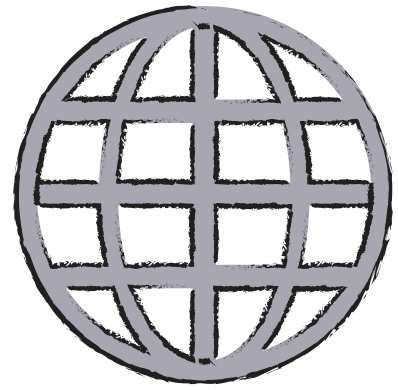


MULTICULTURAL STAKEHOLDER ENGAGEMENT

Multicultural community organisations are communicating their message in an interactive and immediate age. Here are some tips on how to be successful communicators in a virtual world.



STRATEGIES & TOOLS

- Implement a communications strategy
- Maintain regular, relevant & consistent communications on multiple platforms (social media, newspaper, TV, newsletter, radio)
- Implement a style guide
- Implement an annual calendar of events
- Delegate duties and allocate resources to support success
- Schedule internal & external stakeholder survey & consultations on an annual basis

MARKETING & PROMOTIONS

- Use inviting and friendly language
- Always use appealing imagery
- Ensure promotion starts at least four weeks prior to an event
- Follow your organisation's style guide to strengthen your brand (use your logo colours, consistent font type & size)
- Promote on multiple platforms simultaneously (social media, newspaper, TV, newsletter, radio)

YOUR TARGET AUDIENCE

- Acknowledge & celebrate significant cultural events relevant to your target audience
- Use your grassroots presence to make real human connections through storytelling
- Know your niche audience and community demographics
- Profile members of your community with a photo and short story (all stakeholders)
- Provide information, news and chat on topics of interest to your target audience
- Maintain connections & networks
- Nurture shared interests & values

WHAT'S IN IT FOR YOU?

- Recognition as expert in your field/community
- Positive public brand exercise
- Promotion of your organisation; opportunities, events, sales, achievements, milestones
- Stakeholder relationship development
- Encourage participation & interaction

CHALLENGES

- Balancing communications frequency
- Maintaining strict brand guidelines
- Consistency & being concise in communications



TRADITIONAL MEDIA ENGAGEMENT

Multicultural community organisations are a unique voice that represents the true diversity of Australian society. The media landscape is available to share communities' real life stories, add commentary on real life issues of concern and the promotion of community events.

Each type of media has a commercial and community sector. Commercial media exists to represent the mainstream & sell advertising whereas, community media exists to deliver unbiased content & represent minority voices within our diverse communities.



PRINT

- Use everyday language to ensure maximum reach
- Simplify things to encourage people to ask more questions
- Know your niche audience and community demographics
- Use personal experience to engage on an intimate level
- Be authentic, connect with people & communities with shared experiences and values
- Write directly to the outlets; Letters to the Editor, Articles (factual, commentary) and participate in online forums on topics that concern your community



WORKING WITH JOURNALISTS

- Give context to the issue using your in-depth knowledge
- Always be aware of the angle of the story
- Form a positive relationship with the press
- Arm yourself with the information you need to answer media questions



SCREEN

- Be confident or 'fake till you make it'
- Smile, it makes you look friendly and inviting
- Dress appropriately
- Be clean & well-groomed
- Consider wearing a branded apparel and/or your brand colours

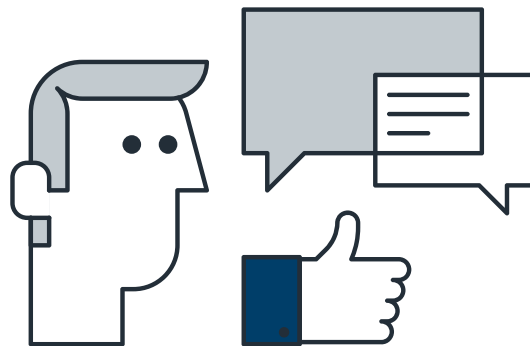


RADIO

- Smile when on-air, it will remove any chance of monotone in your voice and colour it with light & shade tones
- Use your body language to encourage emphasis
- Do not wear noisy clothing and/or jewellery
- Always be prepared before the day of your broadcast
- Let the conversation flow naturally (interviews, co-hosting, solo presenting)
- Have dot points to guide your on-air conversation & trust that you are prepared
- Be confident and if you are not, fake it!
- Listen closely to the other people on-air with you
- Establish good rapport
- Be authentic, natural

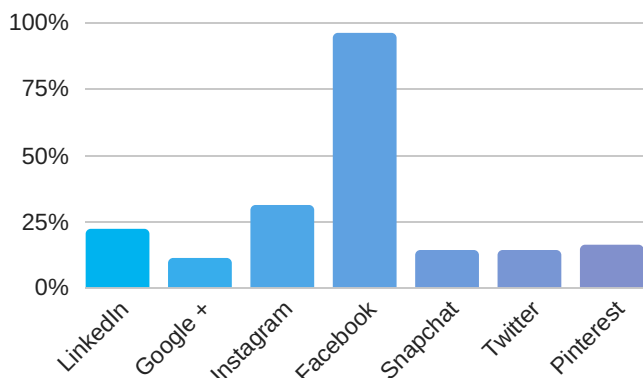
DIGITAL MEDIA ENGAGEMENT

Digital media is a great way to connect with people in an immediate way. The world of digital engagement is local and global, providing your community organisation with access to a wider audience. Online platforms have the potential to expand your reach, grow your membership and improve your public profile.



This data is based on the Australian Sensis Social Media Report 2016. Base: Users of social media (544) Question: Which of these social networking sites do you use? Notes: Multiple responses allowed. Rounding occurred

VICTORIANS USAGE



BEST TIMES TO POST

- Facebook - Wednesdays at 3:00pm
- Twitter - Monday to Friday 8am & 1pm-3pm
- Twitter & Facebook go quiet on Fridays & increases again from Sunday

RECOMMENDED FREQUENCY

- Facebook - twice a day as a minimum
- Twitter - every 8 hours with a minimum of 4 including re-tweets



CONTENT CREATION

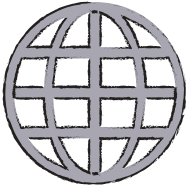
- Social media is all about authenticity and connecting with people & communities who share values, cultures, interests, causes & beliefs
- Know your target audience: their demographics, values & interests
- Demonstrate competent use of each digital platform
- Tap into the young talent within your organisation, they are familiar with social media
- Use historical archives & highlight the people within the organisation (founders, supporter, staff, volunteers): photos, videos, profile stories, interviews
- Be casual, creative and experiment with presenting your message & interests with a variety of types of content

DEMOGRAPHIC APPEAL

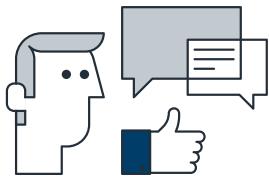


MULTICULTURAL STAKEHOLDER & MEDIA ENGAGEMENT

WORKSHEET



WHAT ARE YOUR ORGANISATION'S COMMUNICATION NEEDS?



WHAT PREPARATIONS DO YOU NEED TO MAINTAIN
SUCCESSFUL STAKEHOLDER & MEDIA ENGAGEMENT?



WHAT TOOLS DO YOU HAVE TO SUPPORT STAKEHOLDER &
MEDIA ENGAGEMENT?