

COMMUNICATION AND VISIBILITY STRATEGY of the Association Centre for Social Initiatives NADEZ



Centre for Social Initiatives NADEZ



CONTENT

1. INTRODUCTION	3
2. ASSOCIATION CENTRE FOR SOCIAL INITIATIVES NADEZ.....	4
3. COMMUNICATION OBJECTIVES	6
4. TARGET GROUPS	6
5. COMMUNICATION ACTIVITIES	7
6. COMMUNICATION TOOLS	7
I. Website	7
II. Newsletter	8
III. Social networks.....	8
IV. Events (meetings, meetings, campaigns, network- ing)	9
V. Press release.....	9
VI. Visibility	9&10
7. COMMUNICATION PLAN WITH TARGET GROUPS ...	11-13
8. EVALUATION OF THE STRATEGY	14

1. INTRODUCTION

The communication and visibility strategy of the Association Centre for Social initiatives NADEZ should provide effective communication and presentation of CSI NADEZ's activities, for successful promotion to the defined target groups at national and international level. This strategy includes a framework for effective communication of the strategic goals and activities of the Organization, and aims to ensure information management, proper dissemination of the information to the target groups, who and how to communicate, who will participate in the communication and defines the manner of communication with the internal and external public. To achieve specific communication goals, the Strategy focuses on combination of communication tools with defined target groups. Namely, this strategic document provides the definition of visual identity, offline and online activities, media relations, event management and social media campaign. The communication and visibility plan consists of activities for communication and visibility, including media-related activities such as public events, but also trainings, workshops, seminars, conferences and forums.

2. Association Centre for Social Initiatives NADEZ

The Association C.S.I. NADEZ is a non-governmental organization founded on August 28, 1997 at the initiative of the employees in the project "Roma Reintegration Program" implemented by Caritasverband für das Bistum Essen e.V., Germany. The largest motivation for founding the organization was the commitment of its members to help people in need. They had the opportunity to gain experience in several fields of social work, educational process and social change both in Macedonia and abroad, through the work of projects led by Caritasverband für das Bistum Essen e.V., Germany. Gained experience in the field of support of vulnerable groups and the need for further engagement in it, was a great incentive for the Organization to continue to develop, working on several projects through which it became recognizable.

CSI NADEZ works actively in the field of support of vulnerable groups through projects for:

- Support in the education of children and youth, with an emphasis on Roma;
- Supporting the integration of girls by providing access to education and offering leisure activities;
- Supporting women in improving their social and economic situation through the development of long-term self-help mechanisms;
- Support and assistance to the educational process, social integration of children and youth and support for a multiethnic dimension among different nationalities within the community;
- Reintegration of voluntary returnees from European countries, through providing assistance and support for their more successful integration into society.

VISION

Quality living and economic well-being for the marginalized communities in the Republic of North Macedonia.

MISSION

Association C.S.I. NADEZ is NGO that actively strives to improve the quality of life by providing equal access to quality education, social integration and which promotes and implements activities for acquiring skills of young and marginalized communities with focus on Roma in the Republic of North Macedonia.

VALUES

- Social justice
- Equal educational opportunities
- Youth participation
- Gender equality
- Empowerment
- Equality

3. COMMUNICATION OBJECTIVES

The main goal that we strive to achieve through this Strategy is to provide recognition and development of the Organization's image in the public.

The main purpose of communicating with the target groups from vulnerable categories is to get acquainted with the Organization, what is the purpose of its existence and what are the services it offers.

Communication with the target groups and potential CSI NADEZ partners / associates should enable them to be informed about already undertaken, but also for the future planned activities of the Organization, for encouraging stakeholder engagement as well as recognition the needs of local, national and international partnerships.

For the realization of the main communication intention, the following goals are set:

- Introducing the Organization and its activities to the target groups;
- To encourage and increase the participation of different target groups in the activities of the Organization;
- To raise the awareness of various stakeholders about the importance and the activities of the Organization;
- To provide support to the Organization.

To achieve these goals, communication with the different target groups will be established and appropriate communication methods will be used, suitable for each individual target group.

4. TARGET GROUPS

The target groups to which the communication and visibility plan refers are:

1. CSI NADEZ's users;
2. Partners of CSI NADEZ;
3. Members of CSI NADEZ;
4. Institutions on central and local level;
5. The general public at national and international level.

Below is a plan for communication with the target groups, that contains a description of the target group, the communication message for the respective target group, and the communication channel that will be used for the target group. The plan also contains the effects that should be achieved with the communication activities.

