

# Capacity Building – 1 to 1



Identify

Analyse

Plan

Engage



Government of Tonga

# Tonga Climate Change Policy

A Resilient Tonga by 2035



## ‘A Resilient Tonga’

The key message to  
**communicate**

**TOGETHER**

# Function of the Corporate Communication Team

- Plays critical role in the Department
- Manages internal & external communications
- Builds the Department's image and reputation
- Facilitates how stakeholders relate and belong to the Department
- Connects with the media
- Drives the Department Communication Plan



# Department Teams



## CLIMATE FINANCE

Sustainable Access and management of Climate Change



## POLICY AND PLANNING

Efficient implementation of climate



## VULNERABILITY AND ADAPTATION

Conducted survey and assessment of Vulnerable Areas



## MITIGATION

Mitigation activities and national climate change reports



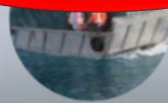
## COMMUNICATION AND INFORMATION

Maintained and regularly updated the Resources and implemented the Climate Change



## NATIONAL OZONE LAYER PROTECTION

Ozone Layer Protected



## OUTER ISLANDS

1. Needs detailed comms strategy planning for each campaign
2. Needs comms team capacity building
3. Needs human resource, equipment and funding
4. Needs proactive leadership & teamwork



Department of Climate Change  
Communication Plan 2018



Learning

There's a **good plan** but it needs a **good team** (with supported capacity) to get **good results**



Based on the Social and Behaviour  
Change Communication Capacity  
Assessment Tool

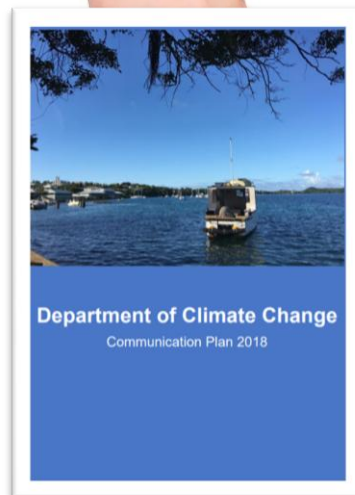
# Recommendation

- Provide communication-related training for the comms officers
- Do regular research or surveys
- Review the Comms Plan and develop a detailed communications strategy

Revise the Comms Plan  
communication objectives and  
align to SMART principles

Use the key elements of effective  
materials and message design

Monitor & evaluate the Comms  
Plan activities





# 1. Communication Campaigns

## 2. Communication Campaign Tools

- a) Creative Brief – including for video production
- b) Campaign Plan
- c) Press Release
- d) Social Media Content Calendar
- e) Evaluation Report

## 3. Discussion

# Communication Campaigns





# campaign *noun*

a series of planned activities that are intended to achieve a particular social, commercial or political aim

*an anti-smoking campaign*

# Communication Plan Components

## Audience



Identify audience for the project including:

- Residents
- Clusters
- Committees
- Working Groups
- Board of Directors
- Internal Staff
- Media
- Other Key Stakeholders

→ WHO?

## Message Type



Determine Messaging type (may vary by audience):

- Letter
- Face-to-Face\*
- Status Report
- Project Update

→ WHAT?

## Delivery Method



Determine appropriate delivery method:

- Meeting\*
- Informal Presentation
- Formal Presentation
- Mail/Email
- RA News
- Reston magazine
- Website

→ HOW?

## Schedule



Determine frequency:

- Daily
- Weekly
- Monthly
- Quarterly
- Milestone
- As-Needed

→ WHEN?

## Message Source



Determine source of message:

- RA Board
- CEO
- Director of Capital Projects
- Project Manager
- Consultant
- Communications Team

→ OWNER?

\*Prioritize opportunities for 2-way communication



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# 5 Communication Campaign Tools

1. Creative Brief
2. Campaign Plan
3. Press Release
4. Social Media  
Content  
Calendar
5. Evaluation  
Report



# Campaign Strategy Framework



- **Goals & Monitoring**  
What are we trying to achieve through our campaign and how will we know when we achieve it?
- **Insight & Targeting**  
Who are we trying to reach and influence?
- **Key campaign messages**  
How are we trying to position our department, products and services?  
Which campaign will engage and convert our audience?
- **Media plan and budget**  
Which media channels will we use to reach and influence our target audience?  
What will be the sequence and integration of media activities?
- **Material production**  
Managing the communication material to support the campaign.
- **Execution**  
What needs to be trialed and reviewed before the campaign is launched and adjusted during the campaign.





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# Creative Brief Structure

- Campaign theme
- Objectives
- Audience
- Messaging
- Materials
- Stakeholders
- Budget
- Timeline
- Distribution



# VIDEO PRODUCTION CREATIVE BRIEF

Campaign Name: \_\_\_\_\_

1. **OVERVIEW** – What is the background of this campaign?

