

CREATIVE COMMUNICATION

For Artists



INTRODUCTION

This booklet explores a variety of tools to enrich and improve our communication online, convey our messages in a creative and understandable way.

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ABOUT THE PROJECT

A Training Course In Brivezac, France

Creating and maintaining good quality and empathic online communication is a very challenging activity for non-profit organisations worldwide. The huge amount of information and communication styles out on the web creates sometimes chaos and mixture of violent and not correctly addressed messages. Although the majority of the organisations active in the field fully acknowledge the importance of the above-described problem, in many cases they are still lacking proper tools and methods to tackle the issue in a more innovative and creative manner that could bring greater benefits to the young people they work with.

Therefore, our “Creative Communication” training course gathered 24 youth workers and young leaders from various European countries to exchange creative practices of digital communication at a training course in France. The project aimed to offer alternative sources of non formal education, expression for the youth in Europe. Our proposal was to spread innovative digital tools of social media and content distribution online for youth workers using photo, video, sound design, editing, scriptwriting, storytelling and social media strategies to engage Europeans in intersectional learning and inclusion.

We invited youth workers, communication managers and artists from France, North Macedonia, Greece, Bulgaria, Ukraine, Armenia, Spain and Poland, between 2-17 September 2019, who participated in a training course in Brivezac, France. Together they shared personal and professional experiences and explored the potential of creative communication as a tool for youth work to reach and engage different audiences and the general public in personal development, mutual understanding, inclusion and active participation. Through workshops, which merged professional, non-formal and informal learning methods, the participants developed work tools that enabled themselves to address the need of their specific target groups. During the training course all of the participants explored methods such as storytelling, video making, buying personas,

creative writing, landing pages and banners creation, graphic facilitation for improving their online communication; they co-facilitated workshops for each other to exchange ideas and knowledge; and put their hands on by creating their organisation's new content strategy.



Photo by Dana Verstak

WHAT IS CREATIVE COMMUNICATION TO YOU?

At the end of our 2-week exploration of how communication could become “creative” and better, here is what some of our participants answered this question:

“The way to share and show the soul of the project/main idea in most touchable and understandable way” – Dana

“The possibility to transform your thoughts into art in any possible way, so that your target audience would understand as soon as possible your clear message.” – Angela

“Creative communication is sharing/exchanging ideas, brainstorming, thinking and acting in a creative way and leave space for others to share their points of view. There is always a way to communicate and for sure you can find more creative ways if you want it.” – Penny

“Having the emotional intelligence, empathy, bravery, skills to express yourself in your own unique way, taking advantage of all the digital resources available-social media and its phenomena such as emojis, stickers, creating illustrations, posters, using visual material to tell stories, to create your own recognizable brand, using time efficiently both online and offline, and choosing the right words to communicate your idea.” – Hristina

“Creative Communication is largely about storytelling and using stories to communicate with others. It’s active listening to what other people have to say. It’s also making the message clear and simple. It’s using art and pictures to get the point across.” – Toni

ABOUT THIS BOOKLET

This booklet was created in order to share our learning outcomes with our activists community and beyond. It contains several chapters that explore the process of building your communication strategy and by doing it, to experiment with more creative and digital tools. We have curated a selection of activities to try with your team and we have outlined the steps to consider all the important elements when designing your messages. Feel free to share it. And if you would like to write to us, do not hesitate to do it anywhere on the web.

Use #CC2019 & #NomadwaysArtivists

Enjoy discovering!



Photo by Dana Verstak

GOALS OF OUR COMMUNICATION

We started our project by asking ourselves questions like “What is communication?”, “Why do we communicate” and “What is the purpose?”. Here are some answers we agreed on. And some creative tools to establish your communication goals.

WHY DO WE COMMUNICATE?

Communication is a tool we use to exercise our influence on others, bring out changes in ours and others' attitudes, motivate the people around us and establish and maintain relationships with them. Communication is a vital part of our everyday life, personal and professional and is a social activity. This social activity is pursued verbally through speech, reading and writing or non-verbally through body language.

We asked ourselves why do we need to do it and what is the purpose of our communication. Through a participatory discussion, we exchanged some ideas and statements with which most of the participants agreed.

We are social creatures. We communicate because we have a natural need to express ourselves, be understood and learn from others. It is key to exchange information and affection between each other.

We communicate to survive. There might be a need for help, to find out something vital or to warn someone. We learn how to live and how to survive from other humans.

We communicate to satisfy curiosity. But also to set social structures. To build, to destroy, to change, to improve.

TODO

Before you start posting messages on your personal or professional account, ask yourself what do you want to achieve? Why do you need to post anything? What is your message's goal?

Then, ask another question: how would my message achieve that goal?

WHAT MAKES COMMUNICATION ANNOYING?

Mindfulness and emotional intelligence are vital for better communication. It is not always easy to give the best of yourself when communicating with others, but it is really worth trying. While talking about what really makes us offended and hurt while talking to others, we discovered some elements that we have in common.

When we talk with others. People get really hurt when the other party in the conversation looks like not listening. The lack of eye contact, the lack of attention are signals of not caring for the other person. When there is no exchange of information and no participation, people often get offended. There are people who love small talks, but it seems that with the overload of useless information out there, people tend to care less and less about them. What also drives people crazy is interruption and someone else finishing their sentences. What people really hate is someone being too ironical and offensive, mocking their

thoughts, expressions and thesis. Such a conversation will literally go nowhere since there is only escalation of hatred. Finally, the group also expressed the demonstration of ego in a conversation - could be really boring or annoying to others if you are only talking about yourself. Asking questions and giving the word to others is a great way to lower a bit your usurpation of the conversation.

When we talk to an audience. The situation is somewhat similar. All those rules apply very well when you are addressing your people online. Yes, you can still have a dialogue when you post on social media. By asking questions, answering to comments you can elaborate your messages, get feedback, make valuable conversations and connect with people. Surely, it is not the same as if it was a real talk in person, but the rules to respect, listen and give space apply everywhere.

TODO

Pay more attention to the way you talk to people. Observe if you are engaging deep in the conversation or you tend to do small talk. Observe what makes you feel better in the interaction with others.

OBSERVATION VS INTERPRETATION

Do you know the difference between observation and interpretation? Observations are things we can measure; while interpretations are the conclusions we derive from those observations. Unfortunately, it is often the interpretation that gets reported in the media and press, while the observations may only be reported in the primary source. We do that as well: we tend to jump directly into interpretations in the haste of our fast-lane lives. Nowadays it is getting even worse - where the observations do not actually support the interpretation - it is now necessary to examine the primary source (perhaps, even, the raw data) to determine which conclusions are justified and which are not.

Understanding the difference and usage of the two is vital for better communication. Jumping into wrong conclusion is something we often do because we don't take the time to observe and conclude after that.

TODO

Here is a group activity you can try to understand how to observe better before making conclusions.

In the whole group, participants are asked to write down an emotion they are feeling on a small piece of paper. The facilitator collects them in a hat and later on distributes back after mixing them. A volunteer from the group comes in the middle of the circle and makes a "living sculpture" by presenting the feeling on their paper without talking. Then, the rest of the group has to do two things: first, only to observe the sculpture, discuss only facts that are seen. Step two is to conclude what emotion could this represents and why by interpreting.

The facilitator should pay attention and correct if participants are skipping the first step and jump directly into interpretations. After a few rounds (or after everyone had their turn), discuss how was it to demonstrate someone else's emotion and also to interpret raw facts in communication.



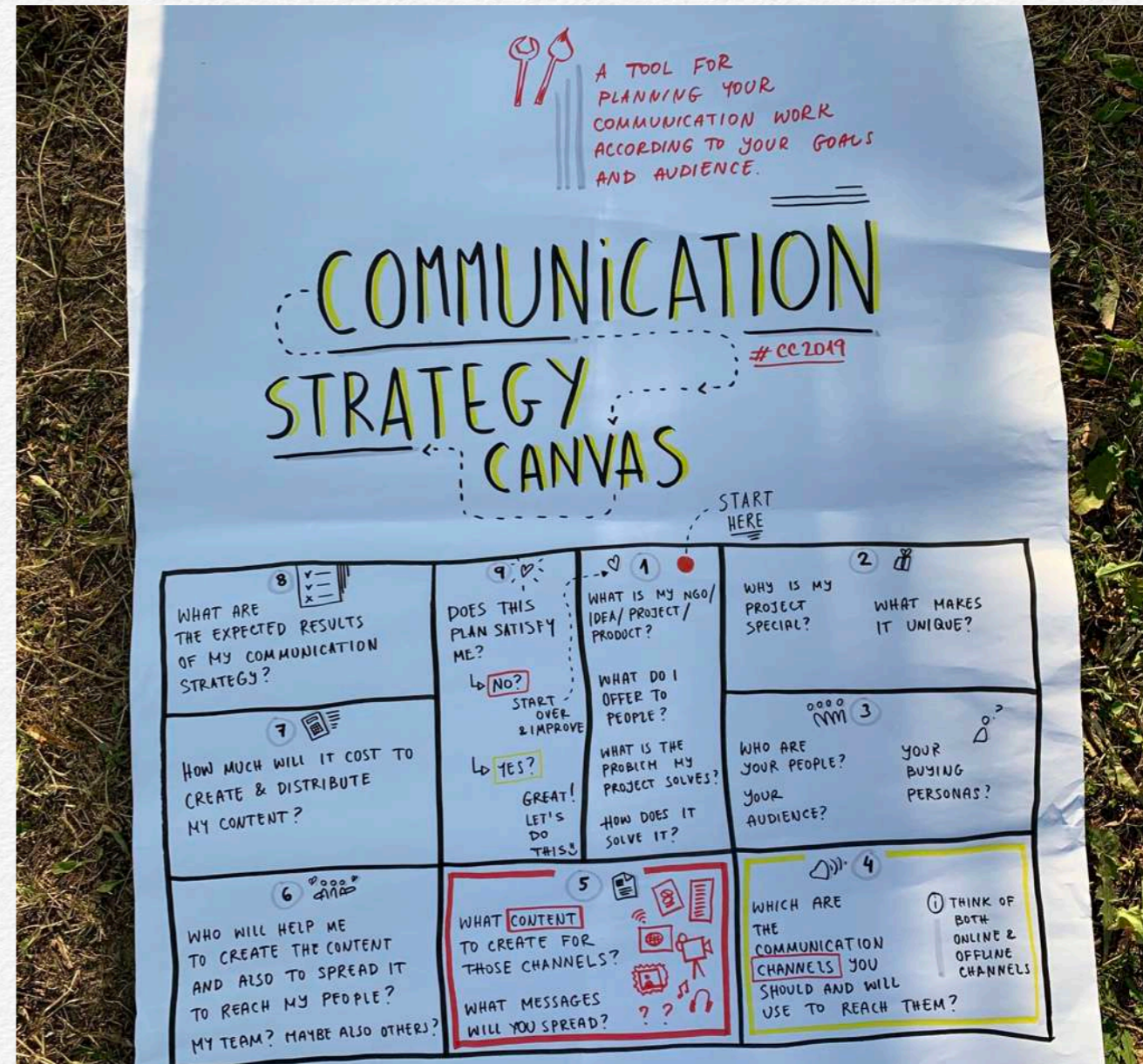
COMMUNICATION STRATEGY



The journey of planning and creating your communication content starts with a useful tool we have introduced during our training course. The Communication Strategy Canvas is a powerful series of steps you go through to research and plan well your activities so they are aligned with your goals. In this section of the booklet we would like to give you this amazing tool.

