



# WACSI COMMUNICATIONS STRATEGY

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In a dynamic global space of real time interactions and information sharing, WACSI's new communication strategy seeks to leverage on current trends and be more engaging and responsive to its constituents, building on the strengths of the previous strategy document.

Our new strategy is focused on improving the efficiency of our communications, transforming it to be more in line with the communications practices of the day and industry. The goals and objectives of the strategy seek to define and guide all actors of WACSI to have a common ethos of communicating, building singularity in organizational voice and providing direction on the various tool and methods available to them.

## GOALS AND OBJECTIVES

### 1. **SIMPLIFY** COMMUNICATIONS FOR EASY CONSUMPTION AND

UNDERSTANDING FOR OUR VARIOUS AUDIENCES.

- Provide easily digestible information on WACSI and civil society across West Africa.
- To more succinctly communicate on WACSI's work and message.
- To be more efficient in our communication across all units.

### 2. **IMPACT DRIVEN** COMMUNICATIONS TO TRULY CAPTURE THE EFFICACY OF WACSI AND CIVIL SOCIETY WORK ACROSS THE REGION.

- To clearly communicate the value of WACSI's work to civil society.

- To enable our partners to communicate on the impact of WACSI’s work and its trickledown effect.
- Create engaging content that attract interest and support from various stakeholders.

### 3. TAILORED COMMUNICATIONS TO MEET THE SPECIFIC NEEDS OF OUR VARIOUS PARTNERS AND STAKEHOLDERS ACROSS MULTIPLE PLATFORMS.

- To create audience specific content that enhances their WACSI “experience”.
- To provide platform driven communications for maximum communications impact.
- To make WACSI’s message more accessible to specific and various audiences.

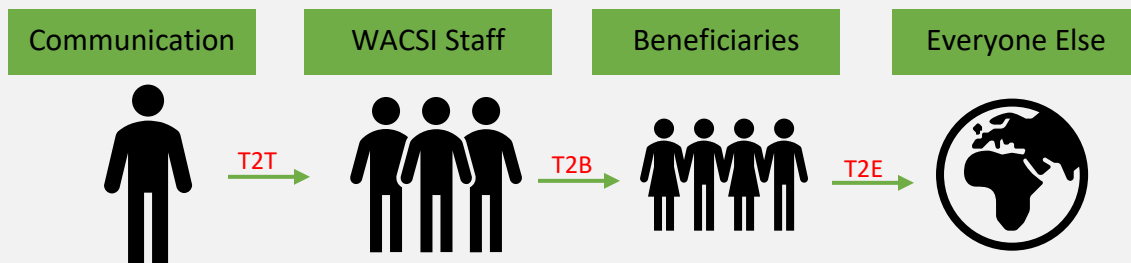
### 4. AMPLIFIED COMMUNICATIONS TO INCREASE WACSI’S VISIBILITY IN GHANA AND ACROSS WEST AFRICA

- To build strong ties with traditional media to facilitate the sharing of WACSI’s story.
- To foster a social media platform that is engaging and “shareable”.
- To provide processes and policies to amplify and standardize the WACSI brand.

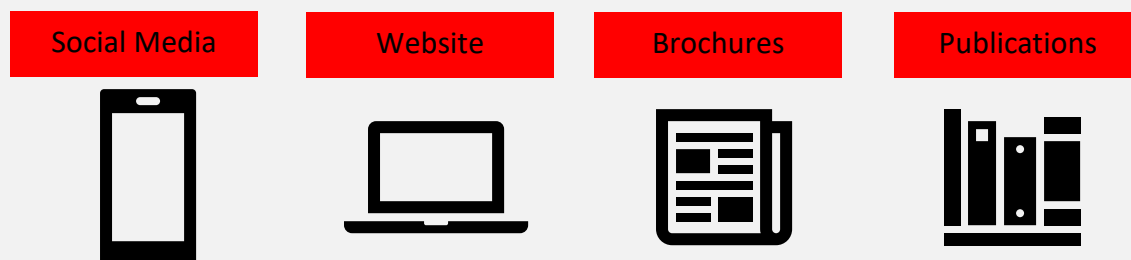
## KEY UNDERTAKINGS

There are several key undertakings to ensure that SIT is integrated across the organization:

1. Training – training staff and eventually beneficiaries on communicating with the SIT principles ensures improved communications output and creates a communications value chain.



2. Strengthen existing communications materials – refresh existing communications materials to make them simpler and more accessible to a greater audience.



3. Development of policies and manuals – provide the different tools and policies to facilitate the institutional shift in communications i.e. social media policy, media engagement policy, internal communication guideline, etc.

