Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Initiatives of the Infrastructure Programme for Ukraine

Project "Strengthening of Ukrainian Communities Hosting Internally Displaced Persons (IDPs)s"

# Note on cycle of trainings on communication

**2019**

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# 1. Background and Usefulness of support

From 2017 the project "Strengthening of Ukrainian Communities Hosting Internally Displaced Persons" started cooperation with the system of secondary free legal aid provision in Zaporizhzhia and Dnipropetrovsk regions. The main prerequisite for the cooperation between the Project and the system of secondary free legal aid provision was inclusion of IDPs as direct target category for serving by the secondary free legal aid centers. In February 2018 the strategic planning workshop was conducted in order to define the main areas of cooperation for 2018-2019. The public relationship and communication was defined as a one of the key areas for cooperation.

Thus the purpose of support was the demand of partners defined on specific session in order to increase the trust of the public in the legal aid centers and their work and to improve the information and communication policy of the free legal aid centers and make it more oriented for the target groups.

# 2. Description of support

The achievement of the above objectives is based on the following elements:

- to increase qualification of legal aid centers' management in principles, policies and innovative approaches of PR and communication with media and public presentation;

- to increase qualification of legal aid centers' subject matter employees (integrators and communicators) in approaches and instruments in mass media communication, public presentation, and social media marketing (SMM)

- to increase the awareness of the public, including IDPs, about availability of the free legal aid services, increase trust of the public in the legal aid centers and their work

- to improve the information and communication policy of the legal aid centers and make it more oriented for the target groups (e.g. youth, single mothers, pensioners, IDPs, etc.)

Thus, it was decided to conduct series of trainings on Public Relations and in case of need strengthen knowledge by mentorship support. Due to change of staff policies, so called 'optimization' only Dnipro regional center was ready to proceed with target-oriented consultancy support.

Below is the scope of work on each of four trainings to be prepared by trainers:

- preparation of training concept, methodology and program

- elaboration of the 2-days training program Usage of different training approaches & methods during the event should be developed/proposed by the trainer.

- preparation of presentation, handout materials for participants

- Assessment of Facebook and Instagram pages of regional centres of FLA in Dnipro and Zapo regions.

- if required, homework for the training participants shall be prepared beforehand

- trainings to be conducted in Ukrainian, report to be delivered in Ukrainian/English language based on the results achieved.

## 2.1   Training on Social Media Marketing

The training covered several issues related to global trends in social networking, gender, average age of users, etc. The participants of the training identified the purpose and means of the corporate pages of the free legal aid system, namely the preparation and disclosure in social networks of information about the free legal aid system (hereinafter - the FLAS). Including, multimedia and explanatory materials for clients and partners of the FLAS. The participants of the training, in the format of group work, identified the main tasks of "presence" of FLAS in social networks. Successful cases (examples of work), law-enforcement activities, consulting, corporate events, announcements of the FLAS events were among the main tasks. After a theoretical course on working on the social network of Instagram, the participants of the training, in the format of group work, developed, posted and presented publications on topics specified by the trainer. Instagram and Facebook posts have been combined with the hashtag #bpdgiz.

The FLAS, as well as some participants of the training, had considerable experience (more than 2 years) of maintaining corporate FLAS pages. During the training several tools of online analysis of corporate pages (on the example of the page of the Coordination Center) were considered, as well as analysis of the corporate pages of two Regional FLA Centers (in Dnipro, Zaporizhzhia and Donetsk oblasts). Dozens of posts from different pages of the FLAS were considered/ analysed, and several tasks were accomplished for writing posts. Particular attention was paid to Facebook activity planning and content plans. The training ended with consideration of "work with the negative" using the example of posts/ comments on the relevant corporate pages of the training participants.