COMMUNICATION STRATEGY CANVAS

The canvas offers you 9 steps to follow in order to plan your whole work on preparation, execution and measurement of the communication for your project, organisation, business or whatever. In this section we will introduce you the canvas and we will invite you start with it. Then, we will elaborate more about steps 3, 4 and 5 which we will look into more details. What we will offer is a selection of creative and digital tools for you to discover or practice and really see your audience, find out which communication channels it uses and finally, to create a content that will meet those people at the right place and time. Easy, no?



8



WHAT ARE THE EXPECTED RESULTS OF MY COMMUNICATION STRATEGY?

7



HOW MUCH WILL IT COST TO CREATE & DISTRIBUTE MY CONTENT?

6



WHO WILL HELP ME TO CREATE THE CONTENT & TO SPREAD IT? MY TEAM? WHO ELSE?

9



DOES THIS PLAN SATISFY ME?

• NOT YET.

START OVER & IMPROVE

• YES!

LET'S DO THIS!

1



START HERE

WHAT IS MY NGO/PROJECT/IDEA/ASSOCIATION ABOUT?

WHAT DO I OFFER TO PEOPLE?

WHAT IS THE PROBLEM MY PROJECT SOLVES?

How do you solve it?

2



WHY IS MY PROJECT SPECIAL?

WHAT MAKES IT UNIQUE?

3



WHO ARE YOUR PEOPLE?



YOUR BUYING PERSONAS

YOUR AUDIENCE?

5



WHAT CONTENT TO CREATE FOR THOSE CHANNELS?

WHAT MESSAGES WILL I SPREAD?



4



WHICH ARE THE COMMUNICATION CHANNELS YOU SHOULD & WILL USE TO REACH THEM?

i THINK OF BOTH ONLINE & OFFLINE.

STEP 1

The start of your work on the canvas invites you to think more about your project in the first place. As a warm up for brainstorming, it is vital to consider what exactly is your idea about, what does your organisation or business do. In this step, fill in the canvas by answering the following questions:

- ⇒ What is my NGO/association/organisation/project/idea/business/product about?
- ⇒ What do I offer to people?
- ⇒ What is the problem/need my project solves?
- ⇒ How do I solve it?

STEP 2

In this step you are invited to brainstorm in more depth about the added value of your project. Here you answer these two questions and try to list and explain the uniqueness and therefore the value proposition:

- ⇒ Why is my project special?
- ⇒ What makes it unique?

STEP 3

The third step is to think of the people who need to use your product or to use the services you would like to provide. This is a longer brainstorming process because you need to understand who is your target audience well and to know what are their needs, behaviour patterns, habits and much more. For this purpose we will give you a tool called “Buying personas” a bit later in the book so you can learn more about your people. For now, start with two questions:

- ⇒ Who are my people?
- ⇒ What are my target audience(s)?

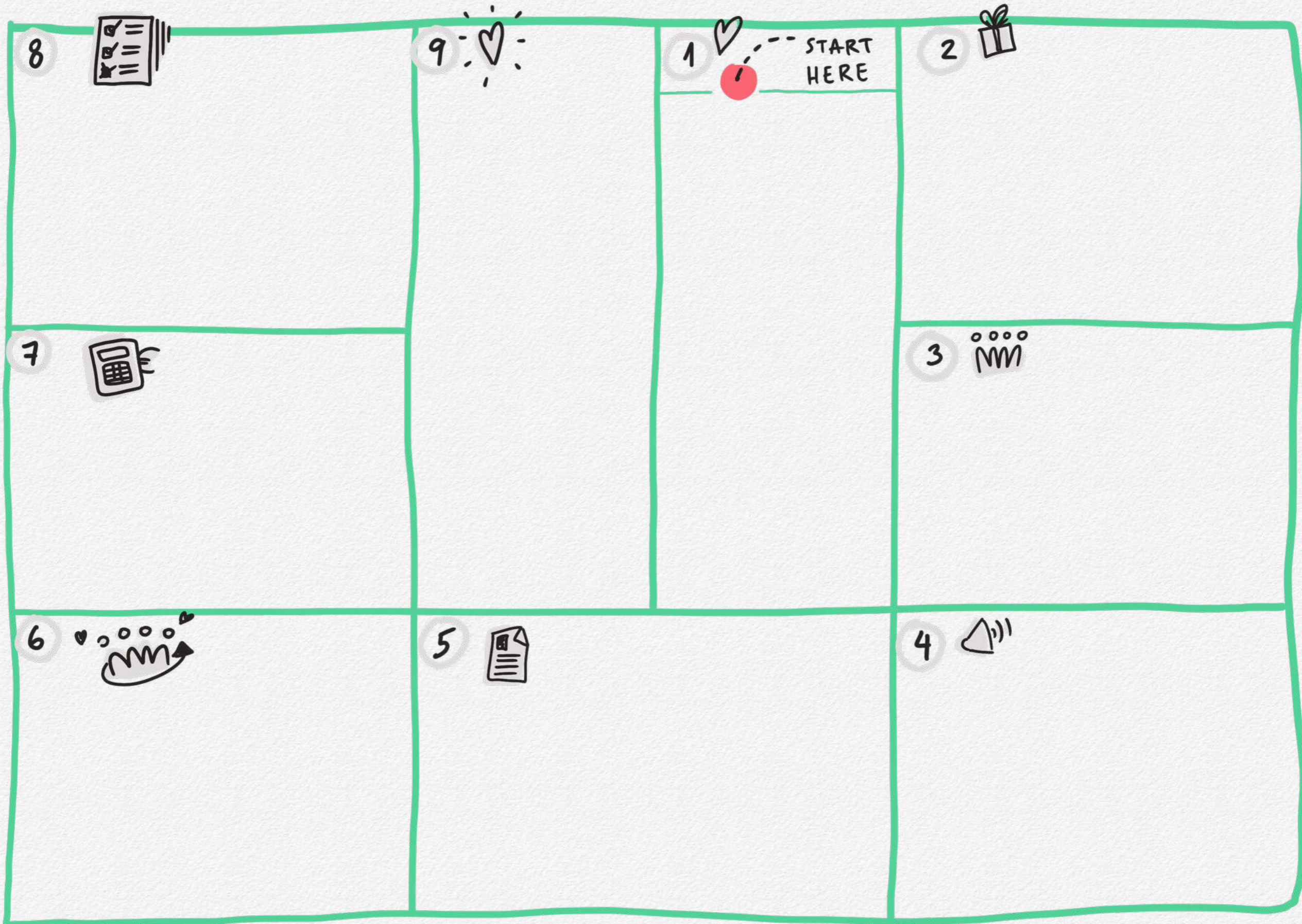
Then, build several buying personas to understand them better (check on “Buying personas”, page ??)

STEP 4

Once you get to know your people, it is time to start thinking where and how can you reach them? Write down the longest list of answers to the question as you can do:

- ⇒ Which are the communication channels you should and will use to reach them?

👉 Tip: think of both online and offline channels.



STEP 5

After you are clear what channels can be used, you can do two things: 1) to prioritise the channels that most of your target groups use, so, later on, you can focus only on them. 2) Or you can continue brainstorming, by listing as many ideas and prioritise later in the process.

1) Go back to STEP 4 and prioritise the channels. Wondering how? Put first the channels that are most used by people you want to reach; that are most interesting for them; that are most innovative; and ethical.

⇒ After you are done, then come back to STEP 5 and start brainstorming about what content to create for those channels.

⇒ What messages will I spread?

2) Dive into a very detailed brainstorming about possible content you can create for all those channels and what are the messages each of them will spread.

👉 Tip: once again, think of both online and analogue.

STEP 6

In this step, you can assess what help do you need for creating the content you need. The idea is to think about what can be done in reality from the list of communication channels to use and the materials that have to be created for them.

⇒ Who will help me to create the content and to spread it on the communication channels?

👉 Tip: think of all possible options, besides yourself. Your team? Some partners? Think of options to delegate some of the work.

STEP 7

Then, it is time to evaluate the cost of producing all that content. Surely, we are talking not only about money but also time, efforts etc. Ask yourself the following question and start listing all what's need to be invested in the creation of the content and spreading it on the communication channels.

⇒ How much will it cost to create and distribute my content?

STEP 8

Setting your expectations right is key for the most optimised performance. Remember to spend some time and consider what can be achieved with the communication strategy and what are your goals. Only this way you can track and evaluate your performance afterwards.

- ⇒ What are the expected results of my communication strategy?

STEP 9

Finally, a moment to stop and look at your whole canvas! Go from STEP 1 onwards once again and ask yourself:

- ⇒ Does this plan satisfy me?

If the answer is YES, then let's start doing it! If it's NO, then go back to STEP 1 and optimise the canvas until you are ready to implement it.



Photo by Dana Verstak

WHO ARE MY PEOPLE?

Understanding who are the people you need to reach out is a key moment to plan and implement your communication strategy. Remember STEP 3 of the Canvas? Here we will work on it in more detail.

4

Who are my people?

TARGET GROUPS AND INDIVIDUALS

It seems quite often when we jump straight into our online communication activities without giving enough thought on whom we want to speak to. If we spend some effort on defining our target audience, we tend to think of it as a whole and very generic target group which alienates us from considering each of them as an important individual. As they are.

In this chapter, we would like to give you two tools to play with when you try to define your target audiences and the humans you would like to address.



Photo by Dana Verstak

REACHING OUT

“A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.”*

Businesses and associations have a so-called target market which includes the whole compilation of desired (and current) clients. It is extremely difficult to communicate with everyone at the same time, therefore it is useful to focus on a specific target audience for certain messages to send. This you can do by creating your content in a way that addresses specific target audience.

A very “marketing” example:

The Body Shops Mother's Day advertisements, which were aimed at the children and spouses of women, rather than the whole market which would have included the women themselves.*

How can you design your message so it speaks to the target audience you want? Here is a group activity that can help you experiment and understand it better.

*Kotler, Philip; Armstrong, Gary (2005). *Marketing: An Introduction*. New Jersey: Prentice Hall.

TODO

The following activity is an introduction to the concept of targeting different audiences via different mediums and formats. The purpose is to experiment with a random combination of a target group, a medium and a specific topic. Thus doing this, participants will reflect on the way they address people and how to design their message so it reaches the right audience.

Divide into small groups of maximum 4-5 people. Each group should create a poster to address one topic to a specific target audience following the restriction of a specific medium. Each group picks up one paper from the three main categories which are, again:

Topic: each group should randomly pick one of the topics. Examples of topic you can put on each paper are gender identity, abortion, environment, human rights - or anything more relevant to your association's activities.

Audience: each group should randomly pick one of the audiences. Examples of target audiences are teens, government, elderly people (60+), millennials (±25-35), children - or any specific target audience that is more relevant to your case.

Medium: each group should randomly pick one of the medium restrictions. Examples of those are to create a poster only in black and white, to be 3D, using only images, to be seen from the back of the room - or any other design restriction you would like to have.

Preparation

Before the activity prepare the papers with the three categories. Remember that you need to know how many small groups there will be - you need to have the exact same number for each of the categories.

Flow

Divide people into groups. Give the instructions for the activity. Then, reveal the papers and leave each group to pick quickly one paper from each category. Give them around 30 minutes to work on the posters and then enough time for each group to present their creation. Give time for questions and short discussion too. It is vital to have prepared the materials they can use in advance such as paper, scissors, glue, markers, wool, plasticine and other crafty things for the 3D medium (if you have it).

