COMMUNICATIONS WITH IMPACT
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Presentation Overview

- Communications and Knowledge Mobilization: An Overview
- Developing Strategies: Content, Knowledge and the LEGO approach
- ISANS Annual Report: A Case Study
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
Communications: A Simplified Definition

- It’s about sharing our expertise and experience.
- It’s about relationships and engagement.
- It’s about sharing our impact.
Knowledge Mobilization: A Simplified Definition

“Simply, knowledge mobilization is about putting research and information into action.”
Communications and Knowledge Mobilization

Knowledge mobilization and communications are distinct but inter-related:

- Knowledge mobilization *organizes and synthesizes knowledge*
- Communications is *part of the process of sharing knowledge*—working with media, developing social media posts, blog posts, adapting content, etc.
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
Content Framework: Incorporating Knowledge Mobilization

Content design through three questions:

- What is the information we are sharing?
- Who do we want to reach with this information?
- What action do you want them to do?
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

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Case Study: ISANS Annual Report
Considerations: Knowledge Mobilization and Communications

• What is the information being shared, how is it unique, what is the story it is trying to tell?
  o 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?
Questions?

Thanks for your participation!