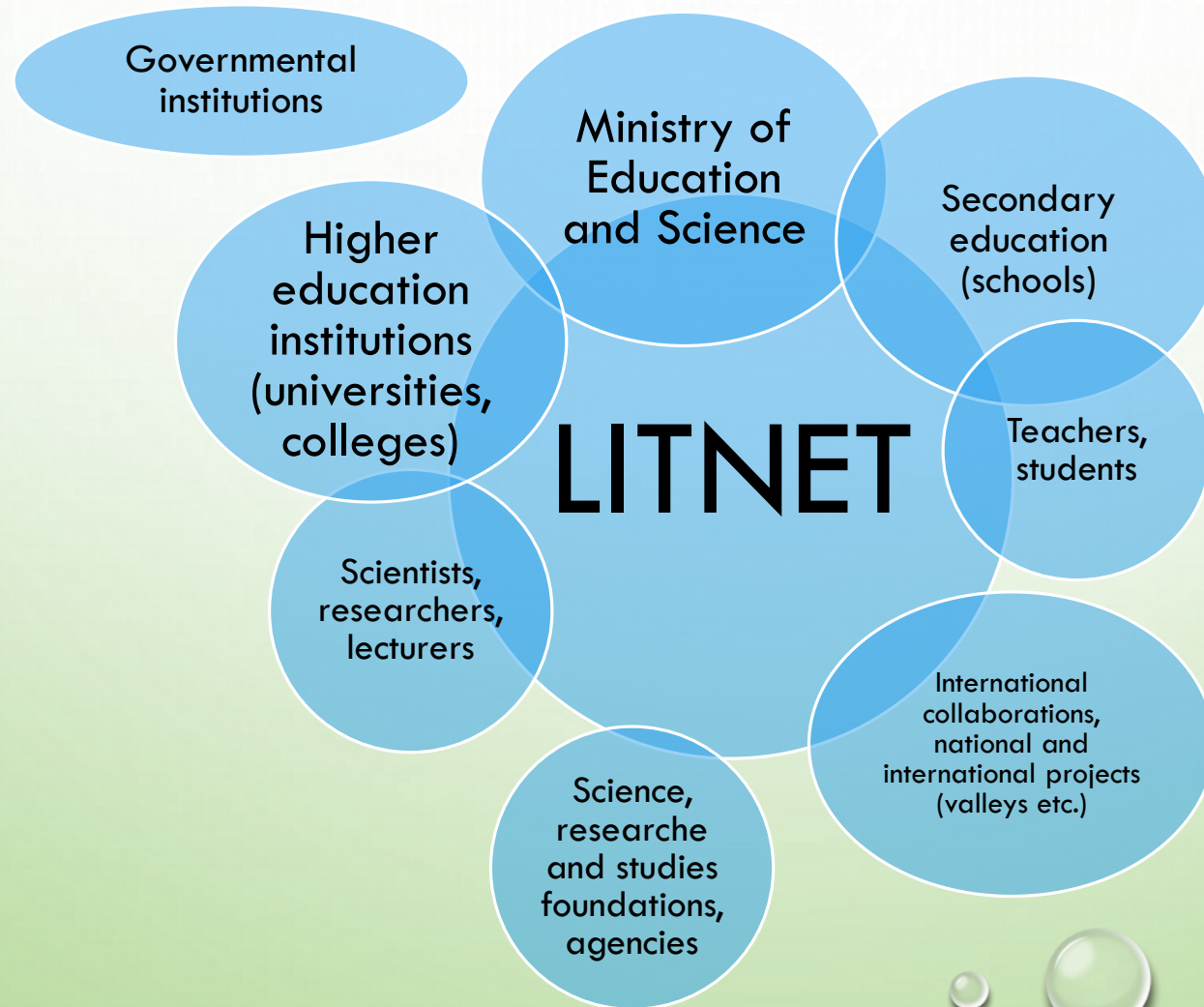


DEFINING COMMUNICATION STRATEGY

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KTU/LITNET

SIG-MARCOMMS MEETING, LISBON, 27-29 SEPTEMBER 2018

LITNET ENVIRONMENT



WHERE WE ARE? DO WE NEED CHANGES?

- PUBLIC RELATIONS VERY PASSIVE AND LIMITED, ESPECIALLY AMONG GOVERNMENT INSTITUTIONS – DECISION MAKERS. NREN'S IMAGE IS ONLY PARTIAL.
- USERS USUALLY DOESN'T KNOW WHO IS PROVIDING SERVICES AND INFRASTRUCTURE.
- LITNET IS IMPORTANT INFRASTRUCTURE FOR STUDIES AND RESEARCH, IT IS EXTREMELY IMPORTANT TO MAKE IT MORE VISIBLE, TO IMPROVE THE WHOLE NREN'S IMAGE.



