

Core Implementation Capacities: Media & Networking Systems

Background

What is it?

A Media & Networking System aids in mobilizing knowledge and behavior change by utilizing mass media strategies, networking strategies, and measurement of social networks to complement direct service interventions. A strong Media and Networking System includes: communication plan, multiple media strategies, networking strategies, formative and evaluative data on effectiveness.



What does it look like when Media & Networking Systems are working well?

Organizations have a written communication plan with measurable objectives and clearly specified strategies and leads. They have people, teams, and software in place to create and disseminate messages and to share content with other communication teams. They know where to find existing content and how to develop and share new content. They use data, analytics and team feedback to iteratively shape dissemination strategies and to refine and adapt communication plans. They include best communication practices, such as multiple channels, multiple audiences, user engagement and interpersonal reinforcement in their strategies.

Why are Media & Networking Systems important?

Media and networking systems connect program stakeholders with one another and provide an opportunity to broadly communicate programmatic benefits with diverse audiences. Media strategies mobilize knowledge and behavior change among the target audience and complement direct service interventions that may not reach everyone. They also expand community awareness and accessibility to program services. Networking strategies emerge from natural connections among organizations and leaders across diverse community segments. They accelerate the spread and increase the reach of programs and other messages related to the goals of programs being implemented, and can inform communication planning, media messaging, and content.

Media & Networking Systems Best Practices



- ➔ Accountability: Clearly identified, resourced person(s) with dedicated time who are responsible for the implementation of the communications plan.
- ➔ Written communications plan (developed or adapted), clearly outlines goals for attitude, knowledge, skills, behavior change linked to desired outcomes
- ➔ Review, update communications plan and strategies based on data and what you are learning from community feedback (i.e., network priorities, preferred communication strategies, channels)
- ➔ Media messages, content promote normative information about the program, and expand community awareness, exposure, and access to the program.
- ➔ Among those responsible for this capacity area, proficiency on



NOTE: please see the Intermediary Organization (IO) function Partnership, Engagement, & Communication, and focus on the underlined piece. Implementation Support helps develop local capacities for Media & Networking, 1 of 5 core implementation areas. IO support for Communication helps ensure those local capacities are working. 1



- how to select and utilize media channels and strategies to effectively implement community-wide media campaigns.
- how to communicate the impact and benefits of the program to the community.
- ➔ Use networking strategies to tailor and/or inform media messages and content, communication strategies, and channels and to accelerate dissemination and increase reach.
- ➔ Multifaceted media campaign, using multiple strategies and channels in the community; and metrics for evaluation
- ➔ Sufficient program materials and resources (e.g., tip sheets, parent workbooks, DVDs) provided to those delivering the program
- ➔ Use data to understand and improve the effectiveness of Media & Networking strategies



Important Knowledge & Skills

- ✦ Differentiating the role of “media and networking” in implementation from more traditional methods to spread innovations (diffusion as “letting it happen,” dissemination as “helping it happen”), and implementation as “making it happen”)
- ✦ Understanding the goals of media, messaging, and public communication in the context of implementation
- ✦ Proficiency on how to communicate the impact and benefits of the program to the community
- ✦ Proficiency on how to select and utilize media channels and strategies to effectively implement community-wide media campaigns
- ✦ Understanding the role and practices of social network analysis in different stages of implementation
- ✦ Understanding the interface and linkages with other implementation capacity domains, and how they support media and networking systems
- ✦ Knowledge of how media and networking system best practices can be measured in the CCA (NCIC-TP proxies)

Resources and Tools

- Implementation Capacity for Triple (ICTP) Simulation Lab, see Media and Networking Systems after clicking on the Local Implementation and Scale Up visual, <https://ictp.fpg.unc.edu/ictp-simulation-lab>
 - Communication Basics Module
 - Communication Basics Handout
 - Goal Setting Tool
 - Social Network Analysis Measure
- Examples of media campaigns (radio, television, billboards, digital)

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What does building capacity for Media & Networking Systems look like? What might progress look like?



The aspects of Media & Networking Systems described above take place across stages of implementation. Below, we use three functional stages of implementation to outline some questions that can guide the work of building workforce development capacity. *Please know* - each stage of implementation does not discreetly end as another begins. As we engage in the work of a certain stage [and learn], we might find the need to go back to address an issue that we missed previously or delve deeper into another issue that needs more attention.

Assessment, Exploration & Readiness <i>“From where are we starting? What are our strengths and areas of development?”</i>	Installation <i>How can we develop, acquire, repurpose, and strengthen resources for what it takes to effectively support this program?</i>	Initial Implementation <i>How are we doing, now that the program is being delivered? What are we seeing, what are we learning?</i>
<ul style="list-style-type: none"> ▪ Who is accountable for this this role? ▪ What skills (i.e., collecting, finding or using network data to inform strategic development of a communication plan and to drive information sharing and support) do we need to create, manage, and monitor communication efforts? 	<ul style="list-style-type: none"> ▪ Have we hired or identified a qualified person(s) to act as a media lead? ▪ What professional development gaps and PD opportunities do media lead(s) need to successfully apply network data and implement a communications plan? ▪ Do we have a communication plan with measurable objectives and clear strategies? 	<ul style="list-style-type: none"> ▪ Is our media lead(s) in place? ▪ Is our communication plan being carried out? Is it informed by data? ▪ Has our media lead(s) participated in PD as planned and ongoing? ▪ Do our media lead(s) have the knowledge and skills to implement and monitor the plan successfully?
<ul style="list-style-type: none"> ▪ Have we identified a support network (technical and social), within and across organizations, for communication activities? ▪ Does the organization have software and related tools to produce materials? (cameras, social media management tools), organizational policies to support social media communication etc.) 	<ul style="list-style-type: none"> ▪ Have we identified any existing networks or can we develop a network to support media leads? ▪ Have we assessed existing software and related tools and set aside funding to install software and hardware to produce and disseminate our communication?? 	<ul style="list-style-type: none"> ▪ Are media lead(s) able to go to people, within and external to the organization, for technical and social support? Do they feel supported? ▪ Are our organizational policies in place to support social media communication?
<ul style="list-style-type: none"> ▪ Is there an active and diverse team in place to provide feedback, guidance, and local knowledge to guide media and networking efforts? 	<p>Have we identified the type of data and format that is most useful for guidance? (e.g., analytics, network summaries and maps etc.)</p>	<ul style="list-style-type: none"> ▪ Is the media lead(s) responding to feedback and adapting the communication plan in response?

* NOTE: Other local activities *specific to program rollout* are occurring at the same time as these implementation capacity activities. 3