

# FAMENET - InformEU Capacity building

Efficient communication

27.10.2022

# AGENDA

- Introduction by DG MARE
- Introduction to the topic & Objectives of the session
- The 3 efficiency themes: Time, resources and effort
- The role of planning and how to approach it
- Tools for efficient communication
- Q&A / Sharing of experience
- Conclusions

# Objectives of the session

- Establish where you fall in the balance triangle of Time, Resources & Effort
- Present or refresh your memory on tools and techniques for efficient communication, to add to your existing toolbox
- Provide opportunities for you to share and learn from each other

# Today's themes

- Time
- Resources
- Effort

# Time

- Creating content, doing communication, takes time
- At the beginning it will take more time, and when setting up some of the techniques or tools we discuss today, that will also take more time
- In the long term our goal is to save you time with what we cover here today

# Resources

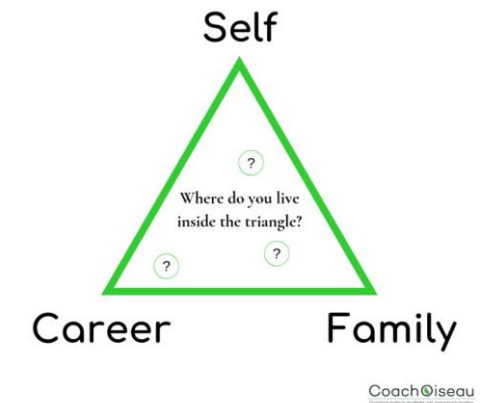
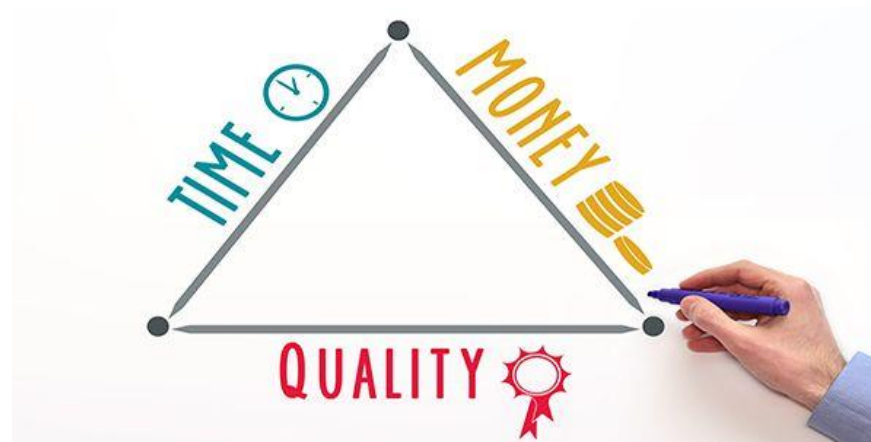
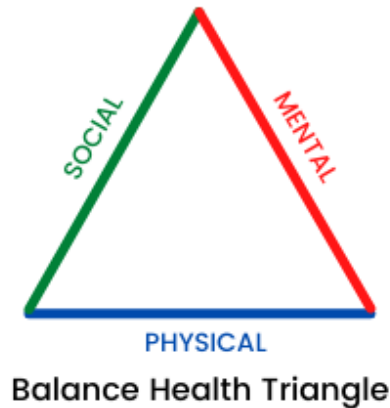
- You do not always have resources, i.e. other people to help you with the work, perhaps you work alone or in a small team
- You may not have funding to invest in particular tools
- Resources can be used to cover budget, tools, manpower etc.