COMMUNICATION TOOLS/ CHANNELS WE USE

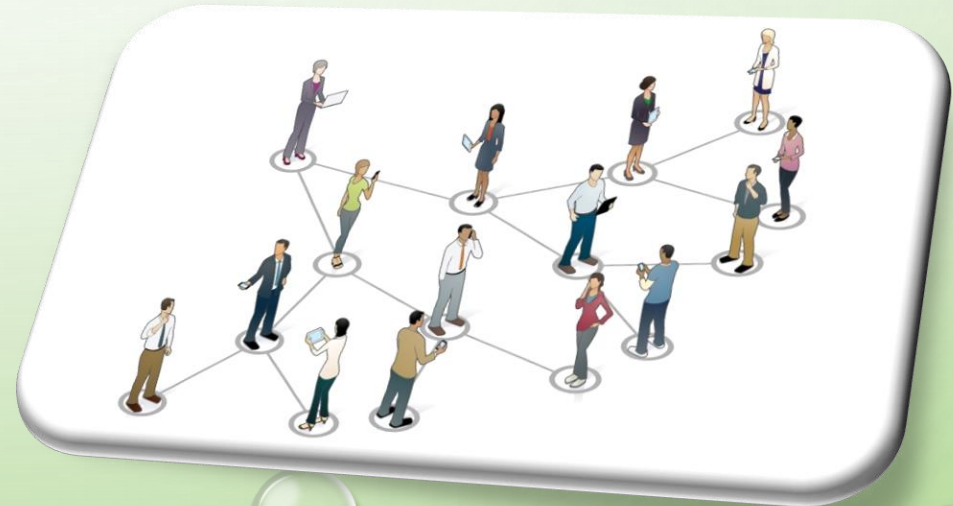
- WWW.LITNET.LT
- WWW.LM.LT
- ANNUAL CONFERENCE (INTERNAL STAFF, UP TO 80 PARTICIPANTS)
- OLD BROCHURES



	Since	Followers	Posts
• https://www.facebook.com/LITNET.lt/	June 2010	170	77
• https://twitter.com/LITNETlt	August 2015	5	3
• https://twitter.com/LitnetCERT	May 2012	19	28
• https://www.linkedin.com/company/litnet-lt/	June 2018	9	1

AIM OF THE COMMUNICATION STRATEGY

- CREATE AND SUSTAIN PROPER LITNET'S IMAGE AMONG ACADEMIC AND GOVERNMENT INSTITUTIONS.
- CREATE AND SUSTAIN COLLABORATION WITH USERS COMMUNITY.



COMMUNICATION STRATEGY TASKS

- INCREASE NREN'S ACTIVITIES AND SERVICES VISIBILITY AMONG GOVERNMENT INSTITUTIONS – DECISION MAKERS - IN ORDER TO ENSURE CONTINUATION OF FUNDING.
- INCREASE SERVICES VISIBILITY AMONG ACADEMIC INSTITUTIONS IN ORDER TO INCREASE SERVICES USAGE, ATTRACT MORE USERS.
- INCREASE SERVICES VISIBILITY AMONG THE END USERS (STUDENTS, RESEARCHERS) IN ORDER TO INCREASE SERVICES USAGE AND DEVELOPMENT, ATTRACT MORE USERS, CREATE AND SUSTAIN COLLABORATION, RELATIONS WITH COMMUNITY.
- INCREASE SERVICE DEVELOPMENT, INTERNATIONAL COLLABORATIONS, ENCOURAGE RESEARCHERS TO BE MORE ACTIVE IN THE INTERNATIONAL ENVIRONMENT, USAGE OF THE INTERNATIONAL INFRASTRUCTURES.

