    - Updates on teams, other kinds of reports

### **Eyes and Ears - IO and HUB**

- Connect with teams as volunteers as they return and capture their stories
- Capture and collect photos from returning teams and volunteers, George’s visits, IO gatherings and other
- Collect stories of advocates and partners in their IOs
- Add content to Drop Box
  - Set up drop boxes have been created for each IO so teams can pass things back and forth – goal is to be continually sharing info, pictures, shared space
  - US uses Google Drive currently – come up with a plan that all offices can use and knows how to use
- Participate and feedback in the communication coming from the Hub or other offices
- Christmas campaign
  - Giving Tuesday?
  - Personal, hand-written card?