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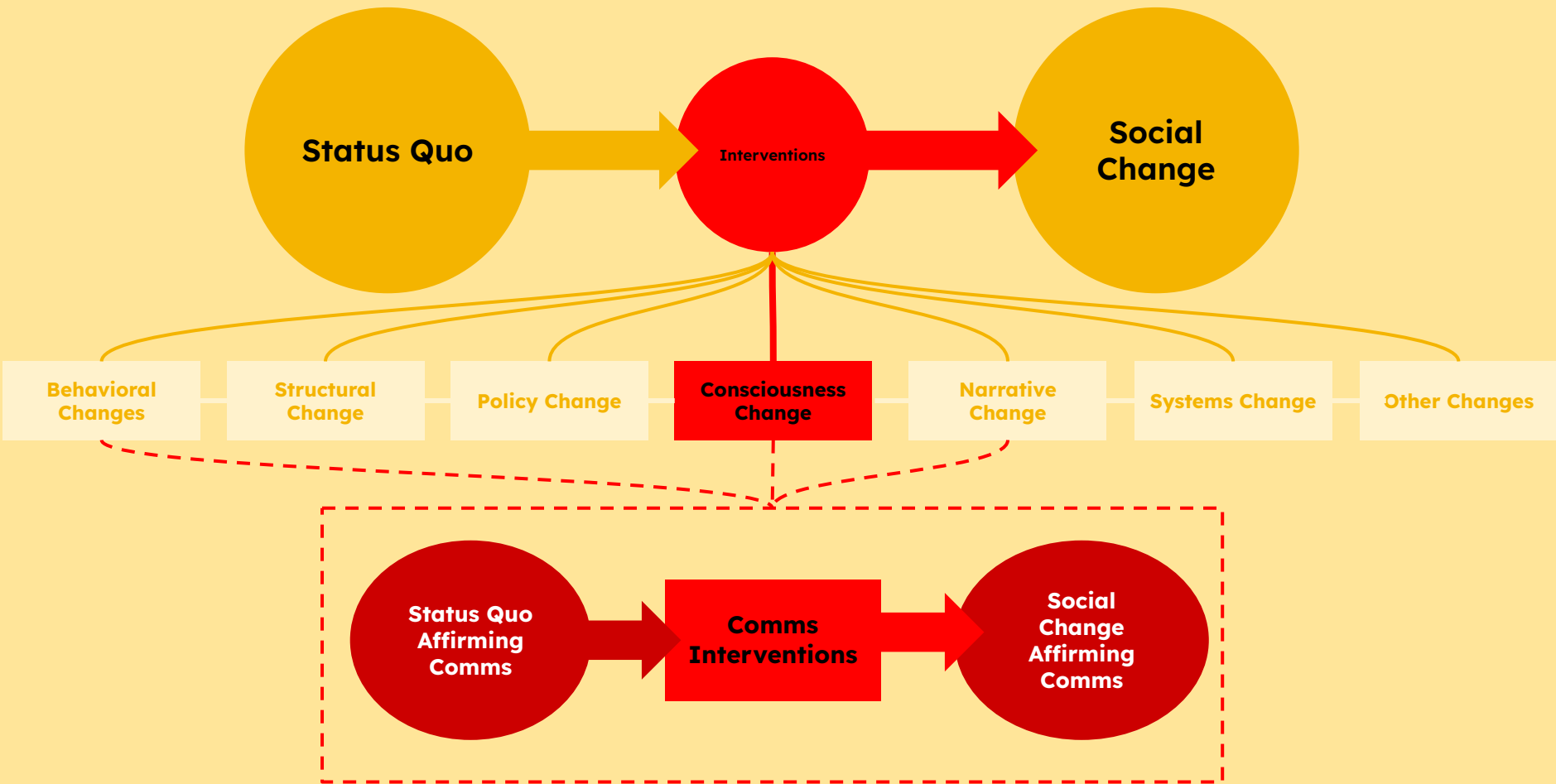
Hooked ba lahat?

COMMUNE
LEARNING • PEER SUPPORT • COMMUNITY CARE

Communications Strategy Workshop

Part of the Whole

Situating Communications Work in
our Struggle for Societal Change



Comms allows us to
define society and
instruct how to
navigate it.

