

How to use this template

This is a template for you to create your own narrative communications strategy, based on the ideas you develop in workshops.

To use it, first carry out the exercises provided in the Civic Story toolkit. You can use the results to fill in the spaces in the slides below.

This template focuses on **three basic pillars:**

- **the message you want to get out,**
- **the audience you need to reach, persuade and/or mobilise,**
- **and the stories you want to tell that reinforce your narrative.**

The template focuses on these basic elements to make it easy to agree a top-level strategy across different organizations, and a tool that all colleagues and allies can use to inform their day-to-day work.

Using this template will provide you with a basic strategy, around which you can later build specific tactics, for example for media outreach and social media, as well as metrics and performance indicators.

1. Message

The ideas that we want to make a common way of thinking.

We all ... *[shared value]*

But ... *[problem - solution]*

That is why... *[Call to action]*

2. Audience

One insight about your audience that informs your work.

Audience
segment 1
Base

This segment are potential supporters who share your values. You want to mobilise and organise these people to spread your narrative for you.

Audience
segment 2
Persuadables

This segment aims to target a more open part of the persuadable middle. For example they might be an advocacy target.

- **Media consumption** •
- **Interests** • **Professions** •
- **Location** • **Gender** • **Age** •

3. Story

Guidelines for allies and partners about the kinds of stories we want to elevate that bring our message to life, so that people see our values in action and can act on them themselves.

How we tell stories

We want to talk about human rights in our own unique way. This means we will try and look at the issues we address through the following lens:

- 1. Show the human in every story:** we believe in the power of the individual to make a difference.
- 2. A constructive tone:** use a more emotional and inspiring tone to connect people to human rights.
- 3. Show the power of solidarity:** We want to show what happens when people support each other, and the kind of change we want to pursue.

THE GOAL FOR OUR COMMS STRATEGY IS ...

WE WANT TO TELL THE STORIES OF...

What is your belief about how civil society works you need people to share?

[My belief is...]_____

Idea #1

[Write your idea here]

Idea #2

[Write your idea here]

Idea #3

[Write your idea here]

[Write here your shared worldview]

Idea #4

[Write your idea here]

What is your belief about how civil society works you need people to share?

[My belief is...]_____

Idea #1

[Write your idea here]

Idea #2

[Write your idea here]

[Write here your
shared worldview]

Idea #3

[Write your idea here]

Idea #4

[Write your idea here]

MESSAGING HOUSE

“The roof”

[This is your top-line vision - your core belief/worldview that you want to repeat over and over.]

ROOM

Think of your message being composed of three rooms or pillars

Each room = one point you want to make. Think of them as narratives or ideas that all sit under your “roof”

THE FURNITURE

Each room needs “furniture” - the evidence that proves your point - (n.b. the examples in this document focus on talking points rather than the facts and stories that illustrate them)

Each point you make needs to be backed up by evidence or an illustration. For example, you could plan an interview around a surprising fact, a compelling story and a practical call to action.

Audience segment 1 BASE

This segment are potential supporters who share your values. You want to mobilise and organise these people to spread your narrative for you.

Media consumption:

- **Newspapers:** _____

- **Radio stations:** _____

- **Social media platforms:**

- **Influencers:** _____

Interests:

These details will be used to target social media ads:

- **Political values:**

- **Issues/causes:**

- **Influencers:** *politicians, cultural figure, etc.*

- **General hobbies and interests:**

- **Brands they like:**

Professions:

Location:

Up to 3 cities, towns, regions to focus on:

1. _____
2. _____
3. _____

Gender: [insert suggestions]

Age: [insert suggestions]

Audience segment 2

PERSUADABLES

This segment aims to target a more open part of the persuadable middle. For example they might be an advocacy target.

Media consumption:

- **Newspapers:** _____

- **Radio stations:** _____

- **Social media platforms:**

- **Influencers:** _____

Interests:

These details will be used to target social media ads:

- **Political values:**

- **Issues/causes:**

- **Influencers:** *politicians, cultural figure, etc.*

- **General hobbies and interests:**

- **Brands they like:**

Professions:

Location:

Up to 3 cities, towns, regions to focus on:

1. _____
2. _____
3. _____

Gender: [insert suggestions]

Age: [insert suggestions]

AUDIENCE INSIGHT

[WRITE ONE INSIGHT ABOUT YOUR AUDIENCE
THAT INFORMS YOUR WORK]

INSTAGRAM POST: INSTRUCTIONS

1. Imagine an influential person shares a picture about civil society on Instagram: **What would you want that picture to be?**

2. Think of actual stories of people doing things “in real life” as opposed to symbols or drawings. **What does it look like for your audience to act on your values?**

3. Draw (or find a online) a picture that roughly represents the picture in your head. It should be something you could capture with your smartphone camera.