# Effort

- Closely related to time, and resources, but considered slightly differently for this context
- By effort we mean how much effort needs to go into each piece of content or communication activity
- Can be linked to skillsets, do you have the skillset to save time on effort, or is a task more effort intensive because you are building the skillset
- For example, posting a tweet with a photo may be less effort intensive than creating a visual for your post or creating a video

# Balance triangles

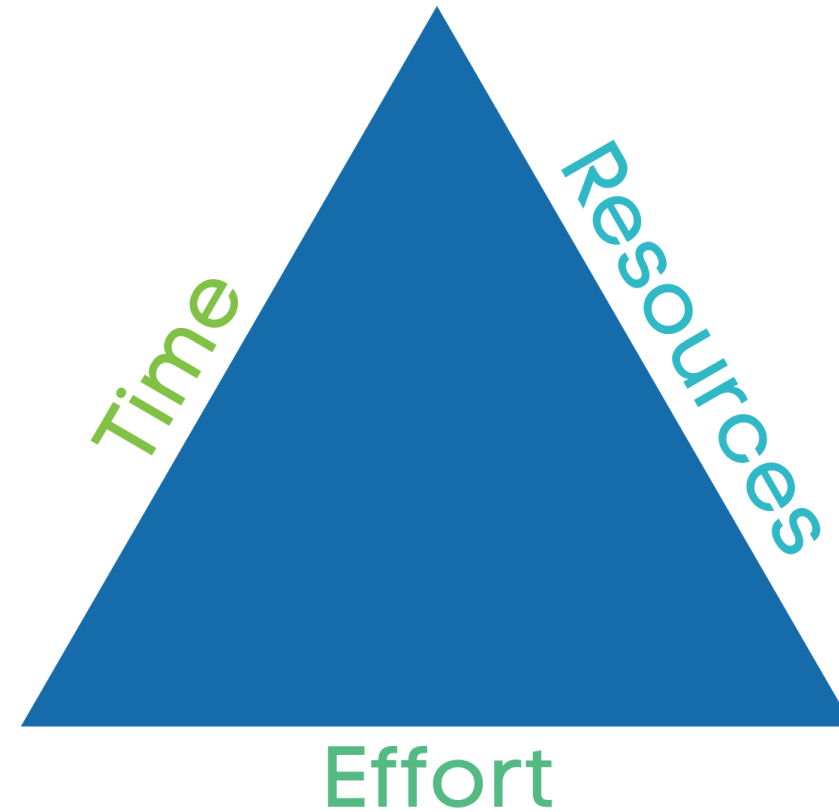
- Use the concept of 3 key factors that when added together come to 100%
- Can be applied to various things, and the factors can be substituted in and out as necessary





