

# CREATING STRONGER CONNECTIONS



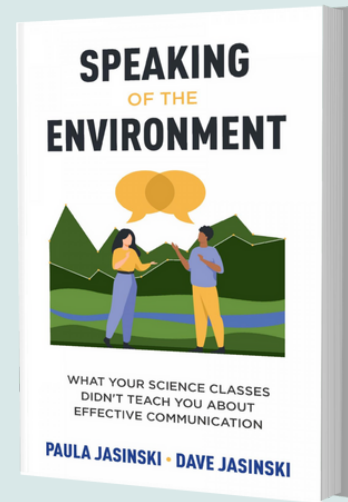
HOW-TO SHEET | FEBRUARY 2024

## ENVIRONMENTAL COMMUNICATION BEST PRACTICES

- **Identify Brand Consistency**
  - Define your brand style guide, including colors, tone, voice, visual style, and communication channels
  - Share documentation of your brand guidelines with your team and Board for review and use
- **Define Strategic Objectives**
  - Develop a communication strategy that supports your organizational and project-specific strategic goals
  - Understand your audience(s) and tailor messages accordingly
- **Develop Compelling Messages**
  - Fish with the right bait!
  - Messages that resonate connect directly with audience concerns, challenges, and values
  - Avoid jargon and words/phrases that do not support dialogue
- **Tell Stories**
  - Share your successes, along with the people behind them
  - Pictures of recognizable people and places capture attention and inspire action
  - Consider the messengers. Tell your own stories and enlist supportive allies to help.
- **Use Visuals**
  - Infographics, videos, and other visuals support engagement and reach wider audiences
- **Event Planning**
  - Consider developing a detailed project plan that includes details and timelines for all of your event needs, from space reservations, AV needs, media coverage, social media calendar, partners for collaboration, invitees, and more
  - Define those needs related to before, during, and after your event
  - Document lessons learned from each event to continue refining your approach

# ENVIRONMENTAL COMMUNICATION RESOURCES

Green Fin Studio founders, Paula and Dave Jasinski share their decades of award-winning environmental communication experience with hundreds of organizations in “Speaking of the Environment: What your science classes didn’t teach you about effective communication.”



This resource offers specific tips and tricks to better understand audience values, inform outreach strategies, incorporate storytelling, create stickier messages, and more. Available from Amazon, Barnes and Noble, and other booksellers.

## ADDITIONAL RESOURCES

### Community Based Social Marketing

Behavior change marketing tips, resources, and training opportunities.

[www.cbsm.com](http://www.cbsm.com)

### Chesapeake Behavior Change Website

An educational and knowledge-sharing site for campaigns across the Chesapeake watershed

[www.chesapeakebehaviorchange.org](http://www.chesapeakebehaviorchange.org)

### Protect Local Waterways Resources

Information on how local leaders can protect local waterways

[www.protectlocalwaterways.org/](http://www.protectlocalwaterways.org/)



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