

Comhairle Ceanntair Planning - Six Tools of Communication

We are seeking to implement– the 6 Tools of communications – to communicate with our members.

There is a national plan in place that needs to be implemented, but we need a standardised and coordinated local plan at each level of the party.

This means from Ard Oifig, Directorate level, Cúige level, CC level and Cumann level

You as CC Chairs need to ensure that you use the 6 tools when you need to communicate with the party and to ensure the appropriate people are in place at cumann and CC level to deliver on their end of the strategy

The six tools we are using are:

- Direct Message
- Text Messaging
- Email
- Social Media and Website
- Phone Calls
- Meetings and Briefings

Direct mail is expensive, but effective. Nationally we use this for key events, but there is a need for this locally as well.

Text messaging is less expensive and excellent for delivering short, sharp pieces of information such as reminders for meetings, etc. It is not enough in itself to send a text. It should certainly not be relied upon as the only means of communication with a member

Email is free but we all get so many of them. Our stats show that just over a thirds of the people we send emails to open them. If we have a link, the “click through” rate is approximately 5%. Believe it or not, this is really good by comparison to standards across the board. The industry standard for political emails is 22% open with 2.3% click through rate. There are tips to using correctly, good subject lines, quality content, who it is being sent from. Overuse can lead to less interest, should be used appropriately to get maximum return.

Social media and website – can be hard to measure, but we do plan to record this information in the future. It is a way of getting the message out to our members, but can be a bit scattergun and given it is public, you are restricted what you can put out there. However it is a useful addition to the overall strategy

Phone calls are relatively cheap, but very time consuming. But they are also very effective. When mobilising for an event, this is the most effective tool. People appreciate a call and it is an effective way of two way communication. Organising phone banks, or even divvying out call lists can be an effective way of doing this

Meetings and briefings, both regular meetings and special wider ones several times a year for the wider pool of members can be an effective way of getting the message out and making people feel wanted.

These tools, used correctly and in tandem, can deliver great results.

It can help us retain members and get new ones to join, get existing members to be more active and help deliver more positive results in organisational building and campaigning

We need to work these ideas and techniques into our local area plans