# Today's balance triangle

## Efficient communication



# Different scenarios

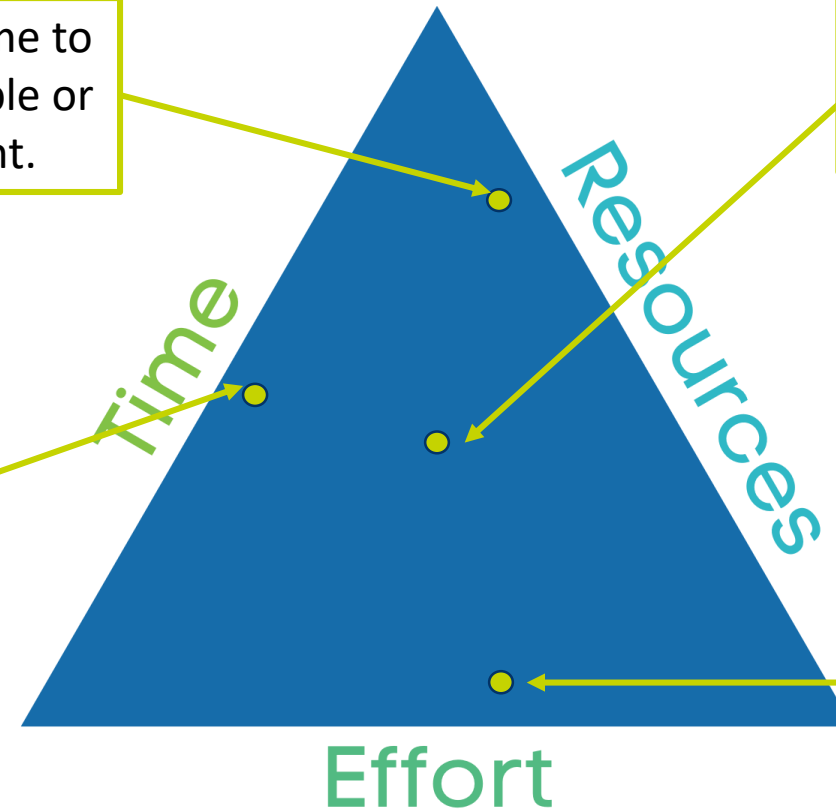
## Efficient communication

Not a lot of resources, but have some time to dedicate. Either have the skillsets available or the willingness to do effort-heavy content.

Perfectly balanced, right in the middle, equal amount of resources, time and effort for communication

Have the resources available, willing and able to commit to high effort actions and activities (skillsets are available / easily accessible), low on time

Have time, have resources but do not have the skillsets or willingness to create effort-heavy communication



# Where are you?



# The role of planning & how to approach it

- Benefits of planning
- Why, what and how?
- Content types and channels
- Communication planners

# Benefits of planning

- **Implements your communications plan** – design your message and distribute it to your intended audience.
- **Building consistency** with your audience.
- **Spotting gaps/issues** – are you posting a lot on certain themes, certain types of content, etc.
- **Staying on track** and evaluate your communication efforts and adjust your plan accordingly.

# Why plan?

- A plan will **make it possible to target your communication accurately**. It gives you a structure to determine whom you need to reach and how.
- A plan can be long-term, **helping you map out how to raise your profile** and refine your relationship with your audience over time.
- A plan will **make your communication efforts more efficient, effective, and lasting**.
- A plan **makes everything easier**. If you spend some time planning at the beginning of an effort, you can save a great deal of time later, because you know what you should be doing at any point in the process (consider your balance triangle. 😊).

# What to plan?

- What content are you going to use?
- What channels are you going to use?
- **Categorize your content to make planning easier**
  - For example, FAMENET's content categories include...

# What to plan?

- What content are you going to use?
- What channels are you going to use?
- Categorize your content to make planning easier
  - For example, FAMENET's content categories include...