Small groups (4-5) activity. Around 1:50 hours.



I NEED YOU

THE WORLD NEEDS YOU

0+ 30+ 15+



EVERYONE

TO BE SEEN FROM THE BACK OF THE

GENDER STEREOTYPES

POC



BUYER PERSONA

“Built from the real words of real buyers, a buyer persona tells you what prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves. Much more than a one-dimensional profile of the people you need to influence, or a map of their journey, actionable buyer personas reveal insights about your buyers’ decisions -- the specific attitudes, concerns and criteria that drive prospective customers to choose you, your competitor or the status quo.” - *Buyer Persona Institute*

As you already found out, this term is another tool from the marketing world that we can use in our communication with people. We call it the way we want - buying or buyer persona, a character, our human etc. and it is a lovely tool to have the time to really think of the people on the other side as individuals. It also give you the opportunity to understand better why some

communication channels work better than others, and to give you an idea of how to address them the best way possible.

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. It is also based on your knowledge of human beings. When creating your buyer persona(s), remember to include customer demographics, behaviour patterns, motivations, and goals. The more detailed you are, the better.*

Go ahead to discover an example of the Buyer persona canvas and an empty template with remarks on how to use it.

*[Hubspot Marketing Blog.](#)



NAME
AGE, GENDER
LOCATION(S)

HABITS &
DAILY ROUTINE

- WHAT DO THEY ~~X~~ DO?
- WHERE DO THEY GO?
- WHAT IS THEIR DAILY ROUTINE?
- WHAT DEVICES & APPLICATIONS THEY USE? etc....

ABOUT

- WHO ARE THEY?
- DO THEY HAVE A FAMILY?
- WHAT IS THEIR BACKGROUND?

OBJECTIONS

- WHAT WOULD MAKE THEM NOT USE YOUR 'PRODUCT'?

LIST AS MANY AS

MOTIVATIONS

- WHAT WOULD MAKE THEM LOVE YOUR 'PRODUCT'?

THINGS AS POSSIBLE 😊

The main elements of the Buyer Persona are the image (photo), main info, about section, habits and daily routine section and the objections and motivations.

⇒ **Image.** It might seem weird but it is definitely on purpose to have an image of the person you are thinking of. Thus you can imagine and visualise the person you are describing and later on, when writing your messages to them, to see them. It is best to put a photo of a real person, so you can think of a real individual when brainstorming about them. Beautiful portrait photos you can find here.

⇒ **Main info.** Here write down their name, age, gender, maybe also biologically assigned sex, location(s) - where they live or travel.

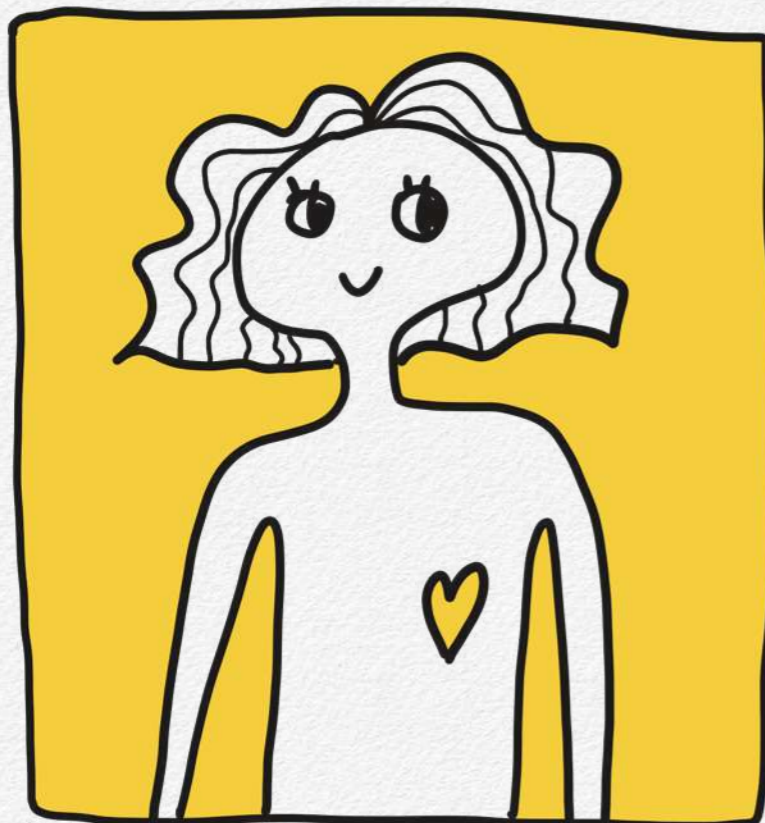
⇒ **About.** This is a place to write down their background, places they have lived in, some info about their family, generally - who they are. Think more about their personality, it is also good to know whether they are more active people, introverts or extraverts, what do they like in other people etc. Get to know them better here.

⇒ **Habits and daily routine.** In this section write down the main habits, favourite activities, tools and platforms of the person. Also, it would be good to invent several realistic daily routines - just mind the location of the person and when describing it, make sure it would make sense. List as much as possible:

what do they do during the day, what are their interests and habits, sports, artistic activities, previous jobs and current occupations, what tools do they use for work and in personal time (devices, software, online platforms) etc. All this information will help you greatly to assess which communication channels to use to be able to reach out to this individual.

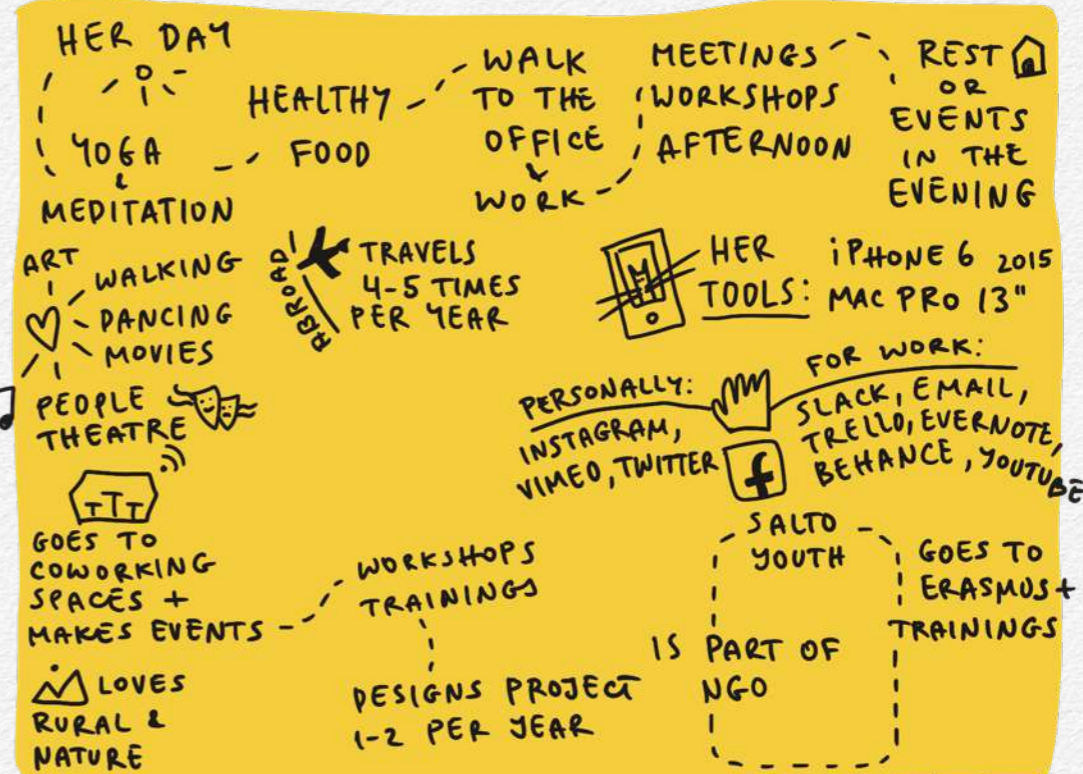
⇒ **Objections.** Usually, there are many reasons why someone might not use our product, join our projects or respond to our messages online. By identifying those reasons we can find solutions on how to overcome those obstacles. It gives us ideas of things to add to our messages so we can answer their questions in advance. List as many objections as you can think of, starting with "They don't know about me/my project/my product or whatever.." because that is usually the first obstacle to overcome. Then, think of other reasons why this person could hesitate to become our client, partner or whatever our goal is.

⇒ **Motivations.** Finally, there are plenty of reasons for people to love what you are offering. Here is the place to brainstorm about them. Once again, try to make your list as long as you can. All those motivations for the Buyer Persona will become your key "selling" points in your communication messages because it is important to point them out when you spread your message.



SELEN
ISTANBUL, TR
34, F

HABITS & DAILY ROUTINE



ABOUT

TURKISH (NATIVE), ENGLISH & GERMAN

SINGLE NO KIDS

B.A. ENGLISH LANGUAGE & LITERATURE

PROFESSIONALLY INTERESTED IN CINEMA, DESIGN & EDUCATION
LIVES IN ISTANBUL (SALACAK)

OBJECTIONS

- DOES NOT KNOW ABOUT NOMADWAYS
- INTERNATIONAL PROJECTS WOULD NOT HAVE IMPACT ON LOCAL COMMUNITIES
- NOT SURE HOW THE PROJECT WOULD BENEFIT HER NGO
- HER CO-WORKERS' LANGUAGE BARRIER
- NOT THAT MUCH INTERESTED IN SHORT TERM PROJECTS
- MONEY INSECURITY & TIME INVESTMENT
- PROJECT TIME & MONEY ISSUES (TIME BETWEEN RECEIVING GRANTS)
- NEW PEOPLE TO WORK WITH

MOTIVATIONS

- EXPAND HERS & HER NGO'S SKILL-SET
- GIVE HER TEAM INTERNATIONAL EXPERIENCE & KNOWLEDGE
- BRING INTERNATIONAL ACTIVITIES IN HER COMMUNITY & LOCAL AREA
- NETWORKING
- FIND LONG-TERM PARTNERS, MEET LIKE-MINDED PEOPLE
- CREDIBILITY & INTERNATIONAL VISIBILITY
- TRAVEL & DISCOVER NEW CULTURES

This example of Buyer Persona was developed by Anne Merlin and Alexandra Nikolova for Nomadways partners target audience.

This is an example of a Buyer Persona we did a few years ago when brainstorming about Nomadways digital communication. Here we invented an individual who might become a long-term partner of our association and listed all the important information we could come up with. Here is a little bit more of a context for this example.

At Nomadways, we design workshops and training activities for artists, educators and youth workers. We aim at inviting this unique mix of professionals and give them time and space to experiment and learn how to use different artistic methods for better education, for social change and better communication and understanding. Therefore, we are constantly in search of partners (other people who do the same or similar) and participants (youth workers, educators, NGO leaders and artists from different countries). We were brainstorming about who they are and how to reach out to them. Selen is one example from the many Buyer Personas we did back then.

⇒ Selen is a 34-year-old woman who lives in Istanbul who speaks Turkish, English and German. She is involved in non-formal education and her background is in English language and literature, cinema and theatre. She is interested in international projects and trainings, as part of her NGO, she is designing and coordinating workshops in Turkey and occasionally in other countries. Her working groups are young migrant people, people with fewer opportunities, young entrepreneurs and professionals

who are interested in expanding their skillset.

