

MODULE 2 – Unit 4: How to create an appropriate communication campaign?			
Learning hours: 5 hours			
Learning outcomes		<p>At the end of the workshops, learners should be able to:</p> <ul style="list-style-type: none"> <li>- <i>Create an efficient communication strategy</i></li> <li>- <i>Define the message and the editorial plan</i></li> <li>- <i>Identify good practices of social marketing campaigns</i></li> <li>- <i>Apply principles of social marketing to their community enterprise</i></li> <li>- <i>Apply creative thinking methodologies</i></li> </ul>	
Duration	Material Needed	Activity/Tips to the tutor	Resource
5mn		<p><b>Ice breaker</b></p> <p>This is more a discussion than an ice-breaker. Ask the group: Have you become aware of any insight or viewpoint since the last session when reflecting on community building and engagement?</p> <p>Are there any comments as to how they feel about the training so far?</p> <p>Are there any questions about previous sessions that have come to mind since the last session ended?</p>	
10mn	Paperboard Markers	<p><b>Summary of previous session</b></p> <p>‘Creating a Communications Campaign’ is the last Unit in the second Module. Learners have now a clearer view of how they organise themselves when creating a Community Enterprise. When introducing the topic of the session, ask the participants to state what learning outcomes addressed previously they will use in today’s session. Take notes of the key words emerging from the discussion on the Paperboard.</p>	
60mn	PC Projector Paperboard Markers Paper and pen for participants to take note	<p><b>Define your message</b></p> <p>Watch the following video about effective communication with the group of participants (12:07)</p> <p><a href="https://www.youtube.com/watch?v=2Yw6dFQBkIA&amp;ab_channel=TEDxTalks">https://www.youtube.com/watch?v=2Yw6dFQBkIA&amp;ab_channel=TEDxTalks</a></p>	

		<p>Then, for 10 min, have a discussion with the group. Make sure to ask the following questions:</p> <ul style="list-style-type: none"> <li>- How do you ensure that your audience receives your message?</li> <li>- How do you ensure that your audience understands your message?</li> </ul> <p>For the next 20 min, ask the participants to think about how to formulate their core message. What role is there for finding a motto or a catch phrase? Or constructing a pitch to convince clients and/or customers?</p> <p>To support participants, show them this video about pitching: <a href="https://www.youtube.com/watch?v=XWRtG_PDRik&amp;ab_channel=SAISProgramme">https://www.youtube.com/watch?v=XWRtG_PDRik&amp;ab_channel=SAISProgramme</a></p> <p>Keep 15 min for the participants to present their findings to the group. Ask for feedback from the others.</p>	
30mn	<p>Paperboard Markers PC Projector 1 PC per participant</p>	<p><b>Find an example of a social marketing campaign</b></p> <p>To introduce social marketing, show the participants the following video: <a href="https://www.youtube.com/watch?v=Bx_DnXenbHU&amp;ab_channel=TheMount">https://www.youtube.com/watch?v=Bx_DnXenbHU&amp;ab_channel=TheMount</a></p> <p>Write the 4 Ps on the Paperboard</p> <ul style="list-style-type: none"> <li>- Populus</li> <li>- Partnerships</li> <li>- Policies</li> <li>- Purse strings</li> </ul> <p>Then give 15 min for the participants to find a good practice regarding social marketing on the Internet. Afterwards, they will present their findings to the group.</p>	
25mn	<p>Projector PC</p>	<p><b>What is a communication plan?</b></p> <p>Present the 'Communication Plan' Powerpoint. Go slowly and</p>	<p>PPT "Communication Plan"</p>

	Paper and pen for participants to take notes	allow participants to ask questions at any stage.	
15mn	<i>Coffee break</i>		
50mn	<p>Templates for communication plan (1 per participant)</p> <p>Pen</p> <p>Paperboard and markers</p>	<p><b>Create the communication plan</b></p> <p>Provide the templates displayed here below to the participants. Give them 45 min to create their communication plan. Allow 15 min for the participants to present their plans to their peers and collect feedback by writing key words on the Paperboard.</p>	<p>Template “Communication Plan”</p>
45mn	<p>1 PC for each participant</p> <p>Internet connexion</p>	<p><b>Create a flyer and an initial Instagram post on Canva</b></p> <p>Ask the participants to access <a href="https://www.canva.com/">https://www.canva.com/</a> and to explore the website. Several designs are proposed to the user; participants can choose the one(s) that best fit their idea.</p>	<p>Before launching the creation phase, you can show the participants the following link that provides tips for beginners on Canva: <a href="https://www.canva.com/learn/graphic-design-tips-non-designers/">https://www.canva.com/learn/graphic-design-tips-non-designers/</a></p>
45mn	<p>1 PC for each participant</p> <p>Internet connexion</p>	<p><b>Create the social media accounts</b></p> <p>According to the strategy each participant has identified, allow them 45 min to create their accounts on the key social media platforms appropriate for business marketing. Once the accounts are live, they can post the flyer and Instagram post just created if they feel satisfied with the work they have accomplished.</p>	
15mn	<p>Paperboard</p> <p>Pen</p>	<p><b>Summary and wrapping-up</b></p> <p>Close the workshop by asking the participants if they have any questions. Then ask them the following questions:</p> <ul style="list-style-type: none"> <li>- What was the most useful part of this`Unit?</li> <li>- What was the least useful?</li> <li>- How will you apply the learning to your business idea?</li> </ul>	



**Communication Plan Template**

Audience	Deliverable	Timeline	Description	Channel	Responsible



ComEnter & RC



Erasmus+
