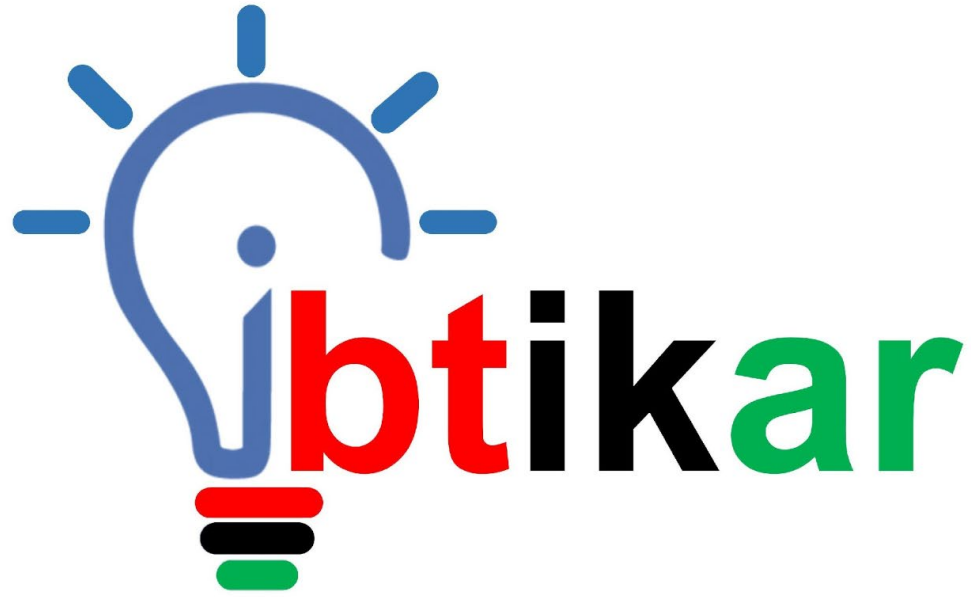




PROMOTING RESEARCH AND INNOVATION
ENVIRONMENT IN THE
LIBYAN HIGHER EDUCATION SYSTEM



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Elevating Libyan Higher Education A Strategic approach to Effective Communication

November 16, 2023

Introduction

Today, we explore the steps for an effective communication:

1. **Strategy** *How implementing strategic communication can shape the institution's identity and forge connections?*
1. **Plan** *How Implementation and follow up influence growth?*
1. **Evaluation** *How Evaluation measures can be taken for constant development?*

Strategy: What and Why

A Communication Strategy is a plan detailing the internal and external communications actions and activities done at organisation/institutional level.

It is structured by replying two main questions:

WHAT and **WHY**

What results are we looking for? Why are we communicating with our audience?
What's the goal for our communications? Who is it for? What are we trying to achieve and why are we trying to achieve it?

Source: rainecommunication.com

Strategy: Elements

A Communication Strategy defines the following elements

- **Objectives**: what specifically you are trying to achieve?
- **Target audience(s) and insights** (based on experience and results)
- **Communication goals** (what you want people to know, feel or do)
- **Key messages** (based on a combination of target audience insights and communication goals)
- **Branding guidelines**
- **Available resources** (financial, staffing..)
- **Internal/external background informations** (challenges, sectoral trends, relevant competitor information)
- **Key Performance Indicators** (KPI - indications that you are reaching your goal)

Source: rainecommunication.com

Communication Plan

How you will do it

NEVER
IMPROVISE

A Communication Plan can include the following elements

- Communication objectives (specifically what you want to increase or decrease)
- Overall categories of your communications/content (also known as pillars)
- Channel list (include current best practices for each channel)
- Channel strategy (specifics of how you'll use each channel)
- Content formats (what types of content do you need to create?)
- Constraints & challenges
- Point person/teams
- Results