**Stories**

**Call to actions**

**Sharing experiences**

**Trainings**

**Tools and products**

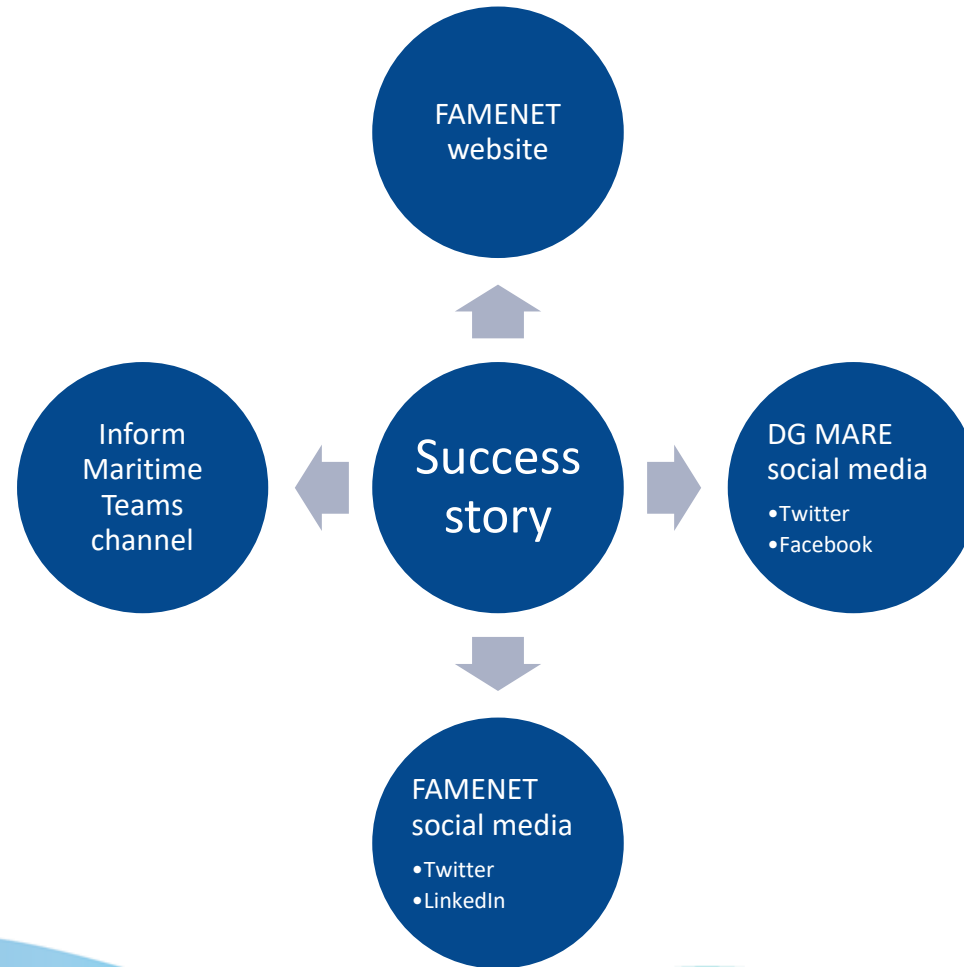
**Ad-hoc / other**



# Are these categories relevant to you?

 **Mentimeter**

# Multi-purpose communication



# Multi-purpose communication

## FAMENET stories

FAMENET communicates the successes of the EMFF and EMFAF, through the collection of good practices and stories, to a wide range of audiences.

### Filter by

Keywords

Subject

Country

Search Clear filters

### FAMENET stories (7)

RSS

Showing results 1 to 7



NEWS ARTICLE | 6 OCTOBER 2022

#### From the older to the younger ones: building a new generation of fishers with the EU help

The trade of the fishers is many things: It is challenging yet fascinating, it can be exhausting yet it is rich of rewards, too. But it is not a trade that can be usually learnt in schools: in fact, most of the transmission of skills and competences in the trade come from older fishers teaching



NEWS ARTICLE | 29 SEPTEMBER 2022

#### Smooth sailing with autonomous survey vessels

Vessel-based surveys are important in assessing and managing fishery stocks. However, vessel surveys are usually a very time-consuming, expensive affair. Moreover, working conditions at sea can be very rough, and for safety reasons even a small vessel needs a crew of at least two.



NEWS ARTICLE | 29 SEPTEMBER 2022

#### Surfing the wave – of marine litter

Plastic pollution in our ocean has devastating consequences for biodiversity, fisheries, tourism and coastal communities. EU has taken many steps to address this problem, either by direct legislative initiatives, by awareness-raising campaigns (such as the ongoing #EUBeachCleanup).

EU Maritime & Fish @EU\_MARE

Surfing the wave 🌊  
The EU-funded project STRANDET is turning the tide of #marinelitter on the beaches in north-west Jutland, Denmark 🇩🇰.

Find out how 📖  
[oceans-and-fisheries.ec.europa.eu/news/surfing-w...](https://oceans-and-fisheries.ec.europa.eu/news/surfing-w...)  
[@euidanmark](https://twitter.com/euidanmark) [@EU\\_FAMENET](https://twitter.com/EU_FAMENET)



oceans-and-fisheries.ec.europa.eu  
Surfing the wave – of marine litter  
Plastic pollution in our ocean has devastating consequences for biodiversity, fisheries, tourism and coastal communities. EU has taken many steps to address...