⇒ She has a busy daily routine and she is not constantly online since she is involved in several meetings and teamwork during the day. Therefore, we know we can reach out to her online in the times of the day when she is commuting or having free time in the evening. Knowing the platforms she uses the most, we can prioritise which ones to focus on when posting online content and at what time of the day we should do it.

⇒ We know we can talk to her in English since she is fluent. Demonstrating our experience and credibility will show her she can rely on us as partners (it is good to present testimonials and previous projects), and after sharing our messages, to be there to answer to questions and be open for dialogue.

Surely, there is so much more to get out of all this information. After this short example, go ahead and make a detailed brainstorm with extracting conclusions and data from your experiments. Here is an empty Buyer Persona template:

PIC
HERE

NAME:
AGE:
GENDER:
LOCATION(S):

HABITS &
DAILY ROUTINE >>

ABOUT >>

OBJECTIONS >>

MOTIVATIONS >>

HUMAN LIBRARY

While we are still on the topic of understanding people, here is one more activity that we propose you to do with your group. It is quite analogue and its purpose is to connect with people, learn about their stories and understand them better.

“The Human Library” is an international organisation and movement that first started in Copenhagen, Denmark in 2000. It aims to address people's prejudices by helping them to talk to those they would not normally meet. The organisation uses a library analogy of lending people rather than books. These people have "experienced prejudice, social exclusion or stigma," and participants can ask them questions so as to "learn about the other person and also challenge their own prejudices."*

* "Human Library". Wellcome Collection. 18 August 2016. Retrieved 2018-07-09.

With this activity, you can learn more about the people you meet and their challenges. Before you try this activity, remember the ground rules:

- ⇒ Treat other participants with dignity, respect, care, and courtesy at all times.
- ⇒ Avoid inappropriate verbal language or physical gestures during the Human Library event.
- ⇒ Do not recruit, evangelise, or proselytise your views, beliefs, or politics with a view to conversion during the Human Library event. Discussion and debate, yes; Recruitment, no.
- ⇒ No threatening or intimidating behaviour towards others, whether physical, verbal or psychological.
- ⇒ Do not take advantage of inside knowledge of the particular vulnerabilities of sensitive participants to abuse, bully, coerce, hurt, manipulate, or shame.
- ⇒ Do not express or act on the very prejudices and stereotypes that the Human Library seeks to dispel - e.g., homophobia, Islamophobia, anti-Semitism, racism, xenophobia, sexism, transphobia, ageism, ableism etc.
- ⇒ Be careful and sensitive when using humour - not everyone may get the joke. Check-in with people to confirm they are ok with humour, teasing, jokes, etc., particularly if they are looking uncomfortable.

🗨️ Do not deliberately give offence to another participant. If you take offence at something -- it may be unintended or accidental -- and you feel able to, try to confirm the context and whether cultural or communication differences may have accounted for it.

🗨️ Raise and report issues with librarians and organisers if you feel unable to raise it directly with another book or staff member.*

** Rules, listed by University of Pittsburgh*

TODO

Invite some volunteers from the group to present themselves as a book. In order to do that, prepare a flipchart poster and invite them to write down a book title. Afterwards, they will be “books” and the rest of the group - readers. In order to come up with the title of their book, they should focus on a difficult time in their lives that they would like to share with the group.

After the volunteers write their book titles (without their names) the group decides which book would they like to “read”. Each book then goes to a dedicated corner of the working space and the people who would like to read it, go with them. If time allows it, people can read more than one book.

Would you like to learn about this activity in more details? [See this guide.](#)



COMMUNICATION CHANNELS

5

Once you are aware of which communication channels your target audience and buyer personas use, it's time to explore them more and discover how you could use them in the context of your project. Here we will elaborate on STEP 4 of the Communication Canvas.

ALL CHANNELS ONLINE

In this chapter, we are focusing on the opportunities the online communication channels give us to reach to the people we need. During our workshop, we explored some of the most popular social media platforms such as Facebook, Instagram, Youtube, Twitter, LinkedIn and blogs.

We explored those ones with the whole group, harvesting our best experience and knowledge of those platforms. We asked the group several questions for each of them and here we are sharing the summary with you. Therefore, we will not go into describing the platforms and giving you statistics about them. However, we invite you to research them deeper on the Internet.



Photo by Ål Nik

FACEBOOK

What is Facebook. The most popular social network service.

Who uses it. 1.59 billion daily active users who are older than 13. However, young people tend to use less than Millennials and people older than 40.

What makes it unique. It is an universal service combining plenty of tools.

How can we use it in a creative way. The platform pushes you to run ads, promote your pages. The truth is that if you do not spend a lot of money, it is rarely that you get satisfying results. Therefore, you need to work on being more creative, by designing informative materials and sharing them around.

What content will be more efficient on Facebook. Photos and videos are much more visible than text only, events are good because you can invite people (by also inviting people from previous events to keep them informed). A key thing to do is to explore groups that are related to the topic or purpose of your

message and share it there. Make sure that your posts are re-shared and commented by people - this increases the organic exposure of your content. Add links to your Facebook wherever possible - on your email signature, website's each page etc.



INSTAGRAM

What is Instagram. Visual social media platform.

Who uses it. Quite a wide audience: teens, millennials, adults (maybe mainly up to 35-40 years old), cool grandmothers, brands, startups, magazines, politicians, influences. And then even animals, fictional characters! Yes, many people use this platform to gain followers by creating a fictional characters' profile, or a profile of their cat or dog.

What makes it unique. It's easy, quick for sharing images. Useful to take advantage of hashtags, live streaming. It is mobile-only and videos are in vertical format here (unlike the traditional landscape one). Instagram is the platform that people use to demonstrate a way of life - fake or not - the popular movement of influences, life-coaches, bloggers and travellers is really celebrated here.

How can we use it in a creative way. Since the platform is quite visual and you can upload images and videos, there is plenty of different ways to be more creative. Here are some ideas:

⇒ Split images into several posts. With this option, you can make one visual to be visible on several posts (images) on your Instagram feed. If you would like to learn how, [here](#) is an article about it.

⇒ Transmedia storytelling. This is the practice of designing, sharing, and participating in a cohesive story experience across multiple traditional and digital delivery platforms - for entertainment, advertising and marketing, or social change. [Here](#) is where you can read more about it.

⇒ Create stories. Use the feed as a storytelling board. Why not tell a story in several images - this way you will make your followers more interested in your content. [Here](#) are a few examples to give you some inspiration.

⇒ Series, campaigns. You can use different techniques to keep your audience curious and interacting with your content. Try with building some series of posts like presenting your team members one by one (and ask them to reshare the content) or by organising competitions and other types of events.

What content will be more efficient on Instagram. This platform is visual. That means that it is good to experiment with all sorts of visual content. Remember to use video not only images. Don't forget about the Stories and that they are also another way to reshare content - yours or someone else's. What

our group suggested? Here is a list of things to post on Instagram: artwork, personal stories, cats, add text in the images sometimes, comics, promotions, stories. Use hashtags wisely (make your research on which ones to add) and add content with good quality.

Remember that the content you share better be lifting the spirit and is inspiring people and does not make them feel bad or that they are constantly missing something out. Unless you need to provoke them.



YOUTUBE

What is Youtube. A platform to share audio-visual content.

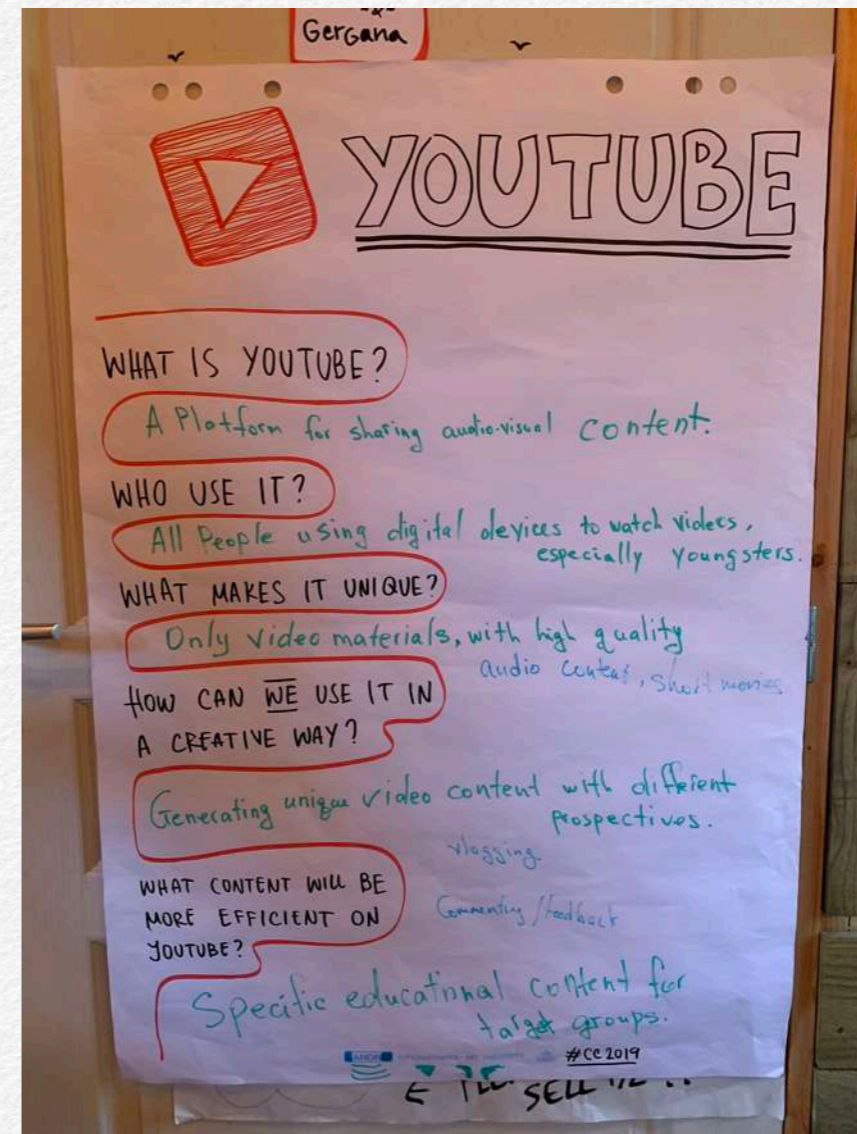
Who uses it. Everyone who is using a digital device to watch videos. A core target group are young people. Interested in more details? [Here](#) are some valuable statistics about Youtube numbers.

What makes it unique. Video only. Audio content that also has an image.

How can we use it in a creative way. Content should be of high quality. Unique and authentic video content is a must, with the respective copyrights. Vlogging is something currently developing quite rapidly on Youtube. Read more about it [here](#).

What content will be more efficient on Youtube. Depending on the purpose of your project or association, all sorts of videos could be really helpful and could become the most successful type of content you will produce. Some ideas of videos:

educational, to tell stories, interviews, animation or someone drawing etc. It does not need to be super professional, but you should really follow some basic movie-making rules as well as record in high quality. There is plenty of tutorials on “how to shoot a good video” on the Internet, so why not google that and learn some valuable techniques. There is more on how to make a good video in the next chapter.