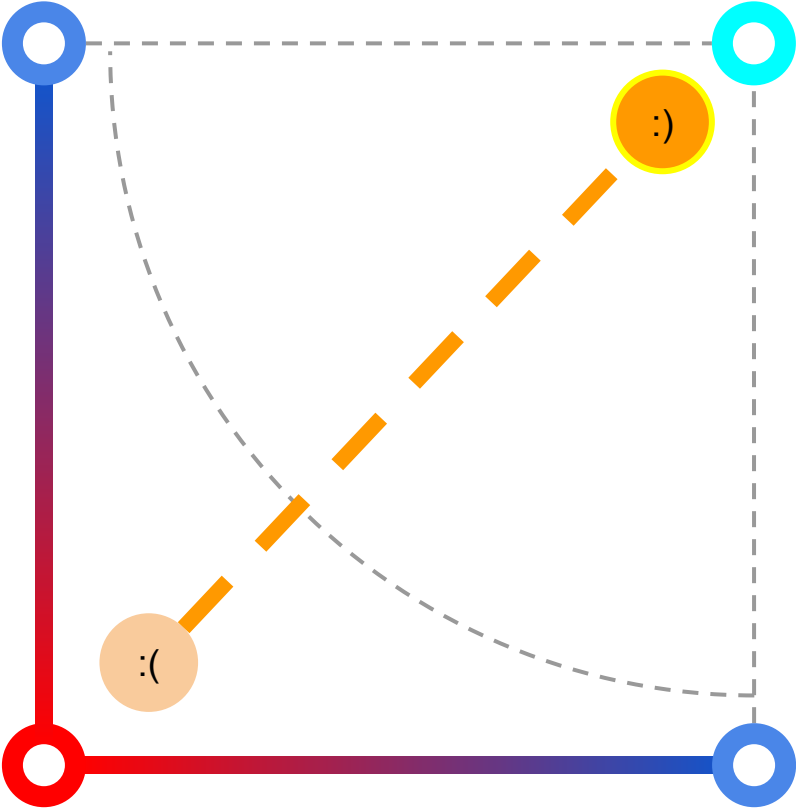
Fogg Model: Mapping Out the Work that We Do

Breaking Down the Anatomy of Our Work

TOOL

Point A

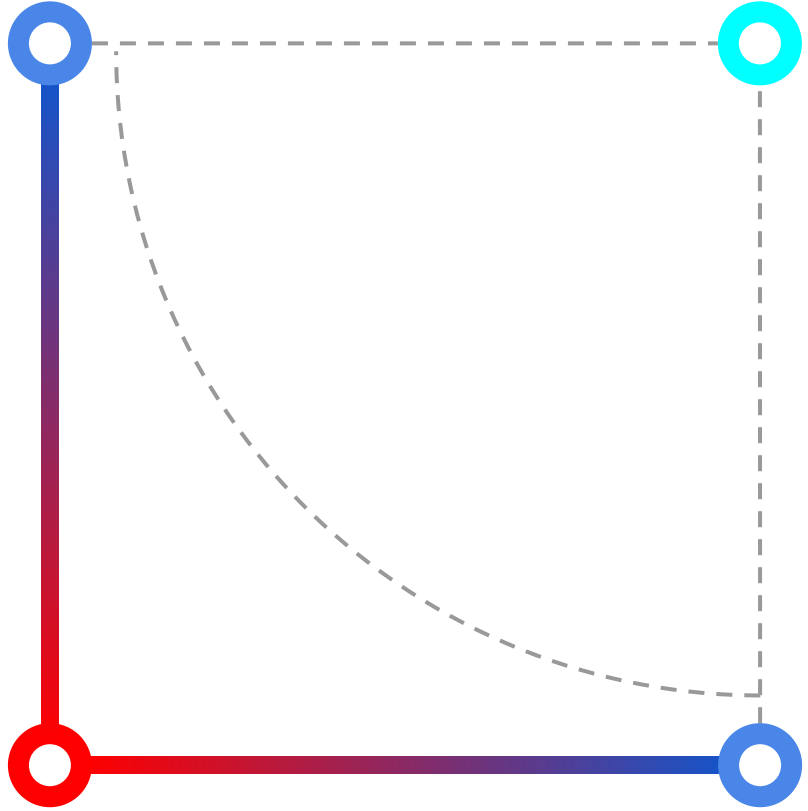
Point B



TOOL

The Before
What is now
Where we are
The Status Quo
The Usual
The Normalized
And More...