5. COMMUNICATION ACTIVITIES

The Organization will prepare a basic information package which includes basic promotional materials in the form of portfolios, flyers, etc.; public information through the media (print and electronic); organizing specific workshops and seminars; public events and more. Members, users and partners will be continuously informed about the activities of the Organization, but will also be encouraged to exchange and share information about the Organization in order to successfully achieve the goals and mission of the Organization. Through the communication packages intended for the institutions at central and local level related to the socio-economic integration of marginalized groups, cooperation will be established between the Organization and the institutions. Information arising from partnerships will be made available to organizational members, users and associates. The general public at national and international level will be regularly informed about the activities of the Organization, to ensure the opportunity for constant involvement of new users, members and partners at national and international level. Communication activities involve the use of all communication tools described in point 6, in a way that will enable the effect provided in the matrix for communication with the target groups. This communication strategy is based on the principle of two-way information exchange Organization - target groups.

6. COMMUNICATION TOOLS

Communication tools are tools that are used to better understand and implement the communication process. Communication tools are used to encourage and present communication, which is usually textual, and can be audio and video communication. They serve for timely, fast and easy implementation of communication activities. Communication tools during the implementation of the Communication Strategy will be used in accordance with the needs of the Organization and other stakeholders.

The communication tools that CSI NADEZ will use are the following:

I. Website (www.csinadez.mk)

The Organizational WEB page, as one of the set of communication tools is used as a tool for transparency of the Communication Strategy and for distribution of relevant and timely information for users, partners, associates and the public.

The WEB page is prepared in Macedonian and English. The WEB page is open and transparent for communication between all stakeholders/users that will contribute to their faster, more accurate and timely communication. It contains all relevant information about the Organization as well information on the Communication Strategy and other strategic documents.

The website contains the following categories:

- About us (Organizational vision and mission, our team, short history, documents)
- Projects (current and past projects)
- Our collaborators (with whom we cooperate)
- Volunteer (become a volunteer at CSI NADEZ, and some of our volunteers during the years)
- Media (photo gallery and video gallery)
- Donate (a section intended to call for action and inform all citizens and organizations interested in helping C.S.I. NADEZ)
- Contact (phone, address and e-mail)

The website will also be expanded with two new categories:

- Documents (will contain annual reports of the Organization, Strategic Documents, Publications, Manuals, etc.)
- ANNO platform – created for encouraging better educational integration of students with low socio-economic status and their families. Link to the platform:
<https://csinadez.mk/anno/>

II. Electronic newsletter

The newsletter is an important tool of the Organization in the process of informing its users, partners, associates and in the implementation of the Strategy for communication and visibility. It will usually contain information on the main topics and CSI NADEZ activities that are of interest to the target groups and general public. The newsletter will be issued quarterly and will be distributed electronically to all Subscribers. The newsletter will also be posted on the website of the Organization.

The newsletter will provide timely and quality information such as:

- Regular information about the current projects activities, activities for Organizational development;
- Information on participation in conferences, networks and meetings significant for the Organization;
- Information on the steps and achievements taken;
- Information on important events.

III. Social media

Good communication in the community leads to successful joint efforts and a community transformation that over time helps bring social change between marginalized and vulnerable groups in the community.

Today the world of technology and social media play a very important role in strengthening civic participation. Social media refer of web-based tools and media that enable users to personally and informally communicate, create, share, receive and exchange information and ideas in virtual communities and networks. Social media includes social networking sites, blogs and micro-blogs, forums, discussions and groups, socially integrated text messaging services, videos and podcasts and many more. Social media refers to the means of interactions between people in which they create, share and / or exchange information and ideas in virtual communities and networks.

Facebook, Instagram, Twitter, LinkedIn and Youtube will be used in this plan.

- FB page <https://www.facebook.com/C.S.I.Nadez>,
- Twitter <https://twitter.com/@CSINadez>,
- YouTube channel <http://www.youtube.com/csinadezmk>,
- LinkedIn page <https://www.linkedin.com/company/centre-for-social-initiatives-nadez/>
- Instagram profile <https://www.instagram.com/zcsinadez/>

These networks should be updated regularly, ideally minimum of 2-3 times a week, and will consist of publishing information about the activities of current projects, developments in the Organization and its activities, as well as photos.

IV. Events (meetings, meetings, campaigns, networking)

- Meetings (meetings)

The purpose of the meetings will be in accordance with the needs. They usually have a purpose to present something, to consider certain issues and to take a stand or to consider a particular problem to find a solution. They are especially effective due to direct contact with the other party and it is good to practice for better acquaintance with the work and goals of the Organization with potential new members, or in situations to strengthen communications with existing ones.

- Campaigns

This is a comprehensive tool that includes multiple components (Exchange of messages, contacting people, media relations, etc.) to achieve a specific goal. Such events will be organized in order to be effective conveying a message to a target group, local, national or international audience.