LINKEDIN

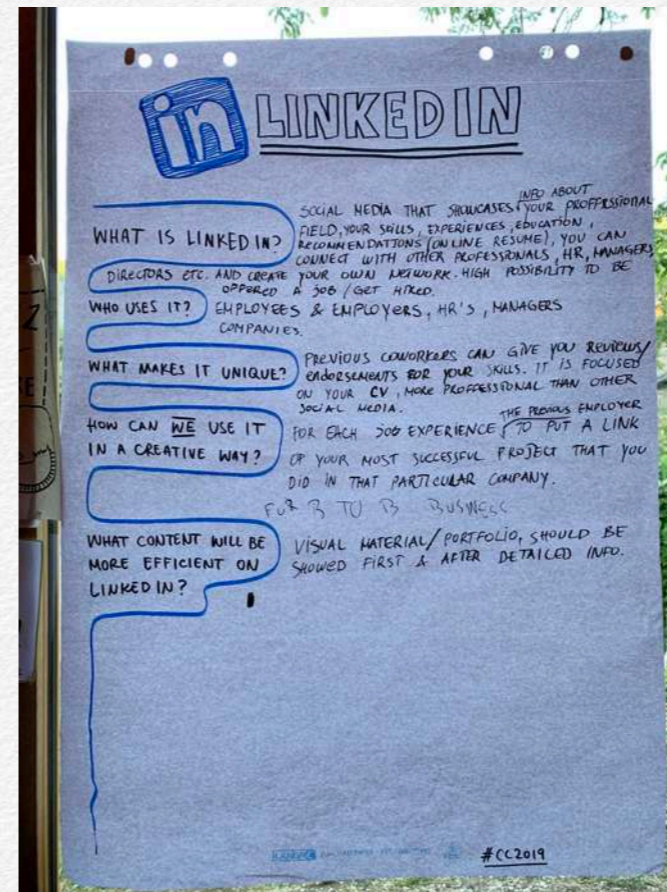
What is LinkedIn. A social media that showcases information about your professional field, your skills, work experience, education, recommendations. It is basically a resume online that everyone who might be interested to work with you can see. There you can connect with other professionals, HRs, managers, directors etc. and create your own professional network. What people find valuable that it gives you a high chance of being offered a job there.

Who uses it. It is a professional platform, so it is being used by people who are interested in expanding their work network, offer and accept business opportunities. Employees, employers, HRs, managers and company representatives.

What makes it unique. Previous coworkers can give you reviews and endorsements for your skills. Here it is focused on your CV and you can connect mainly with professionals, unlike the other social media.

How can we use it in a creative way. There are different ways to demonstrate your professional projects. Add links with detailed info about the previous projects and work, always ask people to write you some recommendations. Explore the target audiences of your association on LinkedIn and connect with them. Write articles to build authority and showcase your work.

What content will be more efficient on LinkedIn. Use visuals here, too. Use this place to add your portfolio or add visible links to it. Write articles with detailed info about a project, its topic and anything that might be interesting to your network.



TWITTER

What is Twitter. A platform for microblogging and content for instant news.

Who uses it. People who want to approach the large public quickly. It is widely used by PRs, politicians, news channels, famous people. Twitter feels like it is used more personally than some of the other social networks.

What makes it unique. The content reaches people instantly and has to be short. What works well on twitter are the hashtags.

How can we use it in a creative way. The platform gives a great opportunity to see what's being tweeted at the moment. The momentum is a strong thing to use: you can initiate "twitter storms" and make a lot of content over one hashtag very quickly. You can use twitter as a booster to reach a large

audience in a direct way thanks to hashtags and retweets. Could be also used as a community real-time chat.

What content will be more efficient on Twitter. Visual content works well here, too. People use it for breaking news. You can create teasers, initiate a viral effect. Try with GIFs, memes, images that support your text. Remember the hashtags. Participate in twitter storms to get new followers.



BLOGGING

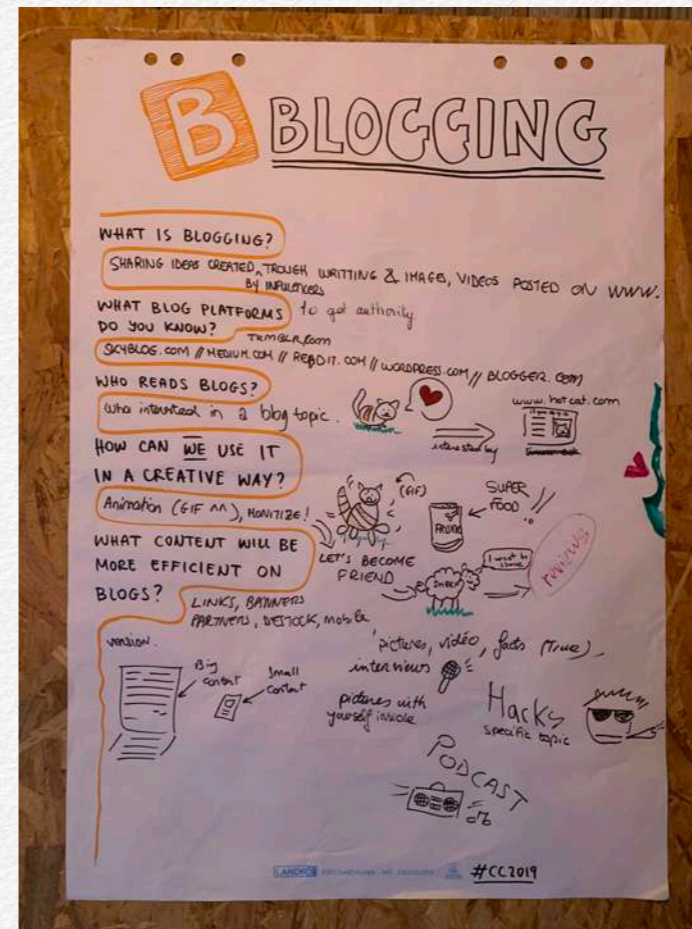
What is blogging. Influencers sharing ideas created through writing, images and video posted on the Internet.

What blog platforms you can use. Blogging is around for many years already, therefore there are many different platforms, such as <https://www.blogger.com/>, <https://www.tumblr.com/>, <https://www.skyrock.com/>, <https://medium.com/>, <https://www.reddit.com/>, <https://wordpress.com/> and <https://wordpress.org/>.

Who reads blogs. Some people follow specific blogs for a long time and are quite devoted supporters. Other people read blogs without realising it after being referred to an article or seeing it randomly on the web. Usually, a blog is being followed because of its topic, so many people read articles related to one or more of their interests.

How can we use it in a creative way. Create an exciting play between written text and visuals. Add GIFs and make it a fun experience for your audience if you can. Give your audience ways to reshare your content by inviting them to do it and by adding social buttons on your articles.

What content will be more efficient on blogs. Besides the written part, add images, visuals, videos, facts, interviews, stories, links, banners. Make sure you have desktop and mobile version and both work well. Write about hacks on a specific topic. Open up more, add personal stories, pictures, videos. Why not also podcasts and vlogs.



CREATIVE CONTENT & TOOLS

6

Finally, the time has come for you to work on your content. Once you have selected the communication channels you would use, you need to work on the best possible content to reach your people through your selected channels. Here is some help from us!

BE CREATIVE!

"Creativity is intelligence having fun."

- Albert Einstein

There is no single definition of what creativity is and how can we be creative. However, when it comes to communication, it definitely includes playing with different media and forms. Experimentation is key: create something new, try it, follow up, get feedback and improve. Brainstorm and listen for interesting ideas. Talk to people.

In order to boost your creativity, you can always do different exercises. What is key is not to be afraid (too much) to try new things and to make sure you have the opportunity to track the result - what would your experiment lead to. Here is a curated selection of methods and tools for boosting the creativity of your communication. Enjoy and share with your team!



Photo by Dana Verstak

STORYTELLING

When you deliver your message with a story, there is a higher chance that your audience will feel engaged with your content and would respond to your call-to-action. Storytelling is the social and cultural activity of sharing stories. Telling stories is the oldest way to pass information from one individual to the others. There are different ways to build a good story. Here are some quite useful tools.

Pixar storytelling formula

Once upon a time__ Every day__ One day__ Because of that__
Because of that__ Till finally__ .

To use this formula, simply add the text between the different predefined elements which are basically the structure of a story.

Aristotle's three-act structure

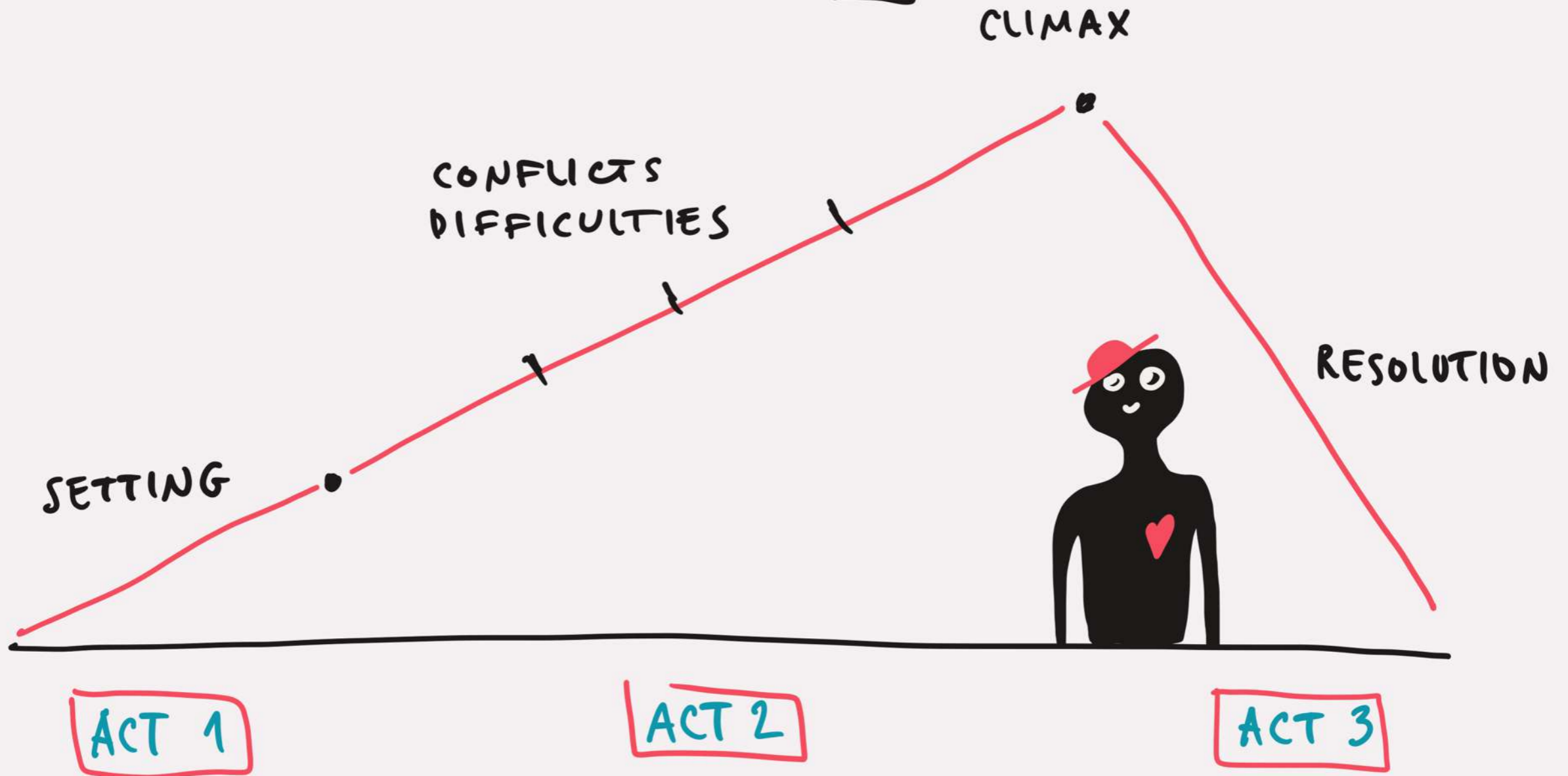
Every story has a beginning, a middle and an end. In the first act, we introduce the character, the place, the time, the circumstances and the conflict. In the second act, we raise tension and bring the conflict to the highest level, in the third act we have a climax of the story and the resolution.

