

Social Impact Communication

By

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DAY-2

27-March 2021

What we will cover

DAY-1 (Impact Evaluation)

- Ice breaker
- Wicked problems and systems thinking
- Social impact evaluation
- Professional considerations

DAY-2 (Public Relations)

- Public relations
- Stakeholder approach
- Campaigns
- Professional considerations

Public Relations



Ice breaker

- What do you think of communications for social impact?
- Can you recall any social impact communication campaign that stood out for you?
- What has public relations got to do with communication?

Public relations

A strategic function that enables organisations/individuals to effectively engage with their stakeholder universe to secure long-term goodwill and partnerships.

Impact communication

A strategic process of establishing touchpoints with stakeholders led by messaging, campaigns and storytelling to create awareness of social impact, influence opinions and move action based on authenticity, *not spin*.

Landscape

- 24*7 news cycle
- Social media
- Hyperconnected youth & citizen journalism
- Cybersecurity
- Employee wellbeing
- Regulatory hurdles
- Activism

Now more than ever, it will be action—not spin—that builds strong reputations

Bonini et al. (2009)

Stakeholder approach



Discussion

- Who are your stakeholders?
- How will you present social impact to your stakeholders?
- Do you think their needs are different?

Stakeholder universe



FUNDERS



EMPLOYEES



MEDIA



GOVERNMENT



CIVIL
SOCIETY



PARTNERS



SCEPTICS



LATERAL
ORGANISATIONS

Stakeholder levers

Stakeholder	Communication Levers
Funders	<ul style="list-style-type: none">• Alignment with vision• Effective funds utilization• Transparency
Employees	<ul style="list-style-type: none">• How organisation is changing lives• Their part in social commitment• Involvement opportunities
Media	<ul style="list-style-type: none">• Impact – quantity and quality• Human interest stories• Innovative approaches
Government	<ul style="list-style-type: none">• Regulatory compliance• Alignment with central & state development priorities• Contribution to SDGs

Stakeholder	Communication Levers
Civil Society	<ul style="list-style-type: none">• Impact in their communities• Engagement with government and partners• Involvement opportunities
Partners	<ul style="list-style-type: none">• How partnerships are leveraged• Transparency in approach and funds• Co-branding
Sceptics	<ul style="list-style-type: none">• Transparency• Uniqueness in model• Impact – quantitative & qualitative
Lateral Organisations	<ul style="list-style-type: none">• Uniqueness in delivery model• Best practices and benchmarks• Macro-collaboration opportunities

Strategy

Create



Engage



Safeguard

Strategy – Create

- Message creation is the starting point
- Adopt an immersive approach touching values, market realities and related objectives to understand the narrative
- Messages must not only inform and promote, but also inspire and motivate
- A good message covers several levels of communication

Strategy – Engage

- Establishing touchpoints with target stakeholders with clearly laid out objectives in mind and well-identified leverage points
- Stakeholders are the target audience
- Direct engagement tactics by understanding of power and influence metrics of stakeholders
- Establish continuity and dialogue, not monologue

Strategy – Safeguard

- Reputational threat can come from anywhere anytime
- Set up listening & monitoring systems
- Need a constant sense of both online and offline sentiments
- Set up cross-functional Crisis Management Team (CMT)
- Set up process for crisis management
- Spokespersons identification and training
- Move from secrecy to openness
- Develop every team member to be a program advocate

Discussion on channels



TRADITIONAL
MEDIA



NEW MEDIA



INDIVIDUAL
INTERACTIONS



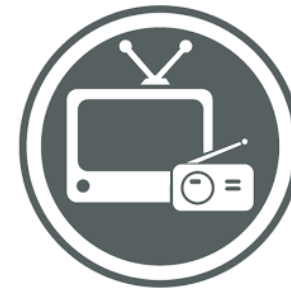
PUBLIC
FORUMS



ENGAGEMENTS



REPORTS



TELEVISION &
RADIO



ASPECT OF
LANGUAGE

Example

Menstrual Hygiene Day 2020

PERIODS DON'T STOP FOR PANDEMICS. NEITHER WILL WE.

**MH DAY 2020 IS
HAPPENING. PERIOD.**



Click the picture

Communication focus

Campaign handled by Kaboom Social Impact

- **Impact Focussed:** Message strongly connected to positive impact on the ground
- **Culturally Relevant:** Creative process to unearth unique, impact-oriented, localised and targeted communication
- **Insights Driven:** Stakeholder at the centre of communication delivery

Professional considerations



Coherence in strategy

- Who you're communicating to
- Objective of the communication
- Communication levers
- Communication mediums
- Frequency of communication
- What indices to present
- Activities and measures to communicate
- What results were achieved
- Outlook for the follow-up period
- Plans and forecasts
- Strategic work alignments
- Compliances

Pondering on sceptics

- Engaging with sceptics provide insights into their scepticism
- Helps crafting powerful counter-arguments and proactively anticipate future criticism
- Successful conversion of sceptics can be powerful allies and advocates
- Engaging proactively allows for choice of time and place of engagement rather than being caught 'on the back foot' in a reactive communications mode
- Never lie – you will be found out
- Don't adopt a defensive, aggressive or argumentative tone
- Be persuasive, objective, evidence-based and passionate
- Respect people's right to their opinions

Challenges

- Lack of adequate understanding
- Lack of adequate capability
- Donors often wanting to see results in an unreasonably short time frame
- Reluctance of evaluation sponsors to fund longitudinal studies
- High cost of impact assessment – inadequate funding, low capacity, little resources, lack of time to undertake assessment of communication activities
- Evaluation is approached in a vertical – as opposed to integrated – manner
- Complexity of social change

Thoughts?



Thank you!

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Flexible Systems Management

Rajneesh Chowdhury

Systems Thinking for Management Consultants

Introducing Holistic Flexibility

 Springer

A significant addition to the literature on 'systems thinking', particularly because the ideas it espouses are grounded on practical project work. They have emerged as a result of reflection upon fifteen years of personal experience undertaking management research and consulting in India and the UK. These engagements have embraced a wide variety of organisations in private industry, public health, professional services, and the charitable sector.

Michael C. Jackson OBE

Past President, International Federation for Systems Research, International Society for Systems Sciences, Professor Emeritus, University of Hull (UK)

The author convincingly argues for the case of 'responsible outcomes' for management interventions that is much needed for corporations, not-for-profits and governments operating in the current day. Insights presented in this book can have far-reaching impact in the areas presented, and beyond.

Zenia Tata

Chief Impact Officer, XPRIZE Foundation (USA)

A comprehensive journey of understanding the relevance of systems thinking for consultants and change makers. Rajneesh's argument on building 'responsible outcomes' for change interventions brings in an onus to systems consultants to work towards solutions that are meaningful and sustainable. This is especially so at a time when we are moving to agile methods of driving change. This book is a significant addition in the literature of management consulting, for students and practitioners of this science.

Gopal N Sarma

Senior Partner, Bain & Company (India)

Published worldwide by Springer in 2019