

MAY
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U.S. DEPARTMENT OF
ENERGY



WORKSHOP YOUR VOICE

Successful External Communications

Tuesday, May 18

3:45 – 5:00 PM ET



Bryan Cohen
C+C

Agenda

1

External Comms 101

2

Breakout Workshop Groups

3

Reconvene and Review

4

Q&A

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#DOE

External Communications

Tips & Pitfalls

External comms show the world who you are

Examples:

- Press releases
- Social media
- Authored articles or blogs
- Websites
- Podcasts
- Interviews
- Videos



BRYAN'S HOT TIP #1

Your **audience** is not the entire world. (Or you. Sorry.)

Define your audience

1. If you had to pick just one specific group of people to see your communication, who would it be?
2. Who is going to care most?
3. Who is easiest for you to reach?
4. Who is your dream audience?

Examples of (useful) priority audiences:

- Your current customers
- Your past investors
- Residents of WA, ages 18-35
- People and companies interested in HVAC systems
- Federal policymakers

BRYAN'S HOT TIP #2

Tailor your **communication** for your audience. (Or else...)

Write for your audience

- What piece of your communication will your audience **care** most about? Why?
- What **value** does your communication provide for your audience?
- What is your audience's technical familiarity with the topic? (And what familiarity do they *need* to understand your main message?)
- What does your audience already know about your organization?
- What is your **call to action** for your audience?
 - Think, Feel, Do exercise

BRYAN'S HOT TIP #3

Your audience and your communication define your **channel**.
(Deep breath...it may not be the NYT.)

Reaching your audience

- Where does your audience go for information?
- Is this a national media story, a local media story, a blog post, a social media post?
- What level of detail is needed?
- What is your audience's attention span for this topic?
- Print, video, audio, or photo?