Remember, these techniques work for all mediums of stories: written stories, video, audio, photo storytelling. We are all storytellers and can use different ways to tell a good story!

TODO

Write down the story of your project or association. Use one or both of the structures above to do it. Read it out loud to your team members, edit it together. After you are happy with the final version, use it to share with your community. For example, on each Facebook page, there is a field in the info that is called "Our Story". Why not add it there?

THE STORY ARC



WRITING FOR THE WEB

Writing for the web is creating text content which will be published online - on your website, blog or elsewhere. Having in mind the shorter attention span of most of us and the fact that we are mainly “scanning” the content online, it is vital to follow some rules to make sure your message will reach out to your audience. Here is a shortlist of valuable tips to keep in mind:

- ⇒ Using plain language allows users to find what they need, understand what they have found, and then use it to meet their needs. It should also be actionable, findable, and shareable.
- ⇒ It is vital that the way you write (tone, language etc.) fits into the overall communication strategy and you fully understand what the content lifecycle entails, and who is involved in the process.
- ⇒ Remember the Buyer Persona? They had some objections and questions, right? Make sure you have answered them in advance by adding that info in your communication texts.

- ⇒ Use the words and language your Buyer Personas use. Thus, you will help them understand the copy and a bonus: will help optimise it for search engines.
- ⇒ Divide your text (article) into paragraphs, so people don't get lost into very long merged text. If you add a title to the different topics of your text, that would be ideal.
- ⇒ Use pronouns. The people you are addressing are “you” and the project or association that talks to them is “we” or “I”. Remember, if you addressing a third person, better use “they” because you are never sure which gender of the spectrum they are identifying themselves with.
- ⇒ Use short sentences and paragraphs. The ideal standard is no more than 20 words per sentence, five sentences per paragraph. Use dashes instead of semi-colons or, better yet, break the sentence into two. It is ok to start a sentence with “and,” “but,” or “or” if it makes things clear and brief.
- ⇒ Use bullets and lists. Don't limit yourself to using this for long lists - one sentence and two bullets is easier to read than three sentences.
- ⇒ Remember to help people understand your text better by adding images, diagrams, or multimedia. Videos and images should reinforce the text on your page.

⇒ White or blank space is also quite valuable. It allows you to reduce noise by visually separate information.

⇒ Grammar matters. It is important to write literately. If you are in doubt, use the help of tools that make grammar checks as [Grammarly](#).

Are you looking for inspiration or examples? Visit [Nomadways blog](#) to see how we deal with formatting articles. And get tons of tips from the [Buffer's blog](#).



Photo by Ål Nik

BLACKOUT POETRY

Eager for some creative boost? We have a gift for you: a blackout poem that you will create on your own!

What is blackout poetry? It is when a page of text, an article from a newspaper or a page from a book, is completely blacked out (coloured over with a marker so that it is no longer visible) except for a selection of a few words. When only these words are visible, a brand new story is created from the existing text. Sounds exciting, yes? [Here](#) are a few examples to boost your creativity.

TODO

Take an old newspaper or a book that you no longer need to keep and use one or two pages of it. Give yourself time to look at it. Create your first poem by blacking out the text that you don't want to use and leaving there the words that will build your message. Do it several times. If you are happy with the result, you already have a very creative content to share with your network.



USING VISUALS: COMIC STORY

It is not that difficult to create a comics or a visual story with images. With this activity, you can try it out - build your own character and design a short story with it. Visual content is really “a king” over the Internet nowadays - people respond much more to photos, videos, memes, illustrations than to plain text. Therefore, each of us should consider seriously enabling our online communication with the power of visuals.

TODO

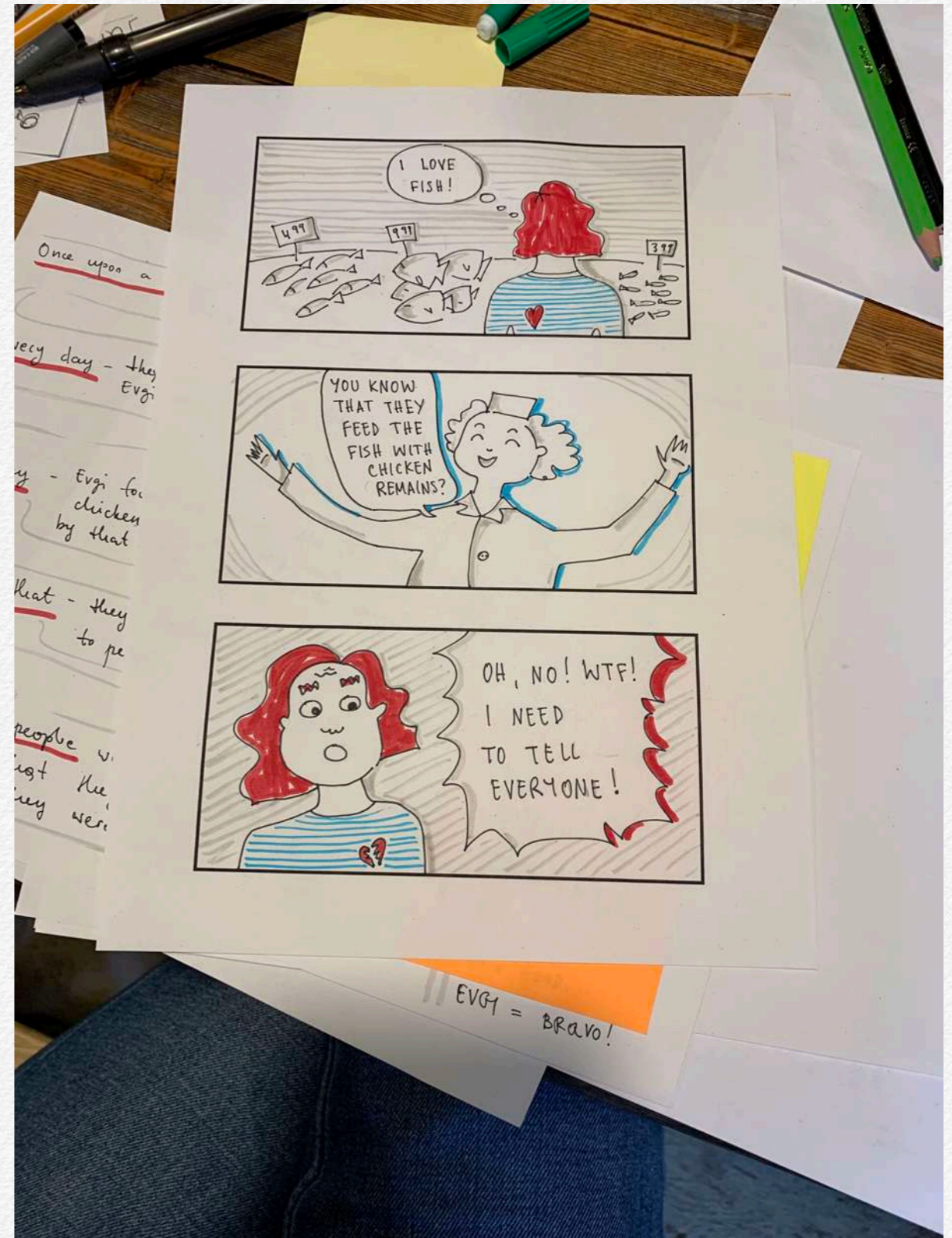
Step 1 - character: Take an A4 piece of paper and draw the shape of a character with a pencil. Experiment with it, draw, erase, draw, erase. When you have a figure you like, seal it with a black pen or marker. Then, add 3 elements of your appearance on the character. Finalise the character by adding some colours.

Step 2 - name: Take a blank piece of paper. Write down your full name. Then brainstorm of different names for your character that include letters from your name. Play a bit and choose the name of the character.

TODO

Step 3 - a story: Write down on small pieces of papers keywords from your everyday work at your project or association. Mix them, then take 3-5 of them. Write a short story following the Pixar storytelling formula by using these keywords.

Step 4 - comics: Take a piece of A4 or A3 paper and draw (or print) a storyboard frame for three scenes. Transform your story into three scenes and draw them on the paper.





VISUAL FACILITATION

Graphic (or visual) recording and facilitation is the real-time translation of ideas or presentations into text and pictures. A graphic recorder (scriber) does things simultaneously: listens for key ideas, synthesizes them and documents them in a visual form. The visual facilitation is the use of large scale imagery to lead groups and individuals towards a goal. The method is used in various processes such as meetings, seminars, workshops and conferences. It makes communication clearer and more engaging. More effective!

This method is accessible to anyone - no matter if you can draw or not - because it gives you simple ways to illustrate concepts and templates to use for your communication. However, it takes some time to learn to use and we have the perfect guide for you! It is created by Deniss Jershov, Torben Grocholl and Kati Orav as part of their Creative Learning project. [Download it here for free.](#)



