Increasing Your Communication GPA
Starting from SEED
Cultivating nuclear safety for embarking countries

Site and External Events Design services
Do your homework

5w + h = CS
Homework Assignment: Answer these questions

1. Why do you need a communication strategy?
2. What do you want to say (key messages)?
3. Who’s your audience? Who’s doing the communicating?
4. Where do you want to communicate? (online, in person, in print, in the media?)
5. When do you want to communicate?
6. How do you want to communicate? (brochures, fact sheets, web sites, social media, videos, news, workshops, technical meetings?)
Who's your audience?

e + i + p = A

rule of thirds
Understanding the Rule of Thirds
What do you want your audience to do?

Answers the “why are you communicating question?”

- Be aware?
- Help promote?
- Engage others?
- Generate funding?
- Suggest improvements?

Goal: Increase positive interaction and understanding of SEED programme to facilitate successful implementation and avoid negative impacts to programme
GOAL SETTING
S - SPECIFIC
M - MEASURABLE
A - ATTAINABLE
R - RELEVANT
T - TIME-BOUND

“Trust yourself. You know more than you think you do.”

— Benjamin Spock
GPA: Goals

1. Educate Member States on SEED service bundle
2. Prompt newcomer Member States to use SEED Services
3. Promote SEED Online Information tracks (Fundamentals/Advanced Topics)
4. Provide clear, timely and continuous messages to keep SEED services at the forefront of newcomer Member States mind
GPA: Plans

1. Develop key message map for target audiences
2. Create high quality outreach materials (online and in print)
3. Create multi-media promotional videos
4. Get SEED in the news once per month
5. Develop a SEED web presence
6. Collect SEED photos at SEED activities whenever possible
7. Develop a SEED annual calendar of events
GPA: Actions

1. Develop a SEED news webpage—link it to Topics website
2. Attach a web-based SEED events calendar to the SEED news webpage
3. Write SEED story about Bangladesh
4. Enlist ISSC staff to provide content for brochure
5. Video Q & A with MTPI and Sujit
6. Video Turkey new build site
7. Review SEED training class video for clips to use
8. Develop SEED IAEA focus page in advance of January Plenary (pictures, links, video clips)
Social Media
Do's and don'ts
“Social media isn't something that you "do", instead you have to "be" social.”
— Peter Thomson, Tickle: Digital marketing for tech companies

Getting Started

7 Tips for Getting Started with Social Media

- Pick one social media type to start
- Develop a social media time budget
- Clarify your social media goals and objectives
- Outline your approach
- Complete your social medial profiles—consistently.
- Lurk and observe.
- Use a Social Media Dashboard to manage time (HootSuite, TweetDeck or Social Oomph,)

Be careful out there

Disclose
Your presence in social media must be transparent.

Protect
Take extra care to protect both IAEA and yourself.

Use Common Sense
Remember that professional, straightforward and appropriate communication is best.
Key things to remember

1. **Be transparent:**
   - Clearly and conspicuously disclose your relationship with IAEA. Be sure this information is readily apparent to the public and to readers of each of your posts.

2. **Be specific:**
   - Do not make general claims about IAEA, but talk specifically within your area of expertise.

3. **Be yourself:**
   - We encourage you to write in the first person and stick to your area of expertise as it relates to IAEA technology.

4. **Be conscientious:**
   - Keep in mind what you write: as the lines between public and private, personal and professional are blurred.—**once it’s posted, it’s permanent**
Thanks!