9:03 AM · Oct 1, 2022 · Twitter Web App


FAMENET Support Unit @EU\_FAMENET

This project from Denmark 🇩🇰 came up with a solution to recycle ♻️ and turn ocean plastic into surfboard fins 🏄

With #EMFF funding they:

- ♻️ Scaled up production
- 🏢 Created a new business
- 🏭 Provided raw material for other businesses

Read the full story 📖



oceans-and-fisheries.ec.europa.eu  
Surfing the wave – of marine litter  
Plastic pollution in our ocean has devastating consequences for biodiversity, fisheries, tourism and coastal communities. EU has taken many steps to address...

3:02 PM · Oct 6, 2022 · Twitter Web App


FAMENET 219 followers 1w • 🌐

From marine litter to surf fins, this project from #Denmark is recycling #oceanplastics to make fins for #surfboards. 🏄

The founders STRANDET IVS started small, and produced keychains, phone cases and small bowls from the plastic that they were collecting and #recycling from their #beachcleanups. 📖 In 2019 the amount of plastic they collected was increasing rapidly, causing them to scale up their project, with the help of #EMFF funding. As a result, a new business in surf fin production emerged.

The continuing success of this project has opened up opportunities for local companies to use the recycled plastic as a raw material for their own purposes. The project also hosts school visits to teach children about ocean plastic and the #circulareconomy, and involve them in the recycling process.

Read the full story 📖



Surfing the wave – of marine litter  
oceans-and-fisheries.ec.europa.eu • 3 min read  
🌐 You and 24 others 4 shares

GARDNER Megan (EMFAF, service provider) (Guest) 5 Oct 14:11 Edited 🔥 2 @

Surfing the wave - An EMFF story  
Tag EMFAF

From marine litter to surf fins, this project from Denmark is recycling ocean plastic to make fins for surfboards. 🏄

The founders started small, and produced keychains, phone cases and small bowls from the plastic that they were collecting and recycling from their beach cleanups. 📖 In 2019 the amount of plastic they collected was increasing rapidly, causing them to scale up their project, with the help of #EMFF funding. As a result, a new business in surf fin production emerged.

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Read the full story 📖 <https://bit.ly/3CAM1Ko>  
See less

Reply

# Communication planners

- What are they?
- Why use them?
- What should they include?
  - **Practical information:** Day, Date, Week, Month
  - **Communication specific information:** Intended channel, the content to disseminate, any tags or photos that should be used
  - **Operational information:** Status (Pending, Scheduled, Posted/Sent), Who is responsible

# Communication planners

OCTOBER									
Channel	Day	Date	Content type	Topic	Image / Video	Tags	Author	Responsible	Status
WEEK 17- 23 OCTOBER									
FAMENET Twitter	Wednesday	19.10.2022	Ad-hoc / other	FAMENET Blue Economy Seminar	The #FAMENET Transnational Seminar for Fisheries Local Action Groups on the Sustainable #BlueEconomy has begun! Last night in #FigueiradaFoz we opened with ice breaker activities and networking👉  Stay tuned for the results of the first day👁️	@ EU_MARE@CE_PTrep @portofigfoz @DGPM_Portugal @GALPRIadeArousa @figueiradafoz @economia_pt	FAMENET	Megan	Posted
FAMENET LinkedIn	Wednesday	19.10.2022	Ad-hoc / other	FAMENET Blue Economy Seminar	The #FAMENET Transnational Seminar for Fisheries Local Action Groups on the Sustainable #BlueEconomy has begun! 👉 Last night in #FigueiradaFoz we opened with ice breaker activities and networking, and welcomed participants to the first physical meeting in quite some time.  We look forward to bringing you the results from this seminar over the coming days and co-hosting our participants with the help of our Portuguese co-hosts.  Stay tuned for the results of the first day.		FAMENET	Megan	Posted
Direct email	Wednesday	19.10.2022	Ad-hoc / other	FAMENET Capacity building	Dear Inform Maritime Communication Officers,  We are pleased to invite you to the first capacity building run by FAMENET under Inform EU. The topic will be efficient communication, in response to the needs and outcomes from the plenary in Malta earlier this year.  We will be following up with an agenda shortly so that you can see what to expect from the session.  Please let us know if you can attend at your earliest convenience, and do not hesitate if you have any questions. For questions, you can contact us via the Inform Maritime Teams channel or by email at communication@famenet.eu  We look forward to seeing you next week and to meeting you in person for those attending the Inform EU Plenary in November in Portugal.  Kind regards, Megan		FAMENET	Megan	Sent

# Tools for efficient communication

- Schedulers on social media
- Tools for communication planning
- Free tools / programmes for visual creation, photo re-sizing etc.

