Skills Boost: Useful communications strategies for LGBTI activists

On 3 April, 2024, we hosted a Skills Boost session designed for LGBTI activists who want your organisational communications to get more strategic.

Video, Slovenia, Strategic Communications, Sweden

We covered:

- What is a communications strategy? (and how is it different from ‘strategic communications’?) What is the point of it?
- What is the minimum that any communications strategy should cover, and what is the menu of options if one wants to be a bit more ambitious?
- Hearing from two LGBTI organisations who have gone through a communications strategy process recently – and what they learned from their experience. Check the experience of the Newcomers project (Sweden) and Transakcija (Slovenia)!

You might want to check other comms resources by ILGA Europe:

- 9 Steps to a Good Communications Plan (Hub card):https://hub.ilga-europe.org/communications/9-steps-to-a-good-communications-plan/ know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org.
- Useful communications for LGBTI-activists: take it to a new level (SkillsBoost recording): https://www.youtube.com/watch?v=YX3U-4KG5xY
- to be published Communications Strategies for Small Organisations (a Hub card): https://hub.ilga-europe.org/communications/communications-strategies-for-small-organisations/

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org