Photo by Dana Verstak

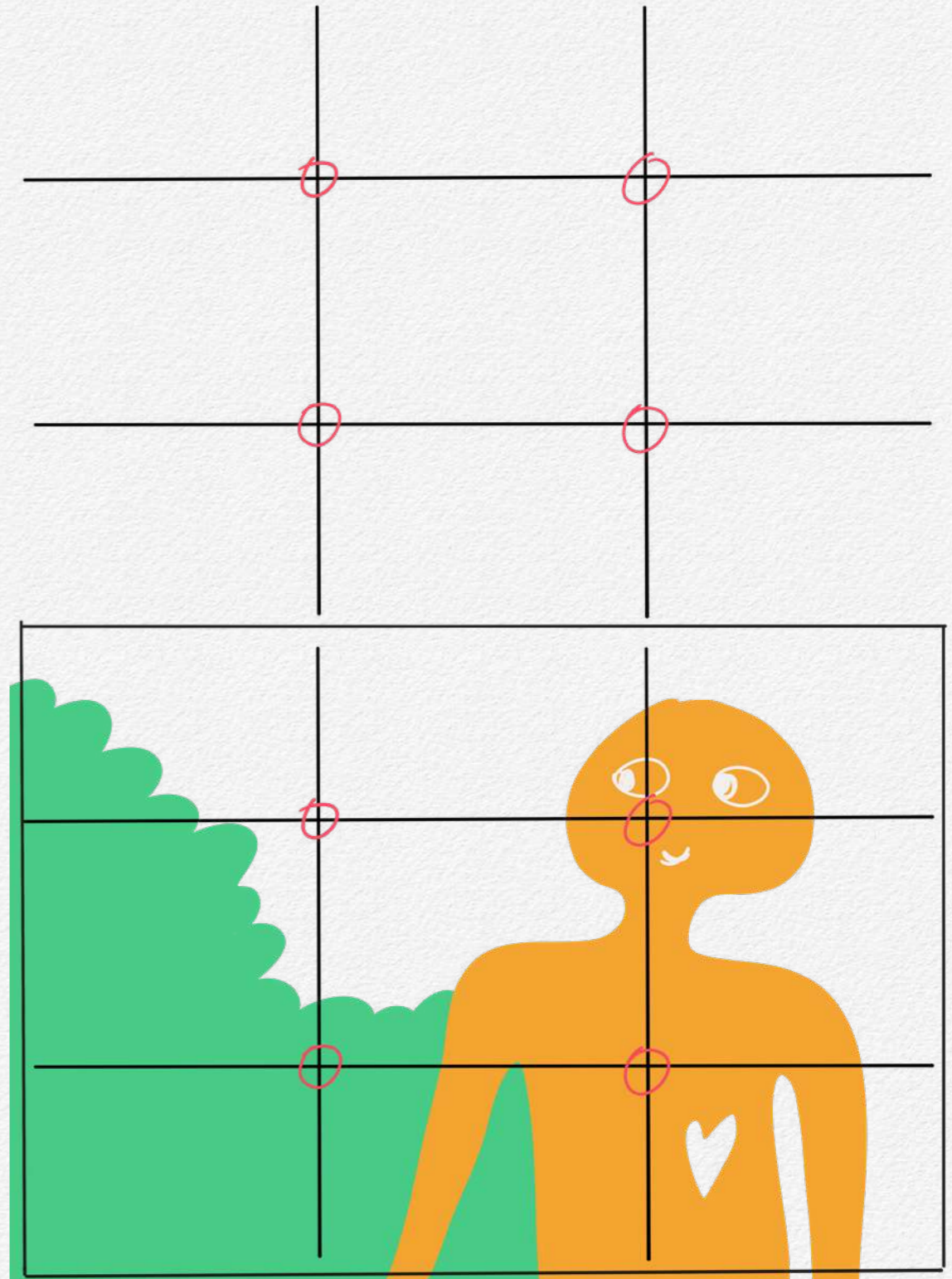
PHOTOGRAPHY

When it comes to visual content, photos are really one of the easiest ways to deliver your messages. Thanks to the really high tech mobile phones we now can take images with very high quality without investing too much into cameras. Having the tools we need to invest a little bit of time and effort to take better shots!

Here are a few basic rules in photography to experiment with:

The rule of thirds. The core of all photography rules is about dividing your shot into nine equal sections by a set of vertical and horizontal lines. With the imaginary frame in place, you should place the most important element(s) in your shot on one of the lines or where the lines cross each other. It's a technique that works very well for portraits and video interviews by positioning the person where the lines cross.

Above: the rule of thirds. Below: an example of how to position a person on the shot. >>



Focus. Make sure that your photo is not blurry (by accident). It is good to keep a good focus on the main object you want to photograph. Most of the modern devices help you do the focus.

Positioning of the elements. Be careful not to cut people or objects in half at the edges of your photo. Try to balance the shot and elements insight it - if you are taking a group photo, position the group in the middle and leave more or less the same space from all the edges of the shot. Look how Dana took our group photo:



Help yourself with good filters. In order to have a consistent feed, try using the same filter over your photos. Be careful not to overdo it - select a nice and elegant filter. Try applications such as VSCO, A Color Story or Snapseed to apply beautiful presets.

Crop when needed. If your shot is in danger of losing impact due to a busy background, crop in tight around your main point of focus, eliminating the background so all attention falls on your main subject. This works particularly well with portraits when you're trying to capture something more intimate and focused or are shooting in a busy location where what's around them would just cause a distraction.

Ask for help or feedback. If you are not sure if the photos are good enough, remember to use your team as a source of help or inspiration. Don't be afraid to experiment with different options to become better.

Use stock photos as a last resort. But yes, there are also some nice websites with free beautiful images. The trouble is that because of that, there are lot of people using them, too. However, check out [Unsplash](#), [ISO Republic](#) or [Life of Pix](#).

TODO

Take a camera or a mobile phone with you and go outside. Make a short walk and take 6 photos of random things: close object, landscape, portrait... Whatever comes in front of your camera. When you are ready, get back at your office or at home and take a good look at the photos. Write down a short story about these 6 photos - make sure each of them gets into the narrative.

Remember to follow the basic rules.



Photo by Dana Verstak

VIDEO

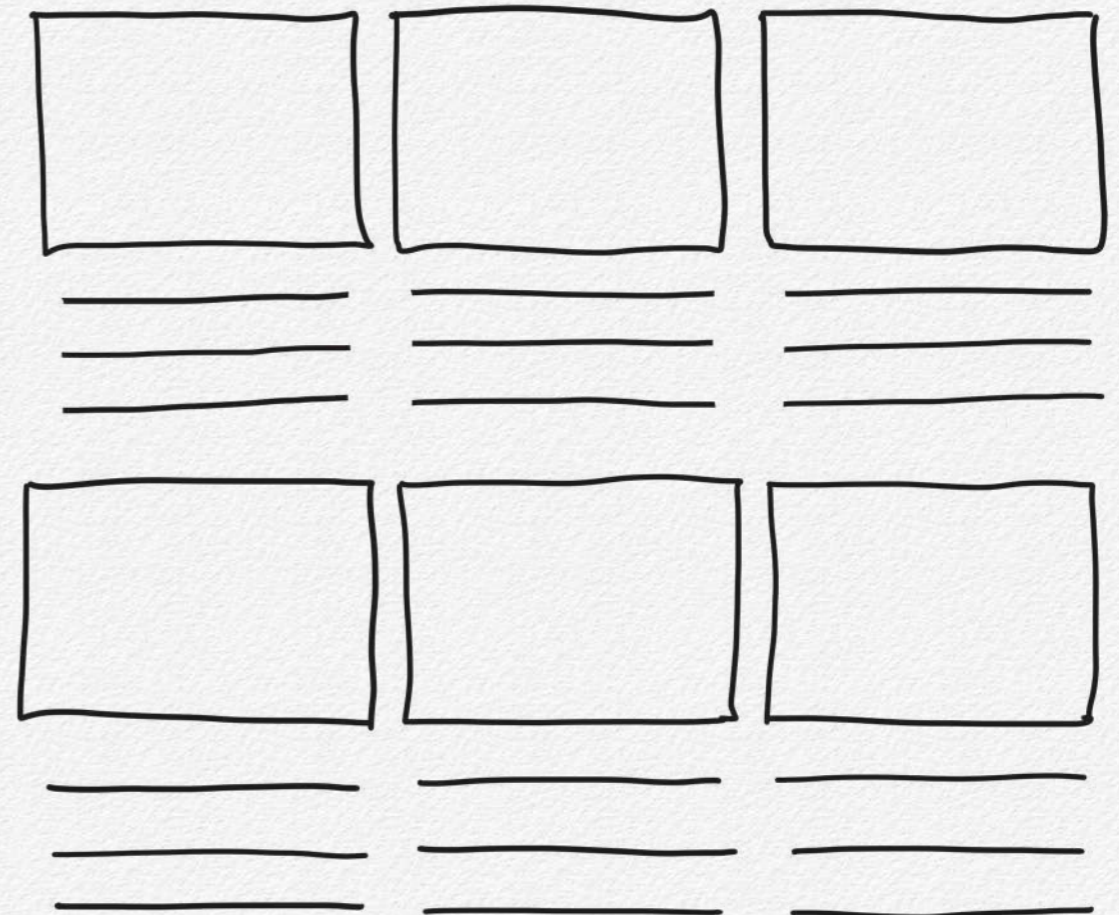
As we already mentioned, human attention spans so short and precious today that spreading messages is becoming a great challenge for us all. Delivering video content helps us to convey information more effectively in a shorter amount of time while also striking an emotional chord through visual and auditory storytelling elements not presented in text.

There are two important elements to consider when doing your video, so you are prepared to get the best result.

A storyboard is the visual document that it is created before filming where the director (yes, you) is deciding the types of shots they want to film and in what sequence the shots will appear in the movie. Therefore, when you write your story, remember to visualise it as a storyboard so you can plan your shooting well and edit the story the way you need in advance.

STORYBOARD TEMPLATE

ILLUSTRATE YOUR STORY BY DOODLING ITS MAIN IDEAS WITHIN EACH OF THE BOXES. WRITE DOWN A SHORT CAPTION OR RELEVANT QUOTATION FROM THE STORY.



Types of shots. When you film, you choose how close the public will interact with the heroes, how intimate will their connection be. In other words, you choose different types of shots.

A camera shot is composed of a series of frames that are shot uninterrupted from the moment the camera starts rolling until it stops. Camera shots are an essential aspect of filmmaking and video productions because by combining different types of shots, angles and camera movements, the filmmakers are able to emphasise specific emotions, ideas and movement for each scene.

Here are the basic types of shots in film or video:

- ⇒ The extreme wide shot. It is used to establish the location and give the setting of the scene.
- ⇒ The wide, also known as a long shot. Used to show action.
- ⇒ The full shot. Also used to show action.
- ⇒ The medium shot. Usually, great to show emotions but also some actions.
- ⇒ The medium close-up shot. Used to show emotions.
- ⇒ The close-up shot. Used to show emotions and thoughts.
- ⇒ The extreme close-up shot. Used to emphasise the emotion (typically we show the eyes of the character).

The rules are simple, the more intimate you want to be with your audience, the closer you film the person.



EXTREME WIDE SHOT



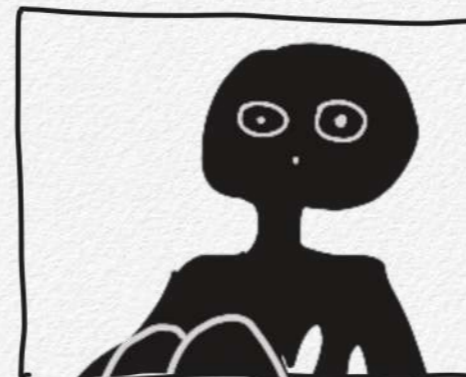
WIDE SHOT



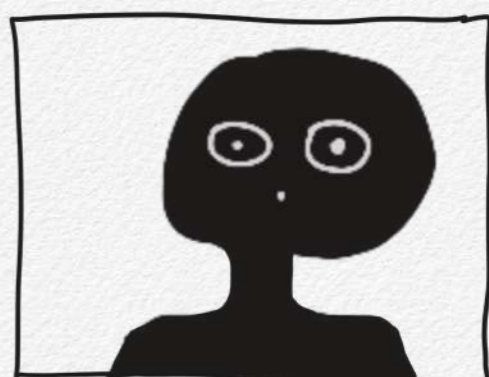
FULL SHOT



MEDIUM SHOT



MEDIUM CLOSE-UP



CLOSE-UP

EDITING

After everything is filmed, the storyboard that you created earlier will help you to be more time-efficient while editing. You can put all the shots together in the order you determined earlier in the editing software. This process is called “editing”. The most common editing software are:

⌘ Paid: Adobe Premiere (Windows/Mac), Final Cut (only for Mac);

⌘ Free: DaVinci Resolve (Windows/Mac), Windows movie maker (Only Windows) and many more.

Here is a really easy and productive activity you can try. You will be inspired and surprised by the results of such a group creative work. >>

TODO

Create a 1-minute, 1-shot movie.

