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| Nota di contenuto | Intro -- Half Title Page -- Title Page -- Copyright Page -- Dedication Page -- Contents -- About the Author -- Foreword -- Acknowledgement -- 1-Introduction and Overview -- Welcome to the Brave New Paradigm -- An Overview of Relevant Trends -- Four Key Points -- Sustainability is about Both Society and the Environment -- Communicators in Every Sector Need to be Able to Communicate Social and Environmental Issues Effectively -- This Book is a Practical Guide -- Bring your Values and Humanity to Work -- Questions to Consider -- Structure of this Book -- Useful Terms and Definitions -- Corporate Social Responsibility -- "Greenwash" -- "Purposewash" -- "Wokewash" -- Making the Business Case -- 2-Seven Key Principles of Communicating Social and Environmental Issues -- Understand what Sustainability Is - and Isn't -- Why are you Going to Communicate Social and Environmental Issues? -- Understand What You're Communicating -- Identify, then get to know your key stakeholders -- Risk-proof Your Approach -- Conduct a "Pre-mortem" -- Be |

Transparent, Particularly if Things aren't Perfect -- Be Brave -- Look for Ways to Maximize Opportunities -- Be Normal. Use Everyday Language -- In Summary -- 3-Understand Your Context -- The Importance of Communicators -- About this Chapter -- Questions for Consideration -- On Internal Stakeholders -- Mapping Internal Stakeholders -- Understand your Organization's Culture -- Do the Bare Minimum -- Break the Law -- Wait and See -- "Show and Tell" -- Principles Before Pay -- Think Ahead -- Your Role as a Communicator in Your Specific Context -- In Summary -- 4-Practical Approaches to Understand Your Stakeholder Ecosystem -- Why a Stakeholder Focus is Fundamental -- Chapter Overview -- Stakeholders 101 -- What are Stakeholders? -- Stakeholders and "Publics" -- Your Relationship to Stakeholders as a Communicator.

Stakeholder Mapping -- Stakeholder Mapping 1, 2, 3 -- Get to Know Your Stakeholders -- Nine Steps to Create a Pen Portrait -- A Brief Word on Audience Testing -- Pen Portrait Categories -- Sample Pen Portrait -- In Summary -- 5-Principles of Effective Stakeholder Engagement -- Chapter Overview -- Making the Case for Stakeholder Engagement Versus Communications -- Key Definitions -- Principles of Effective Stakeholder Engagement -- Consulting Stakeholders -- The Case for Consultation -- Step-by-Step: Consulting Stakeholders -- Planning -- How to Design and Undertake Surveys -- Consult -- Analyze and Integrate Feedback -- What Next? -- Consultation Method Case Studies -- In Summary -- 6-The Value of Allies, Advocates and Partners -- The Case for Working with Allies, Advocates and Partners -- Chapter Overview -- Defining Allies, Advocates and Partners -- Case Studies -- Partners: Sky Ocean Rescue - A Masterclass in Effective Partnerships and Impact -- In Summary -- 7-Creating an Effective Communications Plan -- chapter Overview -- The Framework -- Step 1: Create Your Strategy -- What's the Business Case? -- Create your Working (and Accurate) Definition of Sustainability -- Clarify your Aims, Objectives and Ideal Outcomes -- Clarify What You're Communicating -- Understand and Map your Internal Context -- Map and Get to Know (Really Know) your Key Stakeholders -- Decide if Engagement or Communications will Best Achieve your Aims -- Ask "Will Consulting Stakeholders Enhance the Process and/or Impact of this Project?" -- Step 2: Create your Plan -- Ask yourself the Following "Food for Thought" Questions -- Determine which Tactics and Channels will Reach your Stakeholders -- Consider How You'll Measure the Effectiveness of Your Approach -- Top Tips for Measurement -- Develop your Messaging -- On Outputs Versus Outcomes. Test Everything-Messages, Tactics and Channels, Assumptions -- Consider the Added Value of Allies, Advocates and Partnerships -- Step 3: Risk-Proof your Approach -- Step 4: Go Forth and Deliver -- In Summary -- Appendix 1-Further Resources -- A.1. General Resources on Communicating Social and Environmental Issues -- A.2. Building the Business Case -- A.3. Evaluation and Measurement -- A.4. Reader Enquiries -- Appendix 2-Tactical Planning Worksheet -- References -- Index.

Sommario/riassunto

As awareness of social and environmental issues becomes more central to business and reputational success, communications and marketing professionals need to be able to make the most of opportunities to communicate effectively about these issues. This is the definitive guide to planning and delivering great communications on complex social and environmental issues. Outlining the steps needed to plan, risk-proof and execute effective communications strategies, the book provides a clear framework to help leaders, communications managers and marketing practitioners build the knowledge and skills needed to

spot risks and opportunities around complex issues, such as climate change and ethical supply chains. Including real-world case studies, practical exercises and further reading, each chapter offers a beginning-to-end framework: from making the business case and mapping stakeholders, to messaging, framing relevant tactics, and then risk-assessing the plan. Whether a local authority, brand, educational institution or senior leader, this guide will equip you with all the necessary skills to make your communications effective.