The Status Quo



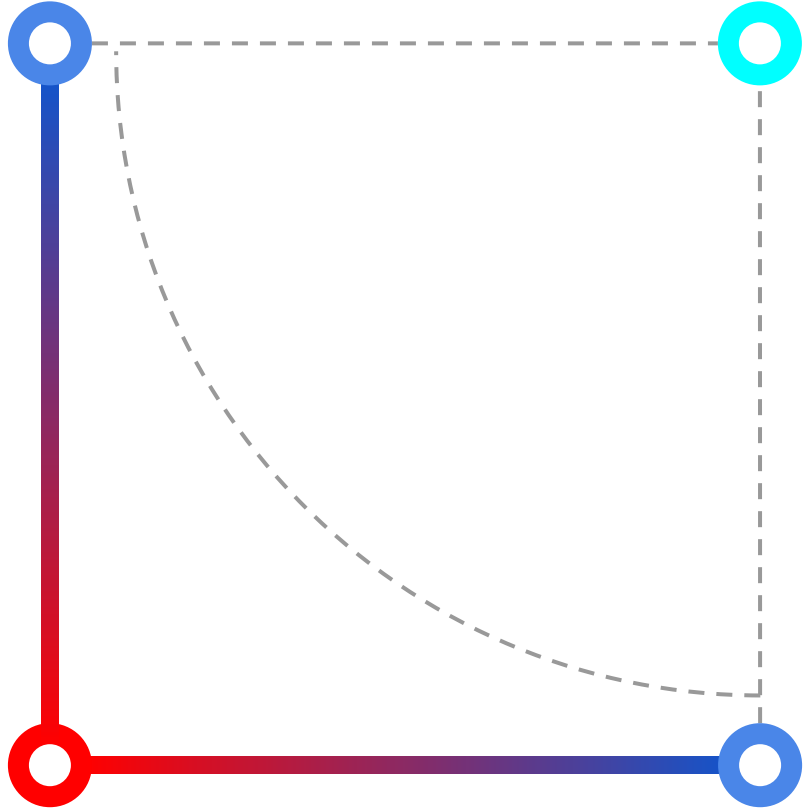
Social Change

The After
The Future
The Destination
The Ideal
The Change
The Goal
And More...

TOOL

Politics
Economics
Culture
Policies
Behavior
Narratives
Structures
Systems
And More...

**The Status Quo
Affirming**



**Social Change
Affirming**

Politics
Economics
Culture
Policies
Behavior
Narratives
Structures
Systems
And More...

