



# Communications Strategy

## 2020/21 - 2022/23

# Communications Aims - Summary

## Aim 1 (supports strategic aim of Improving Awareness)

To ensure that we are delivering targeted, relevant and consistent messaging to raise awareness of the Association across our membership.

## Aim 2 (supports strategic aim of Increasing Engagement)

To maximise engagement levels and student participation across all of our communications channels and activities.

## Aim 3 (supports strategic aim of Extending Reach)

To ensure that we use communications channels and activities that are inclusive and accessible for all students.

### **Supporting documents:**

Comms Planning Tool

Marcomms Plan per Academic Year

## Communications Aim 1

To ensure that we are delivering targeted, relevant and consistent messaging to raise awareness of the Association across our membership.

### Objectives:

- Develop, and promote the use of, a clear brand identity and best practice guidelines for use across all comms channels and marcomms activities
- Deliver a rolling programme of targeted awareness generation marcomms activities using meaningful, impactful and coordinated messaging and content
- Develop and promote *universal responsibility* among Association staff teams and volunteers in generating and delivering awareness-focused marcomms activities
- Work collaboratively with principal OU stakeholders to implement OU promotion of, and sign-posting to, the Association across OU channels and platforms
- Increase awareness, visibility and understanding of Student Leadership Team role holders and their activities
- Prioritise the explanation of **relevance** throughout all marcomms activities

### Measures of success:

- Strategy KPI metrics – 1, 2, 3, 4, 5 & 6
- Volume of articles celebrating our successes and impactful activities (with clear definition of qualifying content)
- OU Annual Brand Tracker awareness metric upward tracking
- Strong and memorable brand identity
- Annual evaluation of Comms Strategy (focusing on qualitative insights)

## Communications Aim 2

To maximise engagement levels and student participation across all of our communications channels and activities.

### Objectives:

- Use analytics and stakeholder networks to identify the most effective channels, platforms, activities, messaging and content for generating higher levels of member engagement.
- Deliver meaningful on-going communications and dialogue with our members at all stages of their student journey.
- Develop fresh and innovative formats for delivering engaging and impactful marcomms messaging and content
- Support Association colleagues and volunteers in the development and delivery of their comms and engagement activities
- Work collaboratively with OU colleagues and external stakeholders to encourage amplification of our marcomms messaging across their own channels and platforms

### Measures of success:

- Strategy KPI metrics – 5, 6, 7 & 10
- Benchmarking activity with appropriate comparable sources

## Communications Aim 3

To ensure that we use communications channels and activities that are inclusive and accessible for all members.

### Objectives:

- Develop, and promote the use of, best practice inclusion and accessibility guidelines for marcomms activities and content
- Ensure our marcomms activities reflect our values and our diversity and inclusion aims by utilising a broad range of on-line and off-line channels, platforms, messaging and content
- Increase the amount of student-led content on our platforms by providing opportunities for our members to create and share engaging and impactful content
- Develop new methods of communicating our governance structures and processes that increase transparency and accountability and promote inclusion

### Measures of success:

- Strategy KPI metrics – 5, 10 & 13
- Annual evaluation of Comms Strategy (focusing on qualitative insights)
- Analysis of student-led content