

Communicating Effectively

Connect Digitally is a successful, award winning, business change programme. Key components of Connect Digitally's success are a well structured communications strategy which addresses the unique needs of stakeholders, and an emphasis on quality delivery.

Connect Digitally recognises that a well planned and executed communications strategy, with the audience at the centre of its planning, can build partnerships and mean the difference between success and failure.

Since 2004 Connect Digitally has delivered effective communications, meeting the needs of a wide range of stakeholders including:

- Local government
- Central government
- Consortia
- Commercial sector
- Internal departments
- Third sector
- Other government agencies

Connect Digitally's communications are effective in:

- Establishing trust
- Instilling confidence
- Encouraging action
- Providing a sense of ownership
- Providing up-to-date information
- Driving change

Connect Digitally's success is underpinned by communications that: consider and address the needs of all stakeholder groups; identify and deliver key messages for each; recognise that stakeholder needs will change over time; allow flexibility to adapt to changes to requirements; and operate under the constraints of the lead organisation.

Connect Digitally's steps to success for delivery of communications include:

- Know your audience, understand their specific needs and establish their trust
- Identify what success looks like and plan for it
- Actively stimulate interest
- Incorporate a variety of communications methods but keep the content clear and concise
- Measure the impact and success of communications
- Use lessons learned to inform planning for new communications

Evidence of Connect Digitally success includes:

- Connect Digitally Community of Practice website features in top ten most active communities every month (approximately 1,500 communities)
 - Strong member participation in a very active forum
 - Rapidly growing membership numbers
 - Strong response to, and open rate for, digital communications.



Evidence of Connect Digitally success includes (cont.):

- Winner of the Good Communications IT Partnership Award 2010
- "...A clear demonstration of how partnership is key to the success of this important national project..."
Judge, Good Communications Awards.
- Presentations at international and national conferences.
- Range of high quality resources regularly downloaded and used by business change teams.
- Delivery model which embraces digital communications but also recognises that more traditional communications methods have a place (see diagram).



Others agree...

“...the work the National Project put in – in particular the reference material on the website and the workshops we attended – proved really useful and I think have saved us from quite a few of the less obvious pitfalls...”

Local Government Service Manager

“The Communities of Practice provides a great opportunity for local authorities to share their experiences regarding the Free School Meals project, how they are progressing and to share any lessons learned. It also gives local authorities the chance to seek advice from others further ahead in their development.”

Local Government Service Manager

“The Connect Digitally team was helpful, approachable and played an essential role in co-ordinating information and communications between local authorities and central government, suppliers and between local authorities.”

Local Government Service Manager

“I am impressed with Connect Digitally resources which I am using to completely transform free school meals.”

Local Government Service Manager