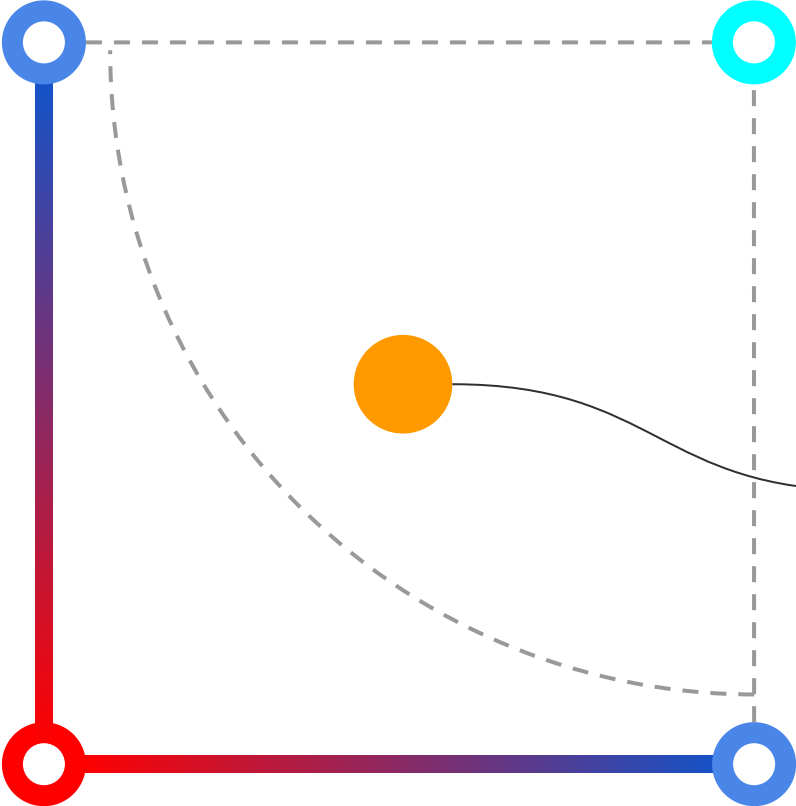
Identifying the Journeyman

Identifying the primary force who commits for change

TOOL

Point A

Point B



Decisionmaker
Actiontaker
Influencer

Mass Base
Audience

Individuals
Communities
Sectors
Institutions

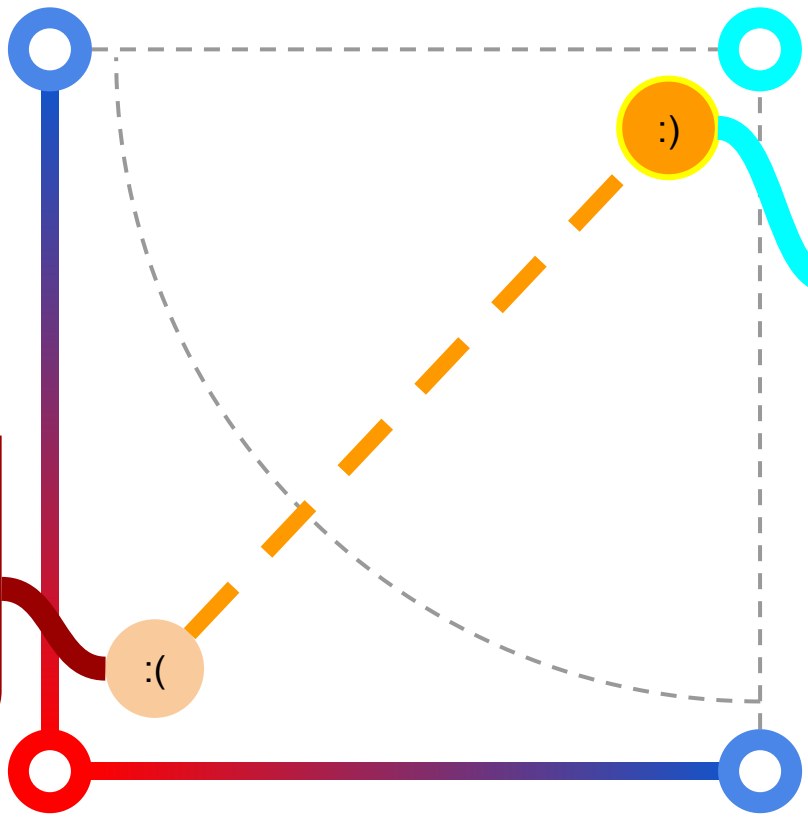
Recognizing the Barriers

Identifying the individual, societal, and technical obstacles hindering us from achieving the change we need to happen

TOOL

What keeps our journeyman here stuck here ?