Sometimes you don't have editing software and experience with it, but still, want to create a movie and practice both camera and storytelling skills.

There is a very good exercise for this occasion!

A one-shot is a movie filmed in one long take by a single camera. It means that your story starts when you press the REC button and ends when you press STOP. Why not try this with your group!

Divide into small groups of 3-4 people and give them time (at least 45 min or more if possible) to create a one-shot movie with a clear storyline and resolution. There are no rules of how they should film it (the camera can be in motion or still) as far as we can understand the story and the movie was made in one long shot. The length of the movie should be around 1 min.

SOUND

There are three types of sounds in video: voice, noise and music.

If you have a professional equipment you should use a special recorder and microphones to grab each type of sound apart and mix the sound later in post-production. However, in most of the cases we have only a camera.

Here are some tips to make your sound as good as possible in such setting:

⇒ If you film outside and you need a clear audio (for example, you take an interview in a park or on the street) be aware of the noises around, don't film in crowded places, near airports, train stations and other places with a lot of noise. If you don't have professional equipment, avoid filming on a windy day (the wind will blow into your microphone and the sound will be impossible to repair in editing room).

⇒ When you film inside also choose quiet places (don't film near a refrigerator/microwave/air conditioner or other noisy devices, especially if you cannot completely control the environment during the shooting).

⇒ if possible, use external microphone, even the microphone that you have in you headphones will give you the better quality of sound than the raw mic in your camera.

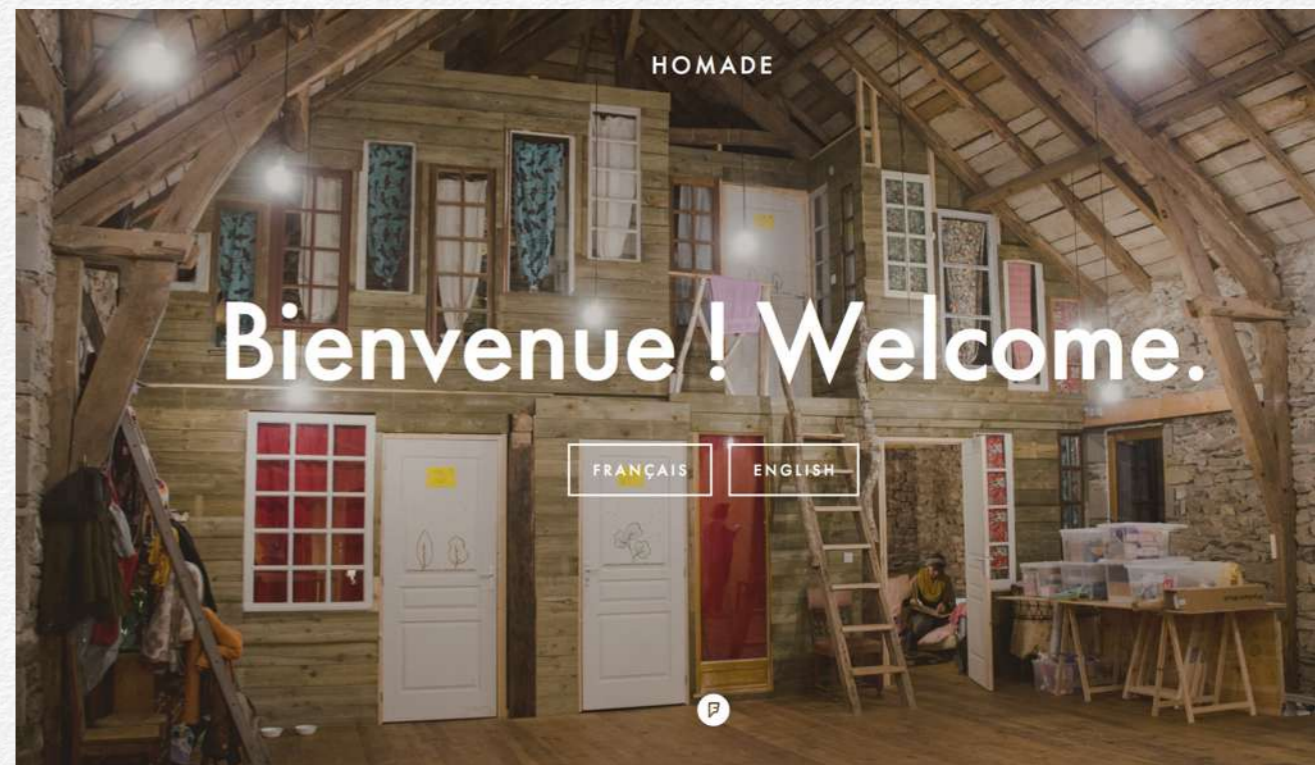
Looking for a free sound editing programme? Audacity is really a great option and there are many tutorials online to teach you how to use it.

WEBSITE

Your association or project's website is an essential part of your identity and positioning. We are not only talking about online presence - it is considered important to have this online "business card" that showcases your product and where people can go to learn about it, how does it work and how to get it. Even if you learn about something offline, you (always) go to check it online, too. To keep a memory, to read more at home and to stay connected to it. Therefore, having a website is a must.

There are different platforms that you can use. If you have a programmer or a web designer in your team, they can help a lot by setting up the website and managing it. However, it is quite often that we need to hire someone (or a company) to do it or to use an external platform that provides a website hosting and design.

In case you would like to do your website on your own, but you don't have programming skills, there are many options nowadays. Many of them are really easy to use and user-friendly for people not fluent in web design and coding. If you are a first-timer in this, read more and try some of the following platforms: <https://weblium.com/>, <https://www.squarespace.com/>, <https://www.wix.com/>, <https://www.weebly.com/>, <https://cargo.site>. They have different payment plans and options, so go and compare. Test them and see which one feels more comfortable for you.



Our [Homade website](#) is created with Squarespace.

EMAIL MARKETING

Email communication is usually a big part of our daily lives - not only when it comes to work, but also in a personal context, we send letters almost every day. It is the most targeted and effective way to connect with your audience, nurturing your leads, and leading them towards the actions you want them to execute. There are two main types of email marketing: sending cold letters to people you don't know with the idea to turn them into your customers, and sending email updates to your current network in order to lead them to some action.

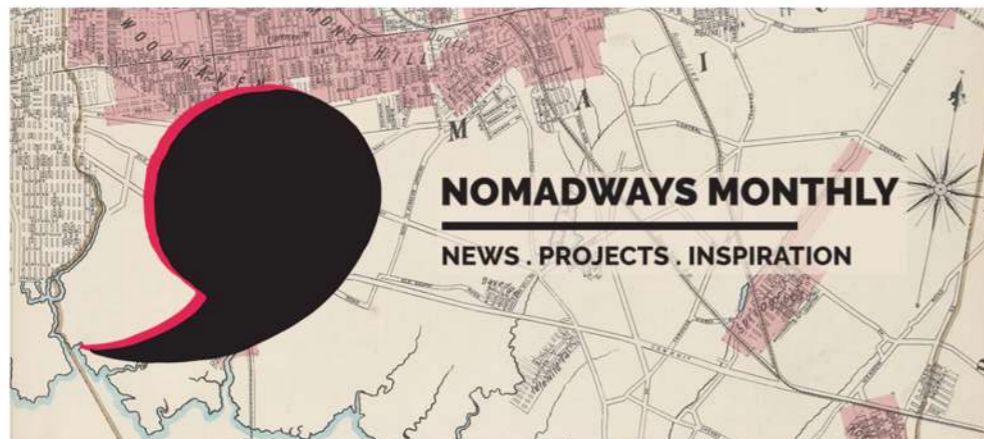
Maybe you wonder why you should care about this when you have all the other social media channels? Well, even today, email is still considered as the most effective communication channel. Did you know that at least 99% of people using internet still check their email on a daily basis? That can't be said of any other communication channel. Don't forget that on the social media platforms, your account (along with all your fans and posts) could be deleted at any time, for any reason,

without notice. Your email list cannot be taken away that easily. Finally, emails have a higher conversion rate.

How we do it at Nomadways

We send a monthly newsletter to a few different target groups. We use [Mailchimp](#) - a very user-friendly email marketing tool. In this application we have separated lists - people who participated in our previous projects, people who subscribed on their own, people who live around Homade and speak mainly French etc. Then, we design a different newsletter to give relevant information to the interested target audiences. What we found out to be most efficient is to send news once per month - not too often, often enough to give people the opportunity to join projects and get inspired.

If you are curious about our newsletters, you can subscribe to the next one [here](#).



Heey <<First Name>>

The hectic season which was filled with events is ending soon. That gives us a fantastic chance to start planning 2020 already! Oh yes, we have so much awesomeness to cook for you, but before that, we would really appreciate a bit of your help: we wanna design new events for you at Homade next year and would really love to know what activities you are into. [Please, go here and let us know!](#)

If you wonder what the next opportunities we have for you are, there is an invitation for volunteers in 2020: if you are 25-year-old or younger, [go here and find out more](#). Remember to share it with other young people who might be interested!

Our next workshop calls will come in early 2020, so keep an eye here and on our social media. Speaking of which, did you happen to see [our Inktober](#)? Our Alex did an illustration each day to raise questions regarding some of the social challenges we're facing these days.

Now, scroll down to see more of our artistic news - our community has been busy this month, oh yeah!

Hugs,
Nomadways Artists



Check out an example: [our newsletter to Nomadways Artists sent in October 2019.](#)

LANDING PAGES

Whilst talking about the website, it is quite important where your people will land. The landing page is the first page people discover on your website. There is plenty of options for that: the people who type your website address directly in the browser will land on your homepage; the people who clicked on a link of a specific page that was shared somewhere (let's say in Facebook) will see that first; or if you have created a dedicated page of an event, project, campaign will see it first. What that means is that it is important to design this page so it can serve its purpose.

When you create your landing page, the most important things is to identify its purpose first. Then, think of how it can serve it. Asking yourself questions like "What do I want people to do with this page?", "How will I make them do it?", "How to make the process easier for them?", "How to find out if they did it?". The design of your page should be the answer to those questions.

The tools to create a landing page are the same as for the website. You just design a dedicated page to a specific purpose.

[Here you can find a presentation by Anzhela Rudenko](#) about how to build your landing page on Weblium. Also, if you put links on your page that lead to external place (e.g. a survey or an application form) and you would like to count the number of times people click on it, use URL trackers like [Bit.ly](#).



TEAM & CREDITS

We hope this booklet will be a good help for you and your team to re-discover and redesign your communication. Would you like to be in touch or share insights with the community? Tag your posts with **#NomadwaysArtivists** and **#CreativeCommunication** and let's co-create!

AS A CONCLUSION

This short booklet tackles complex platforms, methods and tools in a very brief way. It does not give you detailed guidelines on how to use them but focuses on the essentials that were discovered as more needed for our activists who participated in our projects. Surely, in time this booklet will be much more developed and enriched but until then, it might be a good start for you to reconsider your communication strategy and work. By doing the activities we proposed here and trying the tools, you will already step away from your routine and comfort zone and have a moment to redesign some of your messages and visuals.

Please, share it with your team, colleagues, partners, friends and family. This educational booklet is created by Nomadways to give knowledge and experience to everyone who is looking

for refreshing their online communication work. Thus, it is created to be shared. For free.

Want to be in touch with our team? Tag us on social media (@Nomadways) and use our “Creative Communication” hashtag: #CC2019. See you online!

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