2. **OBJECTIVES** - What will this campaign accomplish?

3. **TARGET AUDIENCE** – Who is the video targeting?

4. **COMPETITION** – Who/what is your campaign competing with?

5. **MESSAGE** - What is the theme and message of your campaign?

6. **TONE** - Paired with the message, explain what your campaign will be like--funny, sincere, scary?

7. **VISUALS** - What will the campaign look like? What types of images or sequences will we see?

8. **SCHEDULING** - Give a brief roadmap of what production will look like and list barriers.

9. **BUDGET** – What is the cost for video production?

10. **DEADLINES**

**PRE-PRODUCTION** – When is the draft script & revised script due? When is budget ready? When is the casting ready?

**PRODUCTION** – When will shooting begin and end?

**POST-PRODUCTION** – When will the first video cut & final cut be ready?

**DISTRIBUTION** – When will be start promoting the final video and for how long?



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# Campaign Plan Structure

1. Campaign Theme
2. Campaign Objectives
3. Campaign Strategy
4. Campaign Framework
5. Campaign Activities
6. Media Channel Activity
7. Campaign Activities Timeline
8. Communication Scripts
9. Communication Material
10. Budget





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# Campaign **Activities**

Activity	
Audience	
Message	
Detail	
Channel	



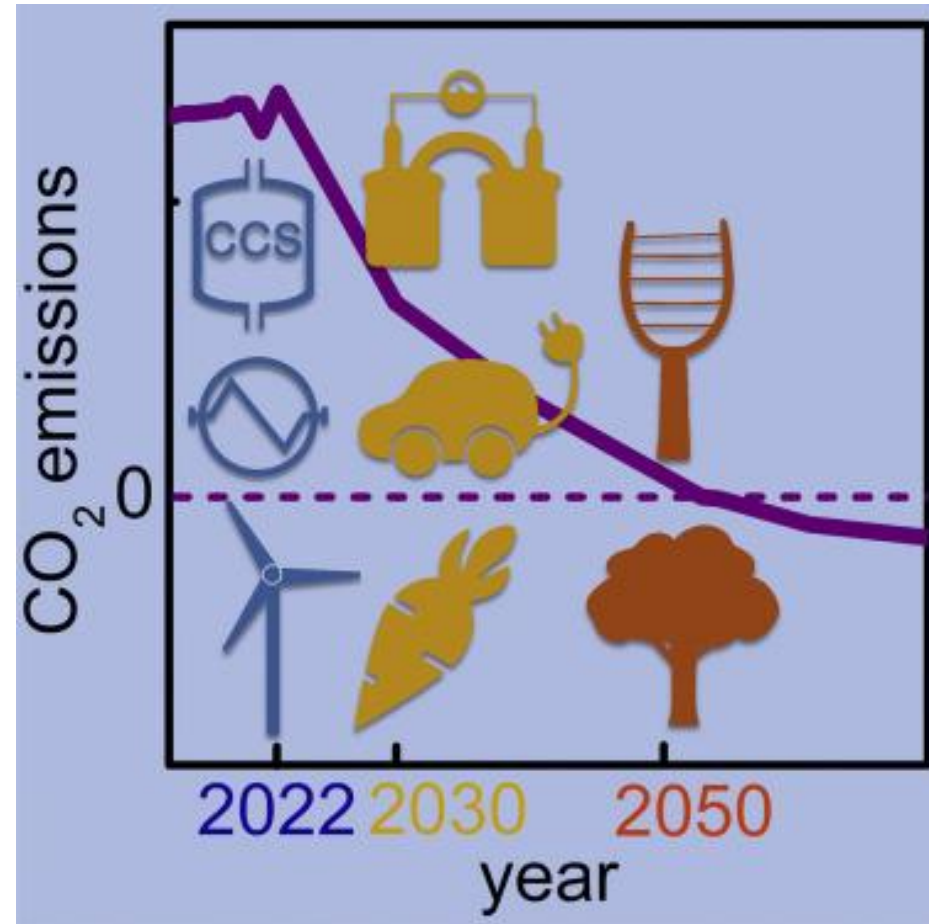
# Media Channel Activities

Channel	Activities
Press	
Print	
Radio	
TV	
Website	
Social Media	
SMS	
Billboard	



# Campaign Activities **Timeline**

Date	Activities
Leading up to campaign launch	
Campaign launch	
After the campaign launch	