- Networking

Networking events aim to expand the network of partnerships of the Organization with related organizations and mutual acquaintance, exchange of experiences and practices.

V. Press release

The announcement is prepared and sent before and after the organization of the event to increase media coverage. Press releases are also being prepared and send when the organization starts and finishes a project. A list of media to which the announcement will be sent is being prepared. The organizational PR coordinator is responsible for the preparation of the list of media and its updating.

VI. Visibility

The organization will continue to use the tools already designed for visibility: logo and banner.

The logo should be placed on: website, promotional materials, administrative documents, presentations for workshops, trainings, etc.

If possible, the organization will budget funds in future for modernization of the logo with color input.

The banner should be placed at the following organizational events: workshops, trainings, public events.

7. COMMUNICATION PLAN WITH TARGET GROUPS 2021-2025

No.	Target group and description of the target group	Communication message that refers to the target group	Communication channel	Effects of the communication activity	Responsible person
1	CSI NADEZ beneficiaries (children aged 4-15 with low socio-economic background; returnee families from EU countries, women / girls from vulnerable categories, young people aged 15-29)	Regular information about the current activities of the Organization, news, information, etc.	Web page, Social media (Facebook, Instagram, LinkedIn, Youtube) ,Newsletter, Events	<p>-Informing the target group about the activities and work of the Organization, which will enable more efficient functioning of the Organization;</p> <p>-Beneficiaries effectively use the services offered by the Organization in accordance with its internal acts;</p> <p>Involvement of the target group in the activities of the Organization;</p> <p>-Transparency in the operation</p>	Organizational PR Coordinator

2	CSI NADEZ's partners (NGOs, foundations, service givers, collaborators)	Regular information on the current activities of the Organization, news, information, etc.	Web page, Social media (Facebook, Instagram, LinkedIn, Youtube) ,Newsletter, Events	<ul style="list-style-type: none"> - Informing the target group about the activities and work of the Organization, which will enable more efficient functioning of the Organization; - Obtaining information from the target group on the conditions, views and problems, in order to effectively implement the necessary activities; - Establishment of new partnerships; -Transparency in the operation. 	Organizational PR Coordinator/ Management Team
3	Members of CSI NADEZ (regular members, members of honor, as well as potential new members)	Regular information on the current activities of the Organization, news, information, etc	Web page, Social media (Facebook, Instagram, LinkedIn, Youtube) ,Newsletter, Events	<ul style="list-style-type: none"> - Informing the membership about the activities and work of the Organization, which will enable more efficient functioning of the Organization; -Motivating the membership for active and regular involvement in the activities of the Organization; -Transparency in the operation. 	Organizational PR Coordinator/ President of CSI NADEZ

4	Institutions on the central and local level (Municipalities, Ministry of labor and social policy, Ministry of Education, Centers for Social work etc.)	Active participation and cooperation of the institutions in the realization of the activities / the services of the Organization, by providing direct information and support to the Organization	Web page, Social media (Facebook, Instagram, LinkedIn, Youtube) ,Newsletter, Events	-Information, data, news, etc. whose source are the institutions, are available in a timely manner to all interested target groups of the Organization; - Informing the institutions about the activities of the Organization as well as the conditions, views, needs and problems of the target groups with which the Organization works; - Transparency in operations.	Organizational PR Coordinator/ Management Team
5	The general public at the national and international level	Regular information on the current activities of the Organization, news, information, etc.	Web page, Social media (Facebook, Instagram, LinkedIn, Youtube) ,Newsletter, Events Press releases	Obtaining information from the target group about the conditions, views, needs and problems of potential members, partners or beneficiaries of the Organization. -Improved information about the area of operation of the Organization and its services;	Organizational PR Coordinator/

8. EVALUATION OF THE STRATEGY FOR COMMUNICATION AND VISIBILITY

For the continuous improvement of communication with the target groups, regular evaluation of the Strategy for Communication and Visibility will be carried out.

The evaluation methods will be different, as follows:

- a. Opinion polls,
- b. Media monitoring (monitoring of announcements, news, etc. related to the organization work),
- c. Number of visits to the website, social media pages, applications, etc.
- d. Focus groups, interviews
- e. Other

The evaluation will be conducted continuously, by submitting Evaluation report by the PR coordinator every 6 months. Which method will be used will depend on the aspect being measured; an indicative selection is contained in the following table:

No.	Purpose of the communication and visibility plan	Method of evaluation
1	Introducing the Organization and its activities to the public	a,b,c,d,e
2	To encourage and increase the participation of various target groups in the Organization	a,b,c,d,e
3	To encourage awareness of various stakeholders about the activities of the Organization	a,d,e
4	To ensure a support of the Organization	a,b,c,d,e