COMMUNICATIONS WITH IMPACT

Josh Boyter—Immigrant Services Association of Nova Scotia

Presentation Overview

- Communications and Knowledge Mobilization: An Overview

- Developing Strategies: Content, Knowledge and the LEGO approach

- ISANS Annual Report: A Case Study

Illustration: Kelly Sikkema

isans | Immigrant Services
Association of Nova Scotia

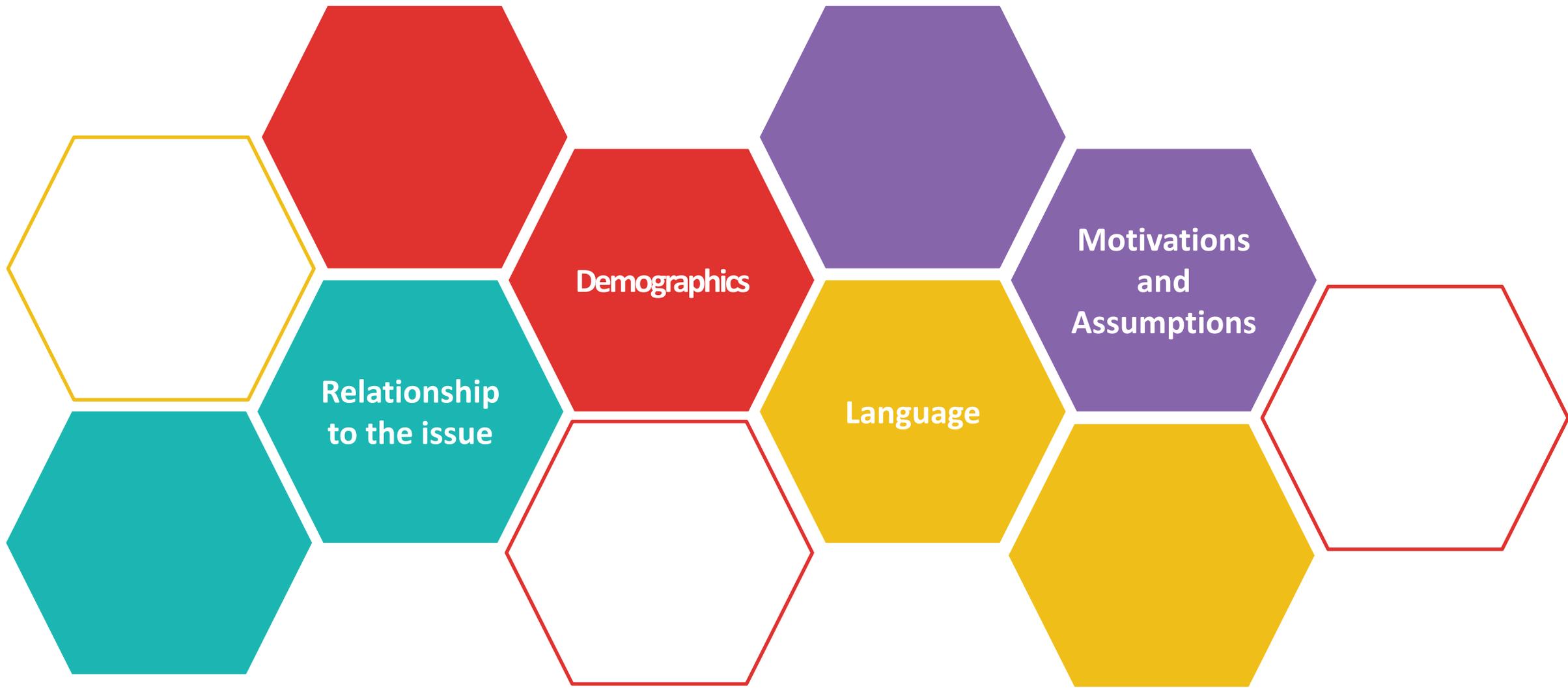# Communicating with Diverse Audiences and Information

As settlement practitioners, we need to communicate with a wide range of stakeholders, who receive and use information very differently.

For example:

- Clients
- Staff
- Partners
- Funders
- Community Members

Illustration: Patricia Koybusingye

isans | Immigrant Services Association of Nova Scotia

Communications: A Simplified Definition

It's about sharing our expertise and experience.

It's about relationships and engagement.

It's about sharing our impact.

isans | Immigrant Services Association of Nova Scotia

Knowledge Mobilization: A Simplified Definition

"**Simply, knowledge mobilization is about putting research and information into *action*.**"

isans | Immigrant Services
Association of Nova Scotia

Communications and Knowledge Mobilization

Knowledge mobilization and communications are distinct but inter-related:

- o Knowledge mobilization *organizes and synthesizes knowledge*

- o Communications is *part of the process of sharing knowledge*— working with media, developing social media posts, blog posts, adapting content, etc.

Photo CC 3.0: Julius Drost

Strategic Communications and Content Design

- Thoughtful understanding of what and how a person receives and uses information.
  - What do they want to know, how will they use it, and share it with others.

