

UbuntuNet Alliance

www.ubuntunet.net

Strategic Communication 101

UbuntuNet-Connect 2010

F F Tusubira, CEO - ceo@ubuntunet.net



Entry point..

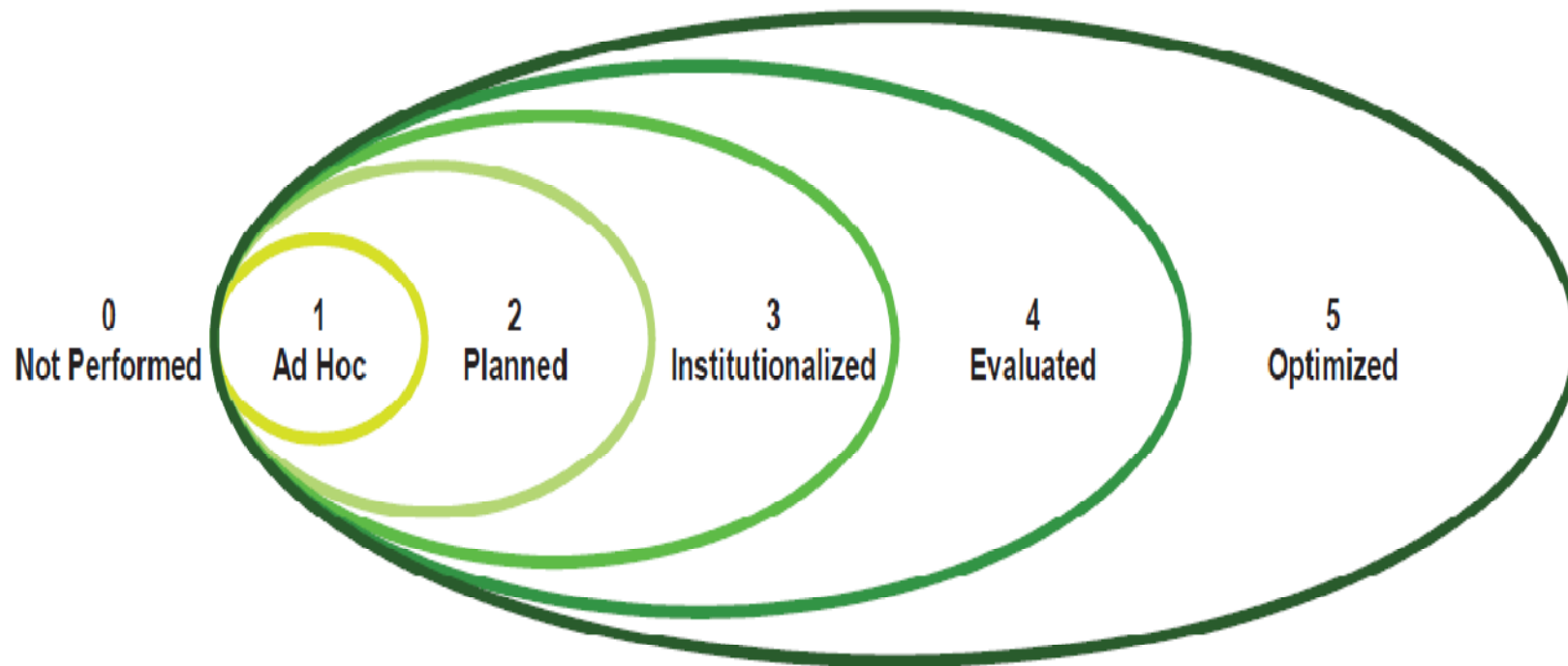
- **The African naming ceremony..**
- **Name a car..**
- **Name a soft drink..**
- **Name a computer..**
- **Name a router...**
- **Name a Sea Cable...**
- **Name an NREN!**
- **What is your BRAND?**

Strategic Communication

- **..Second Nature in the commercial world ...
Relatively new to the non-profit world
(includes NRENs!)**
- **“ ..communication aligned with the
company's overall strategy, to enhance its
strategic positioning” - *wiki***
- **“..enables organizations to integrate their
disparate messaging efforts...prevents
contradictory, confusing messaging to
different groups across all media platforms..”**

Where are you now? (Audit)

Practice Maturity Scale



0
Not Performed

1
Ad Hoc

2
Planned

3
Institutionalized

4
Evaluated

5
Optimized

Uncoordinated
Unassigned
No resources

Deliberate/ managed
Resources allocated
Responsibility assigned

Regularly performed
"Best" practices
Coordinated

Performance measured
Progress tracked
Practice predictable

Regular reflection
Continuous improvement

Google "Communication Audits", Julia Coffman

Systematic approach

- **What are the objectives of your communication?**
- **What are the audiences?**
- **What are the current attitudes and how can they be changed?**
- **What are the message outlets?**
- **Formulate strategy and messages**
- **Pilot and evaluate**
- **Roll out and assess impact**
- **Iterate to address changing audiences, attitudes.**

Pulling it Together

- **The Messages – consistent; different angles for different audiences**
- **The Audience – Universities (Students; Academics; Management); Governments; Regulators; Development partners; Banks; other NRENs; the press**
- **The Channels – audience targeted.
Newsletters? Print and broadcast media?
Directed messages? Web pages? Face book?
U-tube? Twitter?**

What next?

- **Get your NREN's communication strategy audited**
- **Develop a Communication Strategy: Get the PR people in to help**
- **Train the CEO, Board members, staff:**
 - Organisational communication strategy
 - Key messages
 - Dealing with the media
 - Quotable quotes and sound bites
- **Periodically evaluate and improve**

- *“I pointed you to the stars, and all you could see was the tip of my finger”* – African saying
- Please look beyond the tip of my finger..

Zikomo Kwambili!