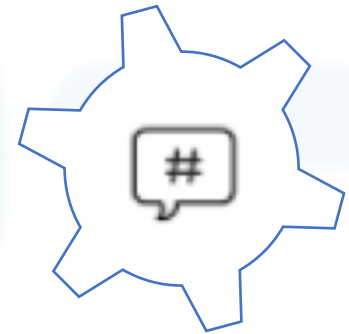
Source: rainecommunication.com

Communication Plan

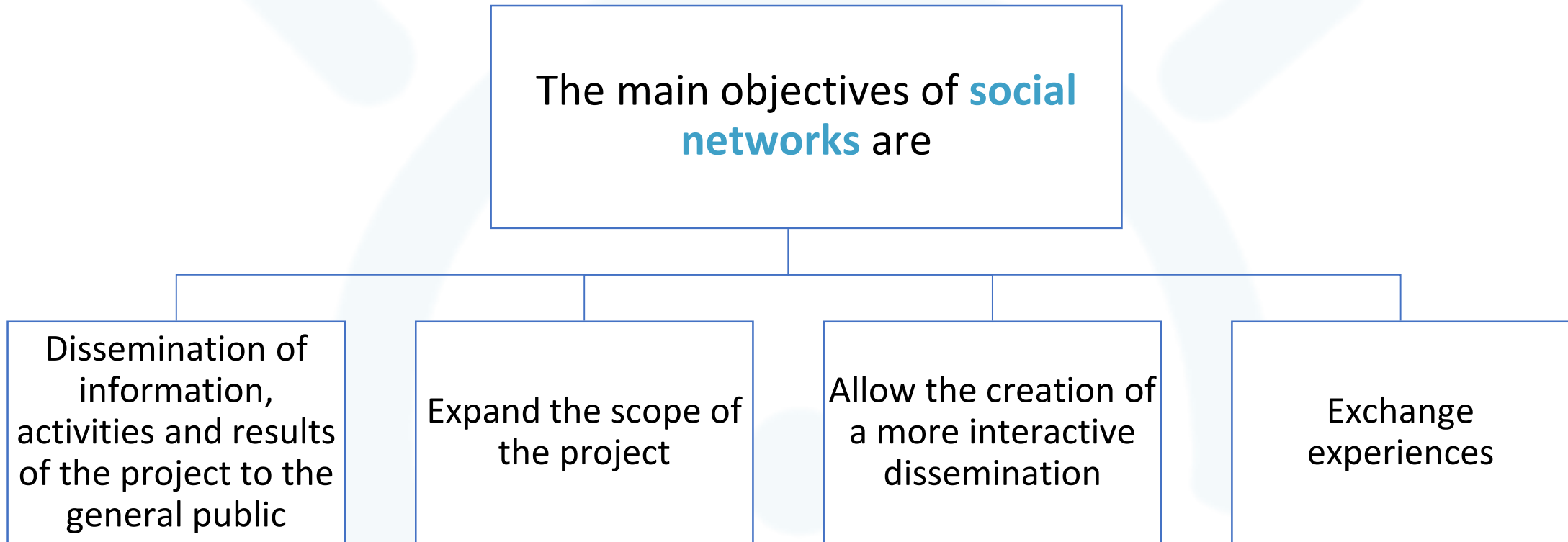
How you will do it

Each channel should have:

- Goals
- Tools (such as your website platform or social media management tool)
- Target audience
- Audience-building strategies
- Frequency of communication
- Point person
- Content types
- Results



Communication Plan



Communication Plan

Focus on the website



Keep in mind that your website is a channel as well, and you need to manage it.

1. Offer Key Features and Functionality

- Optimized search engine
- Compatibility with all major browsers
- Attractive visual design that communicates brand values
- Easy/intuitive navigation
- Interactivity
- Up-to-date content
- Accessibility on mobile devices

2. Ensure Accessibility

- Multilingual website
- Users should always be able to return **easily** to the homepage and other major navigation points
- Divide information into **clearly** defined **sections**
- Use a logical naming for page headers, menu labels
- Provide **contact information**

3. Use Professional Translator

4. Focus on Key Content Sections

Communication Plan

Focus on the website

Bad practices (examples) :