# Schedulers

- Most social media now have their own scheduling function (e.g., Twitter and Facebook/Instagram)
- **Other third party tools**
  - Allows you to manage all your social media platforms in one place
  - Streamline all your social media tasks
  - Also good for reporting and monitoring posts and campaigns
  - Some examples...

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# Free tools for visual creation

- Some examples...



**Adobe Express**

*Canva*



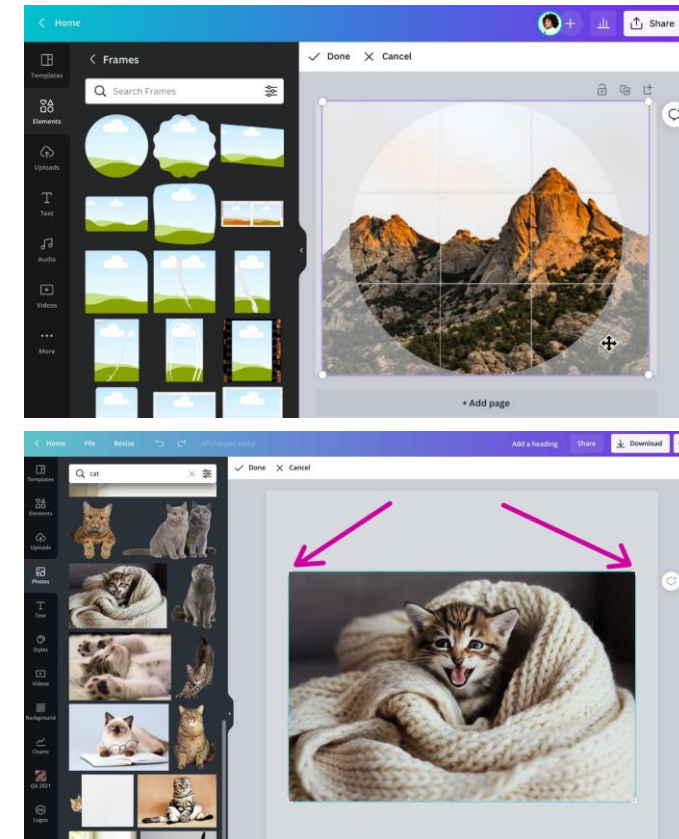
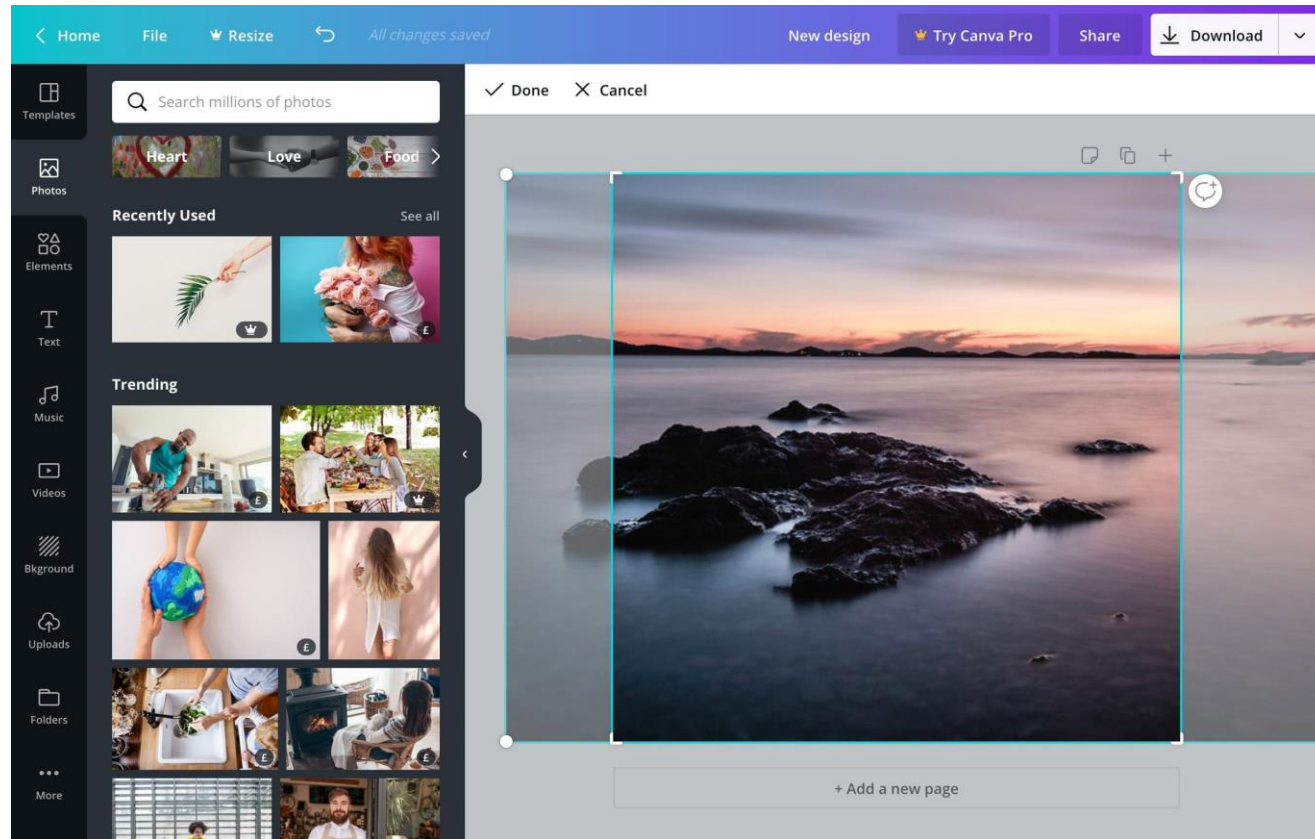
**PIXLR**

