



## PAGE Communication Strategy

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<p><b>Approved by:</b></p>   <p><b>Board of Trustees</b></p>	
<p><b>Responsibility:</b></p>	<ol style="list-style-type: none"> <li>1. Board of Trustees</li> <li>2. HR &amp; Operations Coordinator</li> <li>3. All Team Leads</li> </ol>
<p><b>Applicable to:</b></p>	<p style="text-align: center;">All Employees of the Company</p>
<p><b>Effective from:</b></p>	<p style="text-align: center;"><b>July 1, 2020</b></p>
<p><b>Revision Date:</b></p>	<p style="text-align: center;"><b>June 30, 2020</b></p>

### 1. Positioning Statement

Pakistan Alliance for Girls Education has a broad experience of implementing large magnitude projects at national level with governmental and non-governmental organizations. Our strong commitment of creating synergy through partnerships, our dedicated human network, strong bond with all provincial governments and above all our holistic approach in advocating developmental causes make us unique. Also, PAGE after thorough on ground analysis have created innovative and inclusive communication strategy keeping in mind attitude

of all the stakeholders. So, effectively we can advocate right to education of every child through communication strategies.

## **2. Statement of Purpose/Goal**

PAGE purpose of developing comprehensive communication strategy is to achieve projects strategic goals of on ground social mobilization, co-funding and overcome barriers to the primary education judiciously and effectively. We believe our communication plan will be indomitable force in the success of our project and in creation of long term bond with external and internal stakeholders. Main aims of our communication strategy are given below: -

- **Social Mobilization:** To raise the awareness and ensure community participation for enrolment and retention of OOSC.
- **Co-funding:** To engage with the donors, stakeholders to maximize financial support for the project & mobilize donors, stakeholders to contribute to project objectives
- **Policy:** To identify the barriers to education and overcome those challenges through a collaborative approach.

Some of the main goals of our communication plan are given below: -

- Utilize a variety of media (digital, social and mass media) to reach and communicate with a wide audience to support PAGE and Aim High project mission, vision and aims to ensure public awareness of project accomplishments locally and internationally.
- Ensure that emergency communication with the internal stakeholders is timely, accurate and reasoned.
- Reinforce the importance of reporting timeliness, accuracy, and etiquette among all constituencies of PAGE.
- Ensure that the enrolment process, procedures & communication with prospective stakeholders is proactive, timely and informative.
- Celebrate PAGE projects events, activities and accomplishments with all the relevant stakeholders.

## **3. Communication Objective:**

PAGE is committed to clear, meaningful and timely communications. It values the relationships between its stakeholders and believes that these relationships are stronger when built on a solid foundation of effective communication

## **4. Communications Rubric**

PAGE will communicate in a wide variety of ways. Communication will be either pushed (interpersonal communication) to a targeted region or pulled (Digital Media). It will be in response to a communication received or it can be initiated in hopes of eliciting an action. It will be also used simply to convey information. Before determining our communication plan we tried to answer following questions: -

#### **4.1. WHY & WHAT IS THE APPROPRIATE MESSAGE?**

- Is it in response to communication received?
- Why does the stakeholder need the information?
- Does qualitative or quantitative data provide direction for message?
- What fact(s) is the message based on?
- What action do you anticipate?
- What change in behaviour do you anticipate?

#### **4.2. WHO NEEDS TO KNOW?**

- Project Partners
- Team of PAGE
- PAGE Ambassadors
- Parents
- Faculty
- Staff
- Principals
- Administrators
- Media
- National and International Development Organizations
- Embassies
- Private and Public Corporations
- Government Offices
- Embassies
- United Nations
- General Public

#### **4.3. HOW EFFECTIVE WAS THE COMMUNICATION?**

Formal and informal evaluation of communication can be seen in the following:

- Enrolment
- Personal feedback
- Written feedback
- Surveys
- Consultations

### **5. Key Communication Strategies**

We will use basically two level intervention strategy namely state level and community based strategy

#### **5.1. State Level**

- The interventions at the State level include airing TV and radio spots etc., celebration of international days related to education, implementing mass campaigns ranging from 3-4 months to 1 week
- Initiating use of alternate media such as cell phones using SMS campaigns and contests. Political & Media
- Advocacy and use of outdoor media such as bus and auto rickshaw panels, hoardings etc. are also recommended.
- Also, a dedicated WhatsApp group with universal number for the outreach is recommended, on that group individuals can give the information about OOSC.

## 5.2. Website

PAGE has developed a dedicated website for the project <http://page.org.pk> the purpose of this website is to share updates regarding the project. This website will help to advocate Out-Of-School Children issues and other programs such as Aim High, Star Schools and PAGE Ambassadors campaign and will also support in resource mobilisation and branding of the projects. Also we will be able to share project success stories on website.

- **Print & Electronic Media-**

PAGE has developed complete database of key individuals of print and electronic media and developed SOP's to contact the media persons, PAGE believes through collaborative approach of reaching the key media leaders we can penetrate our cause to the masses. PAGE will use 'word of mouth' and buzz marketing strategy to reach the masses.

## 5.3. Community Based-

Behavioural Change Communication Interventions at community level include group meetings, community notice boards, use of short films and theatre. Raising a common voice for primary education, in partnership with Pakistan's many stakeholders is essential for effective mobilization of leaders from all walks of life. With a shared vision, we can make primary education everyone's business and strive for an educated progressive and sustainable Pakistan.