Point A



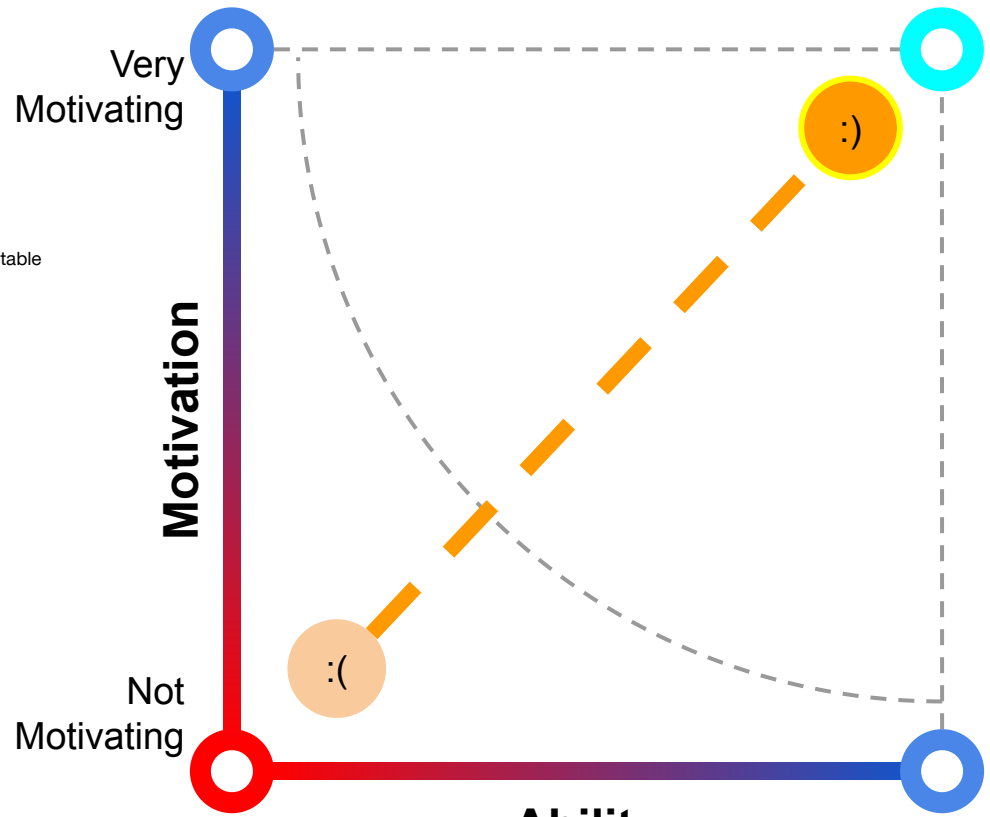
Point B

What keeps our journeyman from going here?

TOOL

- Pleasurable
- Hopeful
- Socially Acceptable
- Rewarding

- Painful
- Scary
- Rejection
- Meaningless



Point B

Point A

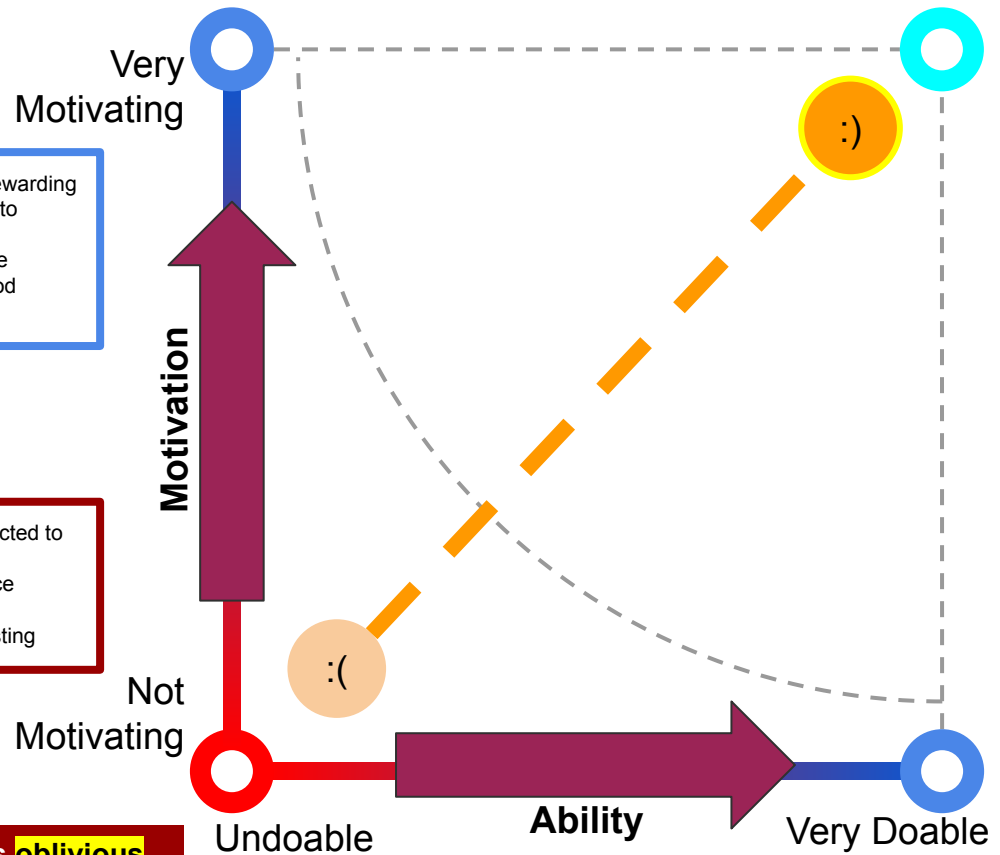
- Undoable**
- Time-consuming
 - Energy-draining
 - Resource-hungry
 - Deviant
 - No Infrastructure