Trainers noted the high level of motivation of the training participants, as well as their professional level in maintaining social media pages and understanding the need for communication with the partners and clients of the FLAS. 95% of the training participants directly maintained the corporate pages of FLAS, and another 5% were newly assigned employees who started to accompany the pages after the training. According to the results of the training, a survey was conducted, which indicated a high demand for the practical aspects and tools for maintaining the corporate pages of FLAS. Trainers also noted the request for such trainings to be extended to the employees of other local centers of the FLAS, since they usually do not have their own corporate pages (Coordination Center policy), but they need to prepare the relevant materials for the corporate pages of the regional centers of the FLA.

Success and value of the training was indirectly evidenced by posts on social networks, which were placed both on corporate and personal pages of the participants of the training.

## 2.2   Training on Technical aspects of media communication and PR

In order to qualitatively conduct the training, trainer held a basic study of the needs and context of participants. To this end, she developed an online questionnaire completed by all prospective participants. The main purpose of the questionnaire was to identify the level of knowledge and request for technical aspects of communication with media, public and key target audiences. The specific training objectives were to increase the level of training of integrators and other center staff in their work with different target audiences, including internally displaced persons, as well as to improve the information and communication policy of the centers to provide free secondary legal aid.

The training methodology was practice-oriented and implemented using case studies and practical examples. All training sessions were conducted in an interactive format, involving all participants in individual, team and group work.

During the training, participants gave own examples of different communication goals. These were goals such as behavioral change, a call to action, a belief that the audience have a true

understanding of communicators and information sharing. A separate training block was devoted to issues such as internal and external communication.

The message that the trainer reported to the attendees was that the visualization as a product distinguishes a clear message. After discussing the messages and channels for transmitting these key messages to the target audience, the participants received and processed information on algorithms for working with media, as well as methods for preparing and distributing press kits to media.

The result of the training was that experts of FLA centers in Dnipropetrovsk, Zaporizhzhia and Donetsk regions called for a clearer understanding of their target audiences, mastering the skills of working with video, identifying specific communication goals in the network. Based on the results of the training, it can be stated that identifying and detailing the specific target audiences the centers work with, as well as producing clear key messages for these beneficiaries, is the main purpose of further work and development of the skills of these participants.

Center staff know what a press announcement and press release are, understand the structure and when and to whom to send them, but the internal content of these documents is generally of rather poor quality. Most center representatives stated that prior to this training, they did not understand the importance of clearly describing their target audiences, identifying their needs and channels of communication, and the content and objectives of key messages, which should be the same across all centers and should be distributed synchronously to specific beneficiaries, not the general public.

## 2.3  Training on Strategic principles, policies and innovative approaches of communication with media

The purpose of the training was to learn how to build long-term confidence in the FLA system, to find new tools for engaging with key target audiences, and to work with the main communication channels.

Participants expressed the need for practical tools to build media engagement and networking.

Training included the subjects of what communication is and why it is needed, basic concepts of the formation of the communication strategy of the organization, defining target audiences, key communication channels and the strategy of further steps in working with target audiences, search for new tools, tools and innovative approaches to public communication; rules of 10 questions to media plan, presentation of groups' projects, actions when one-on-one with media, rules of communication with media; information support, how to use different communication channels: - social networks (their roles, rules for writing and publishing posts), e-mail (must-have components of e-mail, mailing list), how to turn attention to events, problems, etc., blogs / videos / webinars, how to use personal contacts and not be too annoying. Participants have also received a checklists tool on messaging boxes, information products and communication.

The level of communication with the media was average. Most centers interacted with media and public sector representatives on a weekly basis, understood the main tools and mechanisms for working with the media and were able to share practical knowledge at the district level. Potentially, heads of these centers were experts, so their expertise in the field had to be strengthened

Since the day before there was information about a possible reorganization - working on the development of interaction with media was extremely difficult and needed rapid adaptation to the mood of the audience.

