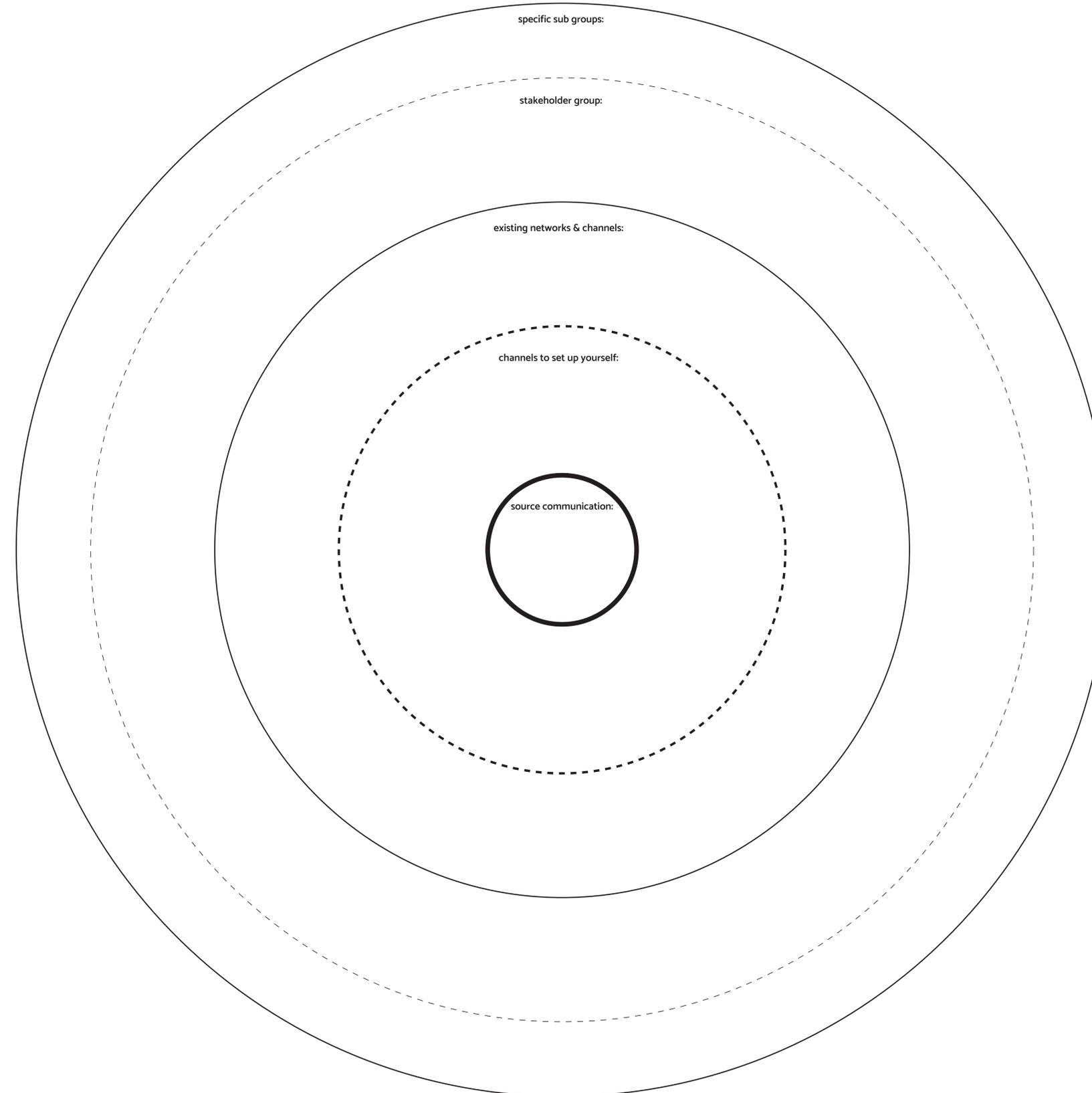


canvas network communication channels



HOW DO YOU MAKE SURE YOU CAN REACH EVERYONE?

1. Make an overview of all the different stakeholder groups in your area. Think government, property owners, businesses, social institutions, local (bottom-up) initiatives, utility companies and of course citizens. Distribute them over the designated circle. Make distinctions within a group where necessary, for example between office investors, project developers and housing corporations. Or between office workers, local residents and intended new housing target groups.

2. If relevant, name specific sub-target groups that require special attention. These may be citizens who are less digitally literate and therefore require special attention in order to be reached. It could also be international investors who cannot be reached through the regular channels. Or, for example, specific departments of the municipality that require additional communication. Add these to the relevant stakeholder groups in the outer circle.

3. Map which existing networks, bodies and communication channels already exist in the area where certain stakeholder groups can be reached. Add these in the designated circle. You now bring the different stakeholders closer, as it were. Think about how you can possibly join forces with these networks or channels, for example by sharing content packages and updates. In this way you can reach the relevant stakeholders through existing channels and you do not have to build your own channels for this.

4. Now think about your own source for communication. From where do you share your content packages, where do you link to? This will be the place where you will bring together more and more different stakeholder groups to inform, connect and activate them around the development task(s) in the area. This can be a simple blog or a more advanced interactive platform: it is the most important digital component of your whole process.

5. Now see where there are gaps between your source and the various stakeholder groups and subgroups. Where do you need to build your own targeted channels to make sure you can reach all groups? Think carefully about channels that really suit each group. For the foreign investors you might want to send a quarterly personal mail while for the less digitally savvy people you want to set up a physical walk-in and information place. Sometimes, of course, you can reach multiple groups with the same channel, such as a Facebook page that allows you to reach both local residents and local shopkeepers and social organizations. You can also cleverly link this to any existing facebook pages in the area. Make sure that you do not set up any unnecessary channels that may put existing channels out of position.

6. Highlight the channels you need to prioritize and, if necessary, make additional notes on, for example, tone, language and frequency of communication or on important actions or other points of interest or sensitivities.

7. You have now created an overview for yourself of all the communication channels you need and what you need to pay special attention to. In principle you can reach everyone in the area with this network. You can then use this to set up your own communication plan and agenda.