Ability

- Very Doable**
- Time-saving
 - Easy-to-do
 - Resource-efficient
 - Normalized
 - Infrastructured

Our Task as Communication Strategists and Tacticians

TOOL



- Socially rewarding
- Relatable to personal experience
- Really good champion

- Disconnected to personal experience
- No Clout
- Uninteresting

The audience is informed and learns about the importance of protecting mangrove forests in Cavite

The audience is oblivious on the issues re: mangrove forests in Cavite

- No readily available materials
- No call to actions
- Tall ask

- Multi-platform multi channel materials
- Tiered action
- Availability of action spaces / opportunities

Pathfinding from Point A to Point B

Communication Goal and Objectives Setting

Setting the Point A (Comms Challenge) and Point B (Goal)

The [audience] is [audience activity] on [issue]
towards [social change/status quo]

**With your advocacy, what is your
comms goal that will support all of
your work?**

Setting the Point A (Comms Challenge) and Point B (Goal)

The [audience] is [audience activity] on [issue]
towards [social change/status quo]

Challenge: The [NCR Youth] is [misinformed] on [Human Rights Violations during the Marcos Era] resulting to [stronger electoral support of the Marcoses]

Comms Goal: The [NCR Youth] is [informed and understands] that there are [Human Rights Violations during the Marcos Era] resulting to [youth's rejection of a Marcos candidacy]

TOOL

Setting the objectives leading up to the fulfilment of our goal.

Comms Goal

```
graph TD; A[Comms Goal] --- B[Build Access]; A --- C[Increase Capacity]; A --- D[Develop Interest];
```

Build Access

To information, platform, channels,
timing, frequency

Increase Capacity

To view, engage, digest, understand,
translate; energy, time, technical
language, concepts

Develop Interest

In presentation, relatability, stake; format,
forms, salience

What things we need to have or a condition we need to achieve
that will contribute towards achieving the goal.

Setting the objectives leading up to the fulfilment of our goal.

The [Cebu Influencers] are [actively exposing and clarifying] [terror-tagging content towards POs and MOs] resulting to [strengthening public support for HR Orgs]

There is a accessible platform of information on HR issues integrated in digital / physical spaces of the audience
(Objective 1)

Human rights concepts are explained in a quick yet tight way using audience's language
(Objective 2)

Storytelling is multi-platform, multi-format relating the past issues to the issues of the audiences today
(Objective 3)

Write in present tense. Paint a picture of what needs to be achieved rather than what needs to be done.

Setting the objectives leading up to the fulfilment of our goal.

Objectives first!

The [NCR Youth] is [informed and understands] that there are [Human Rights Violations during the Marcos Era] resulting to the

Design your comms activities and actions

plans that will realize your objectives. Do

not fall in love with the activity, be flexible -

again whatever the way, objectives first!

(Objective 1)

(Objective 2)

(Objective 3)

What things we need to have or a condition we need to achieve that will contribute towards achieving the goal.

Set up to the fulfilment of our goal.

Measure Objectives

Design your objectives in a way that it can be measured. This allows us to learn and adjust for future iterations.

There is a accessible platform of information on HR issues
integrated into the audience
(Objective 1)

Design as KPI + SMART

Human rights concepts are
back yet tight
e's language
(Objective 2)

Storytelling is multi-platform,
multi-format relating the past
issues to the issues of the
audiences today
(Objective 3)

What things we need to have or a condition we need to achieve that will contribute towards achieving the goal.