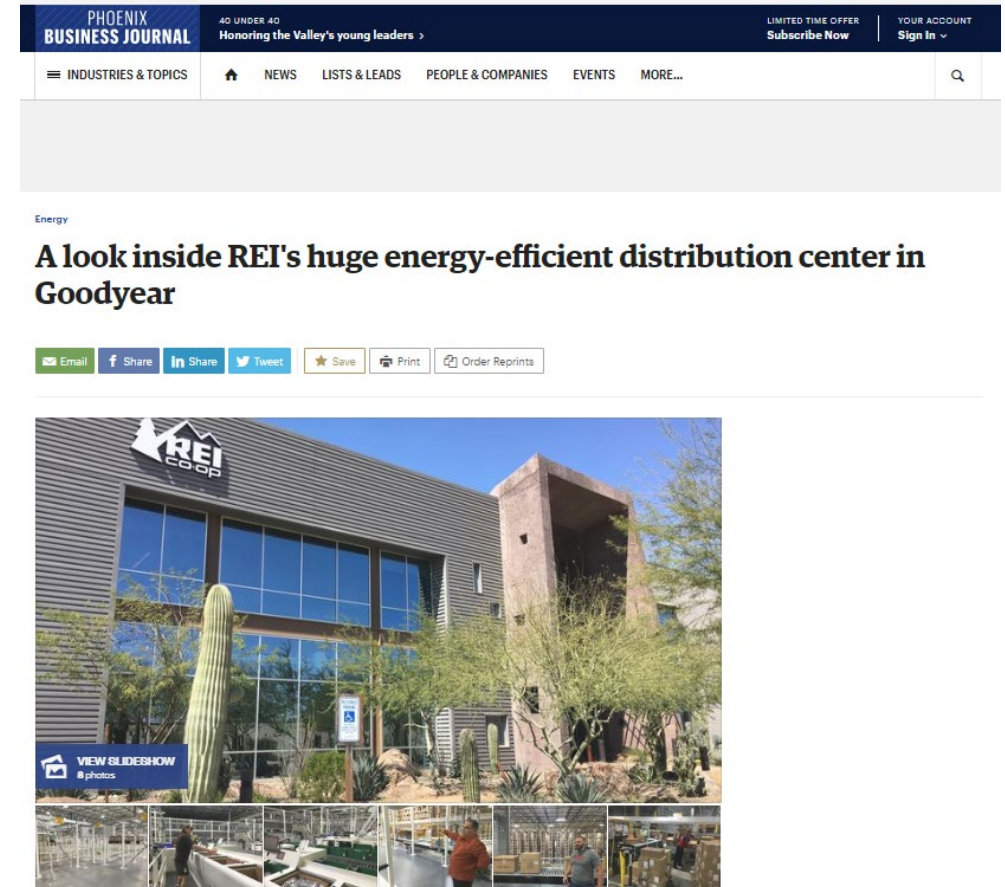


BRYAN'S HOT TIP #4

Lead with the message your audience cares most about.
(See Tip #1.)

Don't bury the lead!

1. Narrow down to 1-3 key messages.
2. Identify the **ONE THING** you want your audience to remember. **Headline exercise!**
3. Fit that one thing into all your communications – from the first paragraph of a press release to a single tweet.



BRYAN'S HOT TIP #5

Find the bigger picture. Why does your story **matter**?

Paint the picture

Ask yourself:

- Why should my audience care about this?
- Does my story fit into a larger trend or an internal story arc?
- What bigger issue am I trying to address? (E.g. climate change, industry innovation, jobs/economy)

Workshop Time!

Breakout Groups

- We will divide into three breakout groups, each with a facilitator from C+C
- Each group will be presented with a comms scenario
- You'll have 15 minutes to fill out a comms plan worksheet as a group
- Afterward, we will reconvene, and a spokesperson will report out

Today's Facilitators



Bryan Cohen
C+C



Emma Marshall
C+C



Nathan Yale
C+C

Reconvene & Review

Report Out

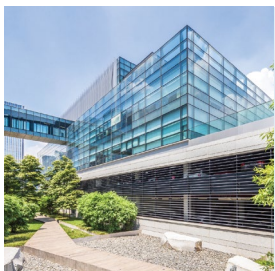
1. Scenario
2. Audience
3. Messaging & headline
4. Channels

Q & A

Submit Questions
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Solution Center Video Place Holder

Better Buildings: Summer Webinar Series



ELECTRIFYING OUR BUILDINGS: CHALLENGES AND SOLUTIONS

June 8



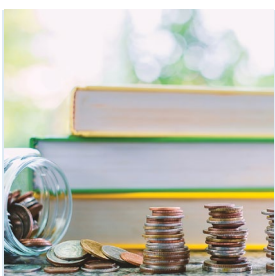
BECOMING ESPC-READY

June 15



BOOSTING INDUSTRIAL AND MANUFACTURING EFFICIENCY AND RESILIENCY WITH CHP

June 17



FINANCING IN HIGHER EDUCATION

June 22



WHAT'S HOT WITH HEAT PUMPS

June 29



HOW TO IDENTIFY CHP PROJECTS THAT FIT YOUR GOALS

July 1



KICK THE TIRES: UNDERSTANDING THE ROLE OF R&D IN THE DEPLOYMENT OF BUILDING ENERGY TECHNOLOGIES

July 6



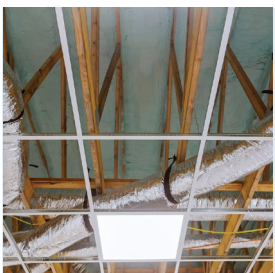
ESPC IN THE EXPRESS LANE: NEW PROJECT TRACKING TOOLS

July 13



WORKPLACE EVOLUTION: SUPPORTING OCCUPANT HEALTH WHILE ACHIEVING ENERGY EFFICIENCY

July 20



ENERGY-SAVING ENVELOPE SUCCESS STORIES

July 27



WASTE REDUCTION: LESSONS LEARNED AND WHAT COMES NEXT

August 3



VISUALIZE YOUR ENERGY FUTURE WITH 'SLOPE': THE STATE AND LOCAL PLANNING FOR ENERGY PLATFORM

August 10

Additional Questions?

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