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University of Nottingham: Policy academy programme

Webinar 1: Developing communications strategies

1. Strategy is process, not a document

Well Told Story, 2016

This blog makes the case for strategy as a process, not a document. It argues that good strategies have clear destinations but they always involve a journey.

<http://www.welltoldstory.com/consulting-story-strategy-is-a-process-not-a-document/>

2. How to write a communications strategy

Overseas Development Institute, 2005

Drawing up a communications strategy is an art, not a science and there are lots of different ways of approaching the task. But every strategy should have a few key elements.

<https://www.odi.org/publications/5186-planning-tools-how-write-communications-strategy>

3. Defying gravity: why the 'submarine strategy' drags you down

WonkComms, 2017

A lot of think tanks and research organisations end up using a submarine strategy. They don't do it deliberately. It's just what happens, by default, in the absence of a communications strategy.

<https://wonkcomms.net/2017/08/16/defying-gravity-why-the-submarine-strategy-drags-you-down/>

4. Taking think tank communications to the next level

On Think Tanks, 2013

This series of blogs provides high-level strategic advice and discussion on key research communication issues.

<https://onthinktanks.org/articles/taking-think-tank-communications-to-the-next-level>

5. From comms chaos to calm: my year-long journey

WonkComms, 2016

Setting up communications functions from scratch? Read this.

<https://wonkcomms.net/2016/02/11/from-comms-chaos-to-calm-my-year-long-journey/>

6. Made to stick: why some ideas survive and others die

Brand Genetics, 2014

What makes an idea psychologically sticky? The answer is SUCCESS. This blog provides a great summary of Chap and Dan Heath's book, *Made to Stick*.

<https://brandgenetics.com/made-to-stick-why-some-ideas-survive-and-others-die-speed-summary/>

7. 9 bad things you do (but know you shouldn't) in research communications
From Poverty to Power, 2018

This blog provides some examples of common issues faced when developing and implementing research communications.

<https://oxfamblogs.org/fp2p/9-things-you-do-but-know-you-shouldnt-in-research-communications/>

8. Evidence-informed policy-making toolkit,
International Network for the Availability of Scientific Publications / Overseas Development Institute, 2016

Module 4, 'Communicating evidence' looks at a range of tools and methods for creating a communication strategy.

<https://www.odi.org/publications/10444-evidence-informed-policy-making-toolkit>

9. Communication Strategies for Trade Negotiations

Trade Advocacy Fund, 2014

This toolkit provides useful tips for anyone developing a communications strategy.

http://www.tradeadvocacyfund.com/cawp/wp-content/uploads/dlm_uploads/2014/

10. Using Evidence to influence policy: Oxfam's experience

From Poverty to Power, 2018

This table links audience and evidence types to help you more effectively tailor content to your different audience groups.

<https://oxfamblogs.org/fp2p/using-evidence-to-influence-policy-oxfams-experience/>