The Audience

Identifying and Analyzing Our Audiences

Uncovering the Identity of the People We Are Talking to

Checkpoint:

Is the audience we have in mind the correct one?

Are they the one who can perform the change we want?

To sign the petition? To join the organization? To share content?

Uncovering the Identity of the People We Are Talking to

Age / Generation
Sector
Location

Politics

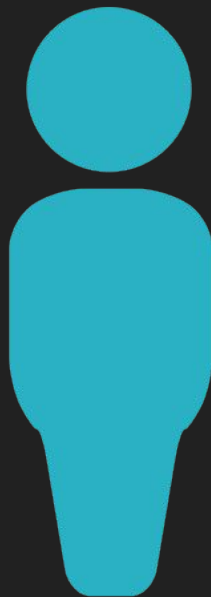
Party / Block
Stands
Liberal/progressive or Conservative

Economics

Breadwinner/Dependent
Class

Culture

Dominant Community Idea
Dominant Community Behavior



Access to Information

Platform
Channels
Screen Time

Environment

Urban/Rural
School/Home/Workplace

Values

Fears losing
Wants to gain
Needs to be met

Stake

What's in it for me?

Uncovering the Identity of the People We Are Talking to

Comms Goal

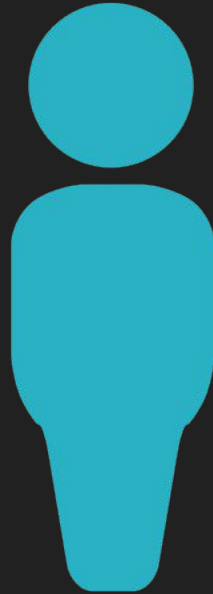
What keeps our audiences unmotivated to pursue or incapable of partaking in our goal?

Less Motivated

- Painful
- Scary
- Rejection (socially risky)
- Meaningless

Less Capable

- Time-consuming
- Energy-draining
- Resource-hungry
- Deviant (not default)
- No Infrastructure



What will make our audiences motivated to support or capable to partake in our goal?

More Motivated

- Pleasurable
- Hopeful
- Socially Acceptable
- Rewarding

More Capable

- Time-saving
- Easy-to-do
- Resource-efficient
- Normalized
- Infrastructured

TOOL

The Comms Journey

Facilitating our audience in taking action *or* changing behavior or consciousness

**The
POINT**



**The
HOOK**



**The
SUPPORT**



**The
ASK**



CHANGE
(Hopefully)

Setting the Point A (Comms Challenge) and Point B (Goal)

The [audience] is [audience activity] on [issue]
towards [social change/status quo]

Challenge: The [Cebu Influencers] are [sharing] [terror-tagging content
towards POs and MOs] resulting to [weakening public support for HR Orgs]

Comms Goal: The [Cebu Influencers] are [actively exposing and clarifying]
[terror-tagging content towards POs and MOs] resulting to [strengthening
public support for HR Orgs]

Making the Point

May oras para sa mahabang usapan. Condense our message that cut through complexity and noise

Sa mundo ng mga dapat, ano ba dapat ang meron? Ano ba ang pinaka-just? Right? True?

and
or

Kung wala ka nang ibang pwedeng sabihin na ibang bagay, ano ang pinaka-solid (maikli, matalas) na statement ang iiwan mo sa iyong kausap?

TOOL

The Comms Journey

Facilitating our audience in taking action *or* changing behavior or consciousness

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CHANGE
(Hopefully)

MOs, POs, and
CSOs represent the
interest of the
public *and* keep
duty bearers in
check

Ask to Engage

'Di pwedeng post - post lang. Towards our desired change, define a meaningful, actionable engagements for our audience to do.