- Seek to understand how content fits, is consumed and interacted with via the communications channel used.
  - How is content transformed content accordingly

Photo CC 3.0: Hugo Rocha

isans | Immigrant Services Association of Nova Scotia

Content Framework: Incorporating Knowledge Mobilization

Content design through three questions:

- o What is the information we are sharing?

- o Who do we want to reach with this information?

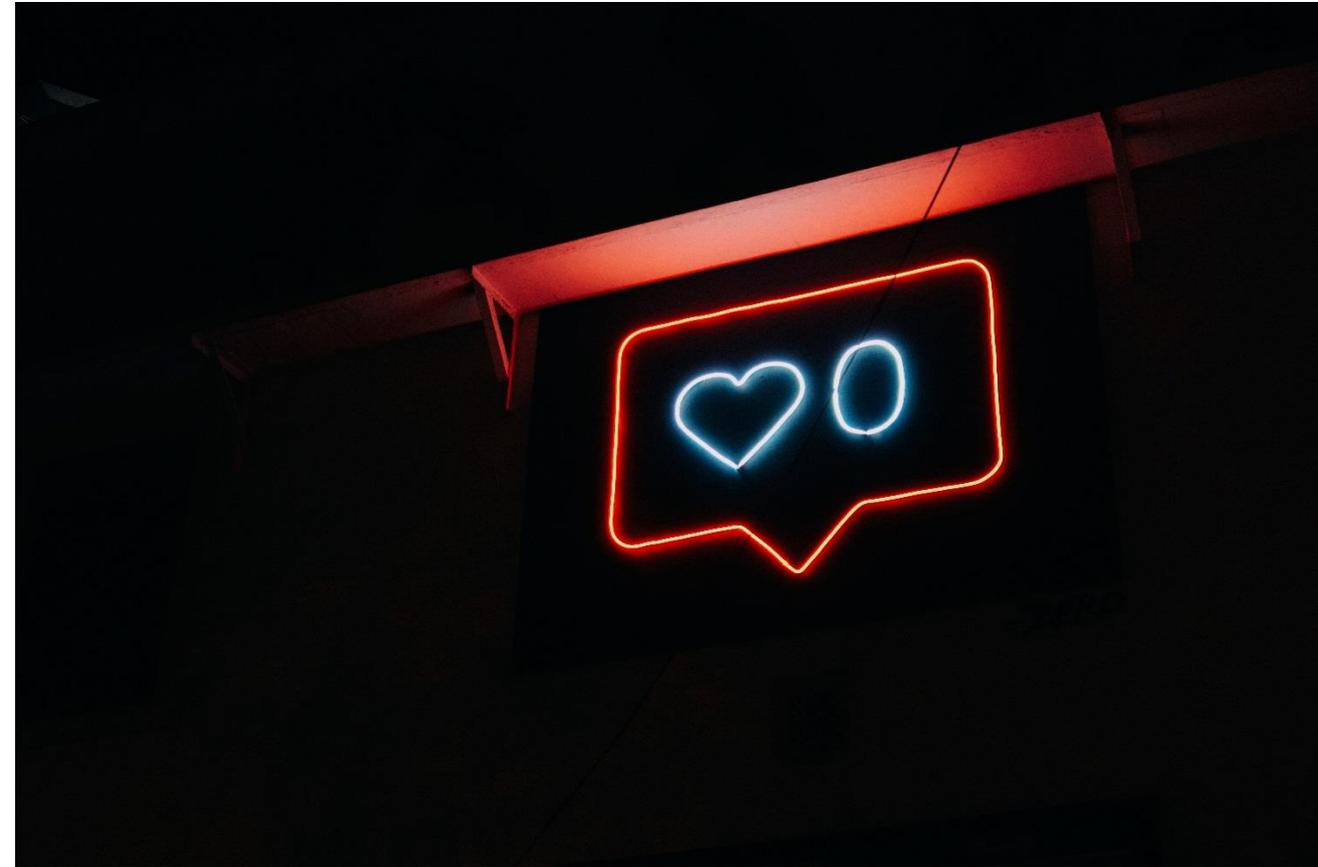- o What action do you want them to do?

Photo CC 3.0: Prateek Katyal

isans | Immigrant Services Association of Nova Scotia

The LEGO Approach

- Enables a modular design approach—creation of distinct but interchangeable content pieces

- Develop consistency in terms of how content and knowledge is organized, developed and disseminated internally with staff and clients, externally with partners, funders, community members

- Create a common frame of reference or knowledge pool for diverse stakeholders

Photo CC 3.0: Rick Mason

isans | Immigrant Services
Association of Nova Scotia

Case Study: ISANS Annual Report

Photo: Riley Smith

Illustration: Patricia Koybusingye

isans | Immigrant Services
Association of Nova Scotia

Considerations: Knowledge Mobilization and Communications

- What is the information being shared, how is it unique, what is the story it is trying to tell?
  - Create a common knowledge base, transform knowledge accordingly— use the LEGO approach
- Know your audience
  - What do they know or not know, their assumptions. How do they like to receive their information and content. Can you provide this for them?
- What *action* do you want your information to perform?
  - Is there a new format or technology that could be used to facilitate this?
  - How will your audience help facilitate this action?

isans | Immigrant Services
Association of Nova Scotia

Questions?

Thanks for your participation!