## 6. Techniques to engage masses:

- **Celebrity Marketing:** - PAGE will try to engage media persons, social activists, show-biz personalities and sports personalities etc so they can become our cause champions, this tactic would be used to get mass penetration among the general public.
- **Regular district and divisional level advocacy-** seminars focused on importance of primary education, involving community level activities, such as schoolyard drama, art and quiz competitions will be arranged. Local level female leadership like female councillors will be motivated to organize these events.

- **Press Club Partnerships:** PAGE team will give national and local press clubs innovative multimedia presentations, the purpose of these presentations would be to effectively communicate mission of the project and built partnerships with the press clubs.
- **Local Media Partnership-** Acknowledging the media's power for telling important stories, generating buzz, building momentum and unifying voices, stakeholders are increasingly coming together to better harness the credibility and reach of journalists. This experience is proving that journalists can become primary education champions, for that purpose we will arrange 'best partner education award' for local media correspondents, the purpose of this award ceremony would be to acknowledge any journalist who have done any media story related to education in Pakistan should be acknowledged.
- **Orientation and trainings-** Girls and boys scout associations would be contacted on local level and orientation of our program would be given to girls and boys scouts, so they can become champion of our cause. A volunteer who would be able to do most enrollments would be awarded with cause champion certificates and also nominal amount would be given to him/her.
- **Religious advocacy-** On Eid and Ramadan sermons local prayer Imams would be motivated to deliver lectures on importance of education in Islam.

## 7. Guidelines for Social Media

PAGE will ensure to post fresh content consistently and engage in open, active conversation with its network. We will make sure online presence goes beyond addressing gloomy attention.

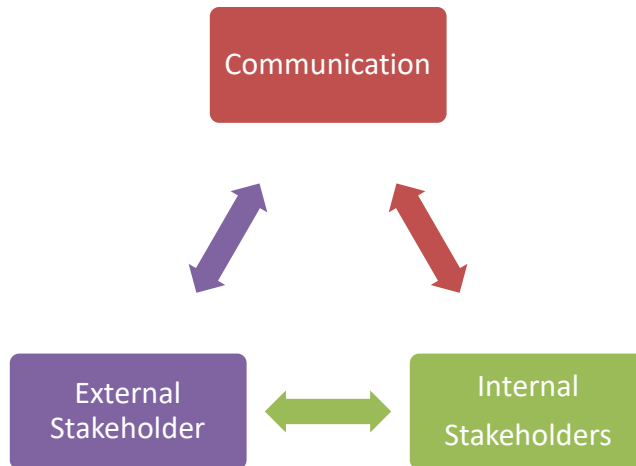
- Before launching our integrated social media strategy, we would love to listen to our audience to see what type of content they want to hear from us in reference to education. This will make our contributions more interesting to them.
- Rather than investing large amounts of money into a highly professional social media presence, we will work to incorporate it smoothly into our networks such as Page Ambassadors who are dedicated towards promoting girls' education and raising funds to meet the cost of an out of school child to get back to school.
- Using an honest voice is crucial to establishing trust with your audience. Transparency and openness are our core traits in developing our social media strategy.

We would be using following tools for our Social media campaigns: -

- **Twitter-** PAGE with the support of group of volunteers will try making twitter trends during the events.
- **Blogging-** Blogger, Tumblr and Weebly would be used to post the emotional stories to advocate primary education issues in Pakistan.
- **Google Plus:** - This tool will be used for sharing blogs among the general public.

- **Facebook:** - One of the key tools of our social media strategy will be Facebook, PAGE will use Facebook live as a major component in promoting our events and also paid Facebook posts will be used to increase the outreach.
- **YouTube:** - Short documentaries would be uploaded about the project.

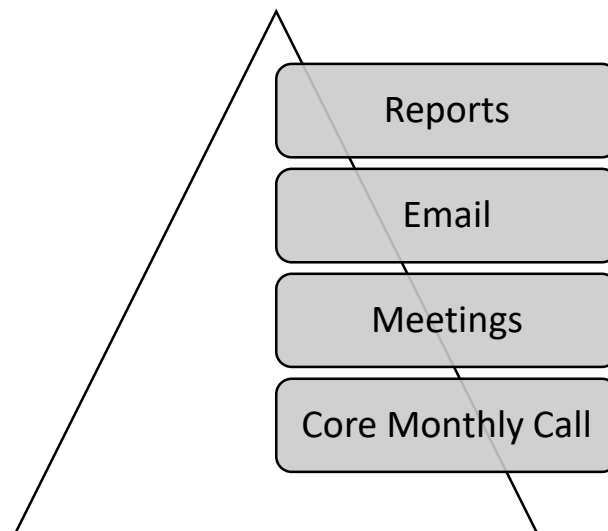
### Communication Protocols



Communication to Internal Stakeholders: -

#### Internal Stakeholders Communication Tools: -

Given below are the major communication tools which would be used by the PAGE team for reporting of the information to the internal stakeholders.



**Meetings:**

Program coordination Meeting:

- Schedule: Monthly
- Quarterly: Steering Committee Meeting
- Regional/Provincial + National