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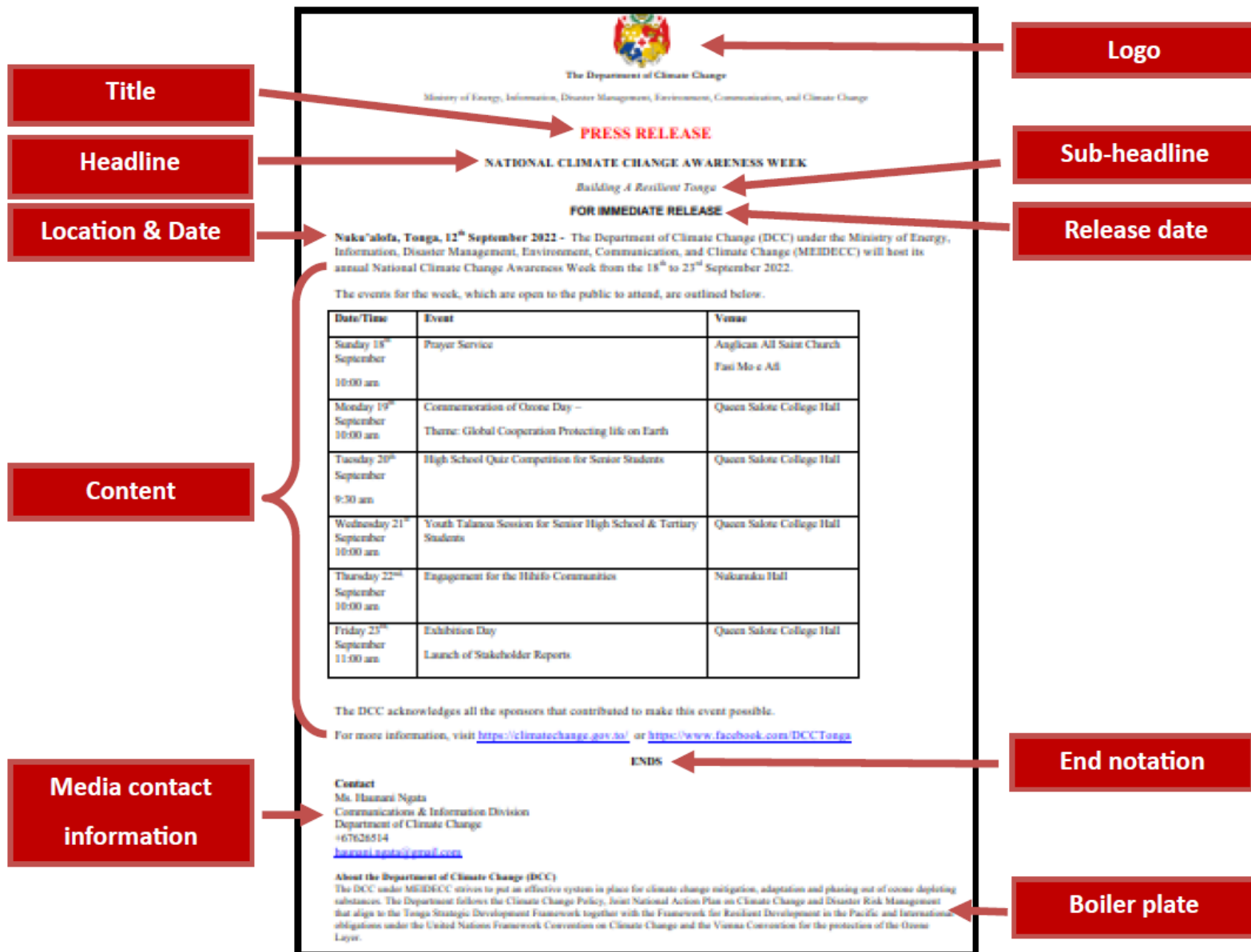
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# Press Release Structure





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# Social Media Content Planner

## Department of Climate Change Social Media Content Planner

2022

CALENDAR YEAR

DECEMBER

CALENDAR MONTH

SUNDAY

FIRST DAY OF WEEK

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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# Social Media Content Planner

## Department of Climate Change Social Media Planner - Weekly

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post website link	Share community content	Post an interesting question	Create an image-based post	Share funny content
Instagram	Preview a climate activity	Introduce a new employee or team member	Share posts from happy stakeholders	Create a brief behind the scenes video tour of the Department with Instagram Reels	Upload photos of a recent Department corporate activity
Twitter	<u>Retweet</u> community content	Compose tweet linking to content from website	Compose tweet linking to community content	Compose tweet linking to content from website with an image	<u>Retweet</u> community content
TikTok	Unveiling one of the Department Division activities	Show a "how-to" for followers	Do a meet the team video	Do a TikTok "Duet" with stakeholders or influencers	Post a funny community dance
All Platforms	Check for and respond to mentions, replies, comments and messages				





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# Campaign **Evaluation** Report