It may be concluded that centres needed clear and detailed information on the projects transmitted from the Coordination centre to the field. The information must be systematic and announced in advance. This adds the opportunity to schedule information activities. Centres have

different levels of information activity, which depends directly on ongoing communication and awareness from the Coordination centre.

## 2.4   Training on Public Speaking skills

The purpose of the training was to develop practical skills in public speaking, to consider the algorithm of preparation for work with different types of media and to overcome the fear of public speaking.

Participants expressed a desire to get hands-on practice in public speaking, working with audiences and mastering skills.

The following key topics were covered during the training:

- Public speaking. Its principles and types, such as report, message speech, conversation. Common and distinctive features in different types of performances
- Work with audience attention
- Work with questions
- Algorithm for preparing messages and speeches
- Definitions and features of public communication. The tools and innovative approaches in it
- Tools and format for communication with the public
- Presentation as a form of expression and achievement of results
- Interview types. Interview preparation in 45 minutes
- How to talk about complicated things in simple language
- Public speech checklist

During the training, participants were provided with algorithms for actions for public speaking and practical skills to overcome the fear of public speaking. Each participant had experience in appearances on TV, radio and communication events. However, the audience was diverse, at this training the executives did not have 100% openness, as the audience included subordinates. There was also a lack of systematic public speaking. Several participants openly expressed fear of the camera.

Trainer provided the following recommendations to the group:

- Prepare for any public speeches according to the algorithm proposed during the training. Have a well-established messaging box for each topic.
- Managers to be more active in engaging with the media.
- Plan weekly information activity, as weekly planning of current activities is conducted.
- Give transcripts to other language terms (paralegal, inclusion, billing, etc.) and minimize their use where possible.
- Write down major objections to the non-acceptance of a topic and suggest answers.
- To conduct public speaking trainings with a single-format group. There is a low level of openness and trust in various formats.

# 3. Lessons Learned and recommendations

- Commenting on the level of awareness of the population about the activities of the FLA network and the ways of further dissemination of information about the services available here for the population, the representatives of the centers note that, subject to intensification of the dialogue with the population, the specialists of these centers would literally choke their work. According to them, the flow of clients who come to get services is quite large at the moment. Even though not all of the population has received the services from the FLA network that they could get, the center's experts see better education work, especially with young people and school-age children, to prevent problems.

- On working with teenagers, there is conclusion that professional use of videos on social networks, in particular, on the YouTube network, can be a tool that will inform the younger generation of their rights and responsibilities.

- Among the reasons for the low public awareness of the FLA network services system staff of FLA note there is low level of interest in coverage of this topic by national TV channels, which remain the main source of information dissemination for older people. Due to the lack of direct access to these channels of communication from the representatives of the regional network of BPVD, they establish intensive work with the local media.

- There is need in knowledge of staff whose daily work is connected to legal education in storytelling, creating presentations (scribing), creation and implementation of scripts of work with clients, counteraction to professional burnout, stressfulness both in a team and in work with clients, non-judicial conflict resolution (mediation), team management, time management.

- Identifying and detailing the specific target audiences that the centers work with, as well as producing clear key messages for these beneficiaries is the main purpose of further work and skills development.

- Messages created by Coordination Center should be the same in all centers and should be distributed synchronously, reaching precisely specific beneficiaries and not the general public.

- In order to raise the level of awareness among the population about the services provided by the network of FLA centers the staff of the centers should have the inner conviction that the arrival of citizens to the centers for consultations is a key factor for the further efficient operation of the centers. And this should be addressed to all target audiences. The centers should not just have a team discussion but a written communication policy, based on the target audiences that the centers work with, for example, this year.

- Center's staff should master the skills of message rendering - working with graphics, collages, infographics, videos - as it allows to convey large amounts of information in a concise manner and to attract the attention of the audience. Despite the fact that the centers will receive a lot of graphic information from the capital, at the local level, by communicating information to the population through the media, they can offer media infographics about their work and the situation in the territory, which will attract attention due to local numbers and quality design.