**fotor<sup>®</sup>**

# Free tools for visual creation

- User-friendly interface is easy to use for all levels – no design experience required.
- Edit and crop images with ease.
- Add frames and vignettes to improve images.
- Free (and safe) stock images.
- Pre-made size templates make creating size-specific content simple.
- Social media cards and other content made easy.

# We particularly like Canva



# FAMENET scheduler template

FAMENET\_scheduler-template .xlsx

File Edit View Insert Format Data Tools Help Last edit was 2 minutes ago

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12:62 fx SEPTEMBER

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62	SEPTEMBER									
63	Channel	Day	Date	Content type	Topic		Image / Video	Tags	Author	Respo
64	WEEK									
70	WEEK 26 SEPT - 2 OCT									
74	OCTOBER									
75	Channel	Day	Date	Content type	Topic		Image / Video	Tags	Author	Respo
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- <https://docs.google.com/spreadsheets/d/1ophHU5HSLqtggRhzXGFkK6bGozcX0TvK/edit?usp=sharing&ouid=102862655942607289939&rtpof=true&sd=true>

# Q&A / Experience sharing

# Conclusions

- **Establish what you have & what you need – Balance triangle**
- **Planning**
  - Planning allows for looking ahead and creating an overview
  - Makes it easier to delegate and monitor activities across channels
  - Foresee how many pieces of communication you can create
  - Evaluate what was planned and then implemented
  - Evaluate where you can scale back and where you need to invest more
- **Tools**
  - For planning and scheduling (To save time in the long term)
  - For creation (To make more ‘effort intensive’ communication more accessible)
- **Share best practices with each other**