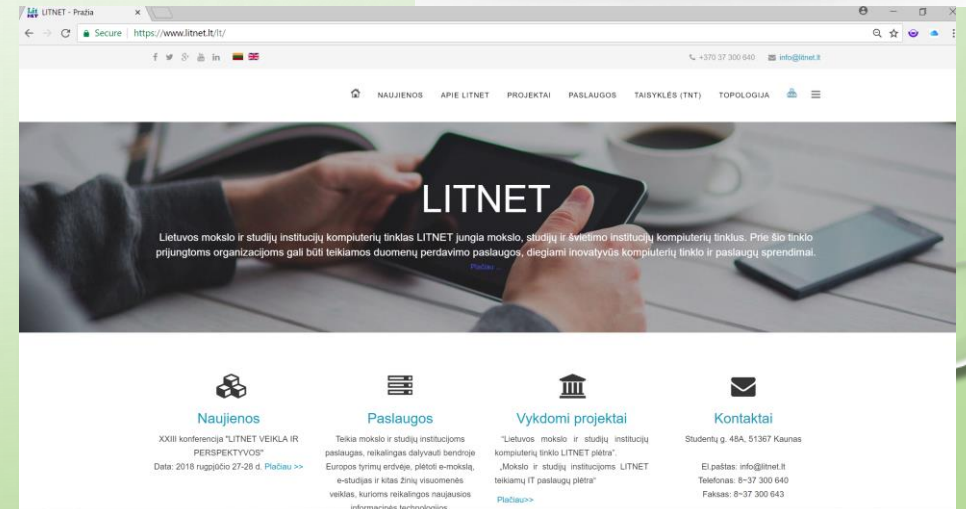
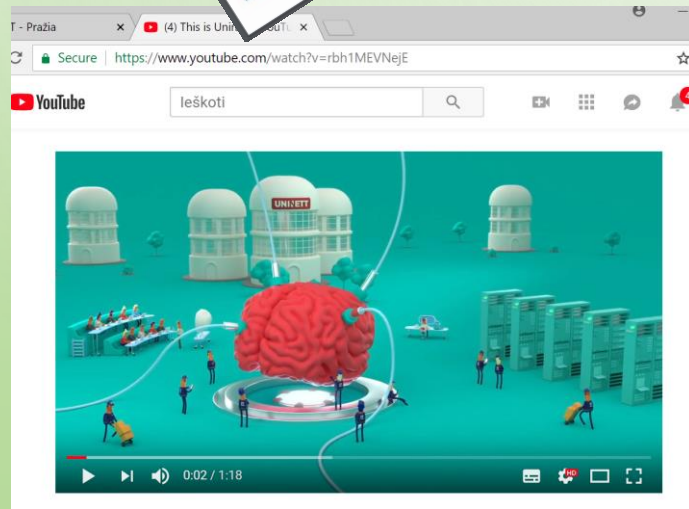
TARGET GROUPS

- **DECISION MAKERS** – MINISTRY OF EDUCATION AND SCIENCE AND OTHER GOVERNMENTAL INSTITUTIONS, WHO HAS IMPACT ON LITNET'S FUNDING.
- **EDUCATIONAL INSTITUTIONS:**
 - ALREADY CONNECTED TO OUR NETWORK (HIGHER AND SECONDARY EDUCATION INSTITUTIONS, CULTURE INSTITUTIONS ETC.);
 - POTENTIAL CLIENTS.
- **END-USERS** – EDUCATION INSTITUTIONS EMPLOYEES, STUDENTS, RESEARCHERS, SCIENTISTS.
- **PROJECTS** WHICH USES LITNET'S INFRASTRUCTURE (LIBRARIES, TECHNOLOGY AND INNOVATION PARKS, VALLEYS ETC.) AND INTERNATIONAL PARTNERS.

**WE NOW HAVE DEFINED COMMUNICATION
AIM, TARGET GROUPS, OUR NEEDS.**

**THE HARDEST PART TO DEFINE:
WHICH COMMUNICATION
TOOLS/MATERIALS/MESSAGES/CONTENT TO
ADDRESS TO DIFFERENT TARGET GROUPS AND
HOW TO GET BEST RESULTS.**

HOW TO MEASURE RESULTS ACHIEVED.



COMMUNICATION STRATEGY IMPLEMENTATION PLAN

- SURVEY TO EVALUATE THE AWARENESS OF THE NREN AND SERVICES.
- REVIEW, PREPARE ENGAGING, ATTRACTIVE CONTENT (ABOUT THE SERVICES, ACTIVITIES) TO SHARE.
- UPDATE WEBSITE AND SOCIAL MEDIA MORE OFTEN, REGULARLY.
- PARTICIPATE IN THE EVENTS, GIVE PRESENTATIONS ABOUT THE NREN, SERVICES, BENEFITS OF JOINING US.
- EVALUATE THE AWARENESS OF THE NREN AND SERVICES WITH LATER SURVEYS, KEEP TRACK OF SOCIAL MEDIA AND WEBSITE ENGAGEMENT.



**DISCUSSION:
DO WE NEED TO BE
MORE ACTIVE IN
COMMUNICATION?
WHERE, WHEN, HOW?**