- **Just one language**
- **No info!** – Sometimes there's just a paragraph. No degree specifics, no faculty, and no additional info.
- **No email contact options** – There's frequently only one email on an entire website
- **Incomprehensible** and unnavigable – Difficult to try to find any information, offerings...
- Large sections that are '**under construction**'
- Internet Explorer required
- Graphics that don't load

Good practices (example) :

- <https://www.qu.edu/>

Evaluation

Analytics

Analytics involves the systematic analysis of data to extract meaningful insights, patterns, and trends. In the context of communication, analytics provide a quantitative understanding of how your messages are performing across various channels. **Application:** By employing analytics tools, you can measure the reach, engagement, and impact of your communication efforts. This data-driven approach helps in assessing the effectiveness of your messages and allows for informed decision-making to optimize future communication strategies.

Monitoring tools

Monitoring tools are instruments or software that track and observe communication activities in real-time. They allow you to keep a close eye on mentions, discussions, and reactions related to your institution across different platforms. **Application:**

These tools enable you to stay proactive in managing your institution's reputation. By monitoring social media, news outlets, and other relevant channels, you can identify emerging trends, address potential issues promptly, and capitalize on positive opportunities.

Dissemination reports

Dissemination reports are comprehensive documents that detail the distribution and impact of communication messages. They provide a summary of the channels used, the audience reached, and the overall success of the communication campaign. **Application:** Creating dissemination reports is crucial for accountability and improvement. These reports help stakeholders, including leadership and communication teams, understand the outcomes of communication efforts. Through detailed analysis, you can refine strategies, allocate resources effectively, and demonstrate the value of communication initiatives.

Measuring Impact and Driving Continuous Improvement

Analytics, monitoring tools, and dissemination reports form a **cohesive framework for managing and evaluating communication strategies**.

Analytics provide the data needed for informed decision-making

Monitoring Tools ensure real-time awareness

Dissemination Reports offer a retrospective analysis that informs future communication planning

Establishing KPIs

Quantitative & Qualitative Metrics

Quantitative Metrics: Best Practices

- **Website Analytics:** Regularly analyze website data using tools like Google Analytics to track user behavior, popular pages, and overall engagement.
- **Social Media Metrics:** Utilize social media analytics tools (e.g., Facebook Insights, Twitter Analytics, Hootsuite...) to measure reach, engagement, and audience demographics.

Qualitative Metrics: Best Practices

- **Stakeholder Surveys:** Conduct periodic surveys to gather qualitative insights from students, faculty, staff, and other stakeholders about their perceptions and communication preferences.
- **Focus Groups:** Organize focus groups (like staff, faculty) to receive qualitative feedback on communication. For example Conducting bi-annual surveys for feedback
 - Hosting quarterly focus groups with alumni
 - Gather insights on communication channels and preferences

Monitoring and Adjusting Communication Goals

Regular Assessments

- **Continuous Monitoring:** Implement a continuous monitoring system to track progress regularly and make adjustments as needed.
- **Post-Campaign:** Conduct post- Campaign assessments after major communication campaigns to identify successes and areas for improvement.

Feedback Loops

- **Online Feedback Platforms:** Utilize online platforms (e.g., surveys on institutional websites, social media polls) to facilitate easy and ongoing feedback from the audience.
- **Regular Forums:** Establish regular forums for open communication, allowing stakeholders to share their thoughts and concerns.

Analyzing Case Studies and Benchmarks

Benchmarking

Best Practice: Regularly benchmark communication strategies against peer institutions to identify gaps and adopt successful practices.

Sectorial Reports

Best Practice: Refer to sectorial reports and studies to stay updated of new trends.

Continuous Improvement

Continuous Learning Culture

Foster a culture of continuous learning within the communication team, encouraging experimentation and learning from both successes and failures.

Post-Implementation Reviews

After implementing changes, conduct post-implementation reviews to assess their impact and make further adjustments.

Let's be the judges and play together

1. **Best Practises:** <https://www.menti.com/alxgr3mfvhzp>
2. **Bad Practises:** <https://www.menti.com/alweoeefr6m7>
3. **Evaluation:** <https://www.menti.com/aljj1oz8rix2>



THANK YOU!

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