

**WMROMD** 

**Communication strategy** 2024 - 2026

# Crafting words in the Wiki world

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#### **Timeframe**

We began working with a communication person

Also this year we worked with a communication specialist

It covers the communication goals of the group between September 2024 – May 2026

2022

2023

Feb.-May 2024

Sep. 2024 – Sep.2026

The strategy was designed between February – May 2024





#### Structure

**Context** 

**Target groups** 

**Goal and objectives** 

**Key messages** 

**Communication channels and tools** 

Programs and projects 2024 -2026

**Visual identity** 

KPI, monitoring, evaluation





#### Methods

SWOT analysis of the group

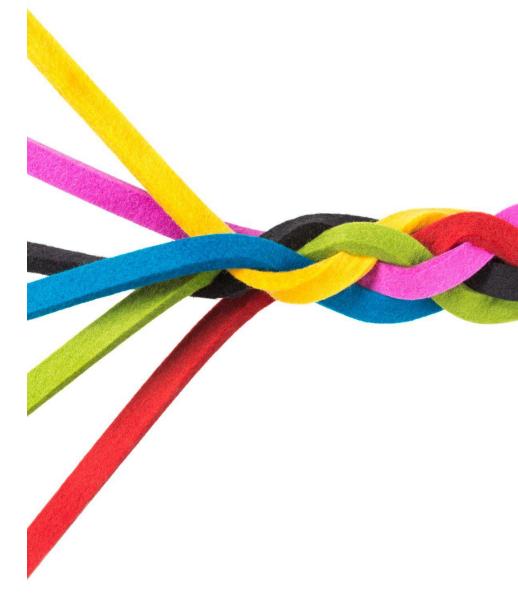
**Analysis of previous communication campaigns** 

**Volunteer profiling** 

Questionnaire applied to program participants

Series of meetings with the group

Collecting group feedback, readjusting







#### Main challenges

- Limited time availability from the part of the group members.
- Lack of a previous clear policy regarding communication.
- Group members may feel they are not qualified to give feedback.
- Lack of complete data on the performance of previous campaigns.
- Different views within the group members.







## Key actions to take for a better communication

Define the roles and processes regarding communication. Work with professionals.

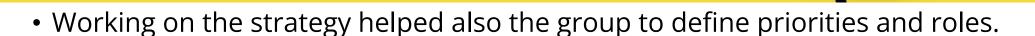
Expand channels and look for the audience where it can be found (try Instagram, Linkedin, Newsletter)

Monitor performance of campaigns, analyze and readjust on the go.









- Having a communication strategy is vital for planning future work and projects in a world that is always running out of time.
- The success of future projects is a common effort between group members and communication experts.









### Thank you!

Any questions?