Ask Audience to **LEAD**

Audience leads others to engage with us, our work, and our advocacy. #Organize #Recruit #Direct #Manage

Ask Audience to **CONTRIBUTE**

Audience contributes **multiple times** to the building of our work. The goal is to have our audience invest time, energy, and resources. #Volunteer #Donate

Ask Audience to **FOLLOW**

Audience follows us, our work, and our advocacy efforts. The goal is to have our audience receive a continuous stream of information from us. #Follow #Subscribe

Ask Audience to **OWN**

Audience owns part of our work, vision, mission, and objectives. The goal is to have our audience develop an organized involvement in or initiative on our advocacy. #Collaborate #Partner #Launch #Membership

Ask Audience to **ENDORSE**

Audience engages us, our work, and our advocacy efforts **at least once**. The goal is to have our audience begin to visibly interact with or vouch for our work. #Share #Attend #ATM

Ask Audience to **OBSERVE**

Audience observes that we, our work, and our advocacy exists. The goal is to be visible to our target audience. #Awareness #Information

ASKs:
Types of
Audience
Engagements

TOOL

Ask Audience to

High Reward

High Commitment

Low Audience Pool

Deepening

Audience leads others to engage with us, our work, and our advocacy. #Organize #Partner #Launch

CONTRIBUTE

Audience contributes **multiple times** to the building of our work. The goal is to have our audience invest time, energy, and resources. #Volunteer #Donate

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Ask Audience to

ENDORSE

Audience engages us, our work, and our advocacy efforts **at least once**. The goal is to have our audience begin to visibly interact with or vouch for our work. #Share #Attend #ATM

Ask Audience to

SERVE

Low Reward

Low Commitment

High Audience Pool

Broadening

Audience observes that we, our work, and our advocacy exists. The goal is to be visible to our target audience. #Awareness #Information



TOOL

Ask Audience to

LEAD

Recruit, Organize, Direct, Connect

Ask Audience to

OWN

Collaborate, Member Sign Up, Partner with us

Ask Audience to

CONTRIBUTE

Write, Design, Comment, Opine, Volunteer, Donate

Ask Audience to

ENDORSE

Share Content, Attend Activities, Tell your Friends, Tag us in the photo

Ask Audience to

FOLLOW

Bookmark, Like our Page, Subscribe to our Newsletter, Visit our HQ

Ask Audience to

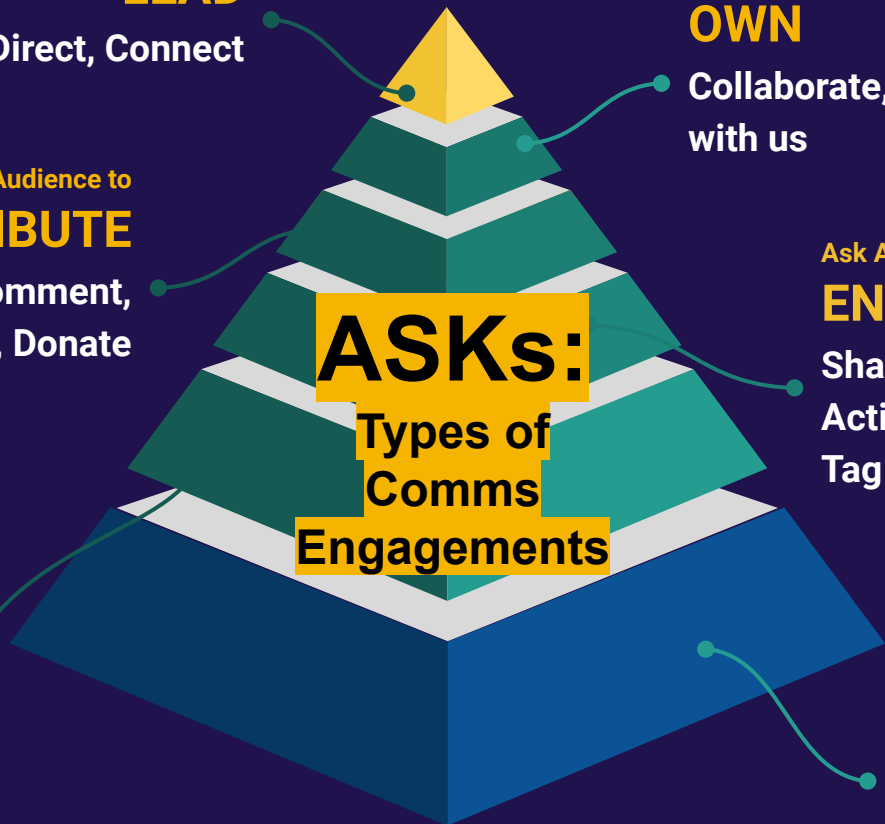
OBSERVE

Read