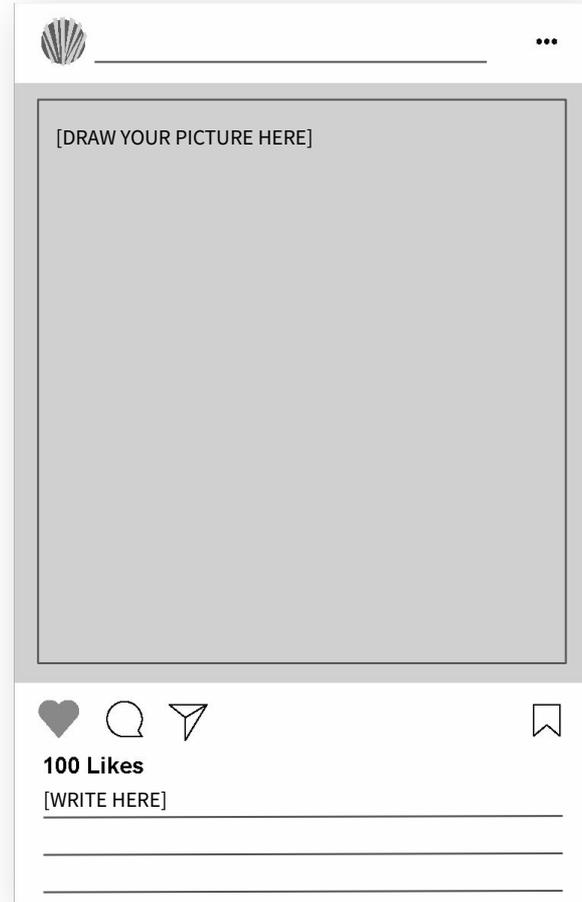


Instagram post mockup showing instructions for the drawing phase. The header includes a profile picture icon, the handle "@YOUR HANDLE", and a three-dot menu icon. The main content area contains the following text:

What is a story that illustrates your message in real life? The kind of story you would point to and say, “*this shows that...*”

Tip! It should be an “action” picture of actual people doing things, rather than a logo or symbol. It should be an image that real people would post to instagram.

The bottom bar features icons for likes, comments, shares, and a bookmark icon. Below the icons, it displays "100 Likes" and a prompt: "@YourHandle: Write a short sentence describing why what is happening in the picture matters."



Instagram post mockup showing the drawing and captioning phase. The header includes a profile picture icon, a blank line for the handle, and a three-dot menu icon. The main content area contains the text "[DRAW YOUR PICTURE HERE]" above a large gray rectangular drawing area.

The bottom bar features icons for likes, comments, shares, and a bookmark icon. Below the icons, it displays "100 Likes" and a prompt: "[WRITE HERE]" followed by three horizontal lines for the caption.

Image guidance & call for stories

Place the kinds of images here that reinforce your values and our messages. Once you have identified these, you can issue a “call for stories” to your movement asking people to share or create moments like the ones in your images.

[Value/Theme one]

[describe it and find some images that illustrate the value you are addressing]

[Value/Theme two]

[describe it and find some images that illustrate the value you are addressing]

[Value/Theme three]

[describe it and find some images that illustrate the value you are addressing]

Communications strategy outline once you have a clear goal.

MY GOAL IS _____

1. MESSAGE

[insert your coffee cup message here. You can also add more material from your messaging house or write out your Shared value-problem-solution-call to action message]

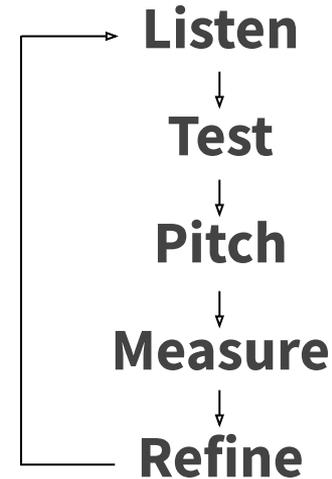
2. AUDIENCE

[Insert here who you want to spread your message for you and take part in activities that bring your narrative to life. Think about the values you share with those audiences, which will help you think about the brand identity you create to engage with them]

3. STORY

[Insert some of the pictures here that come from using the Instagram story worksheet. These are the kind of pictures you want to use in your communications, and the kinds of stories you want to tell]

Messaging Strategy



Print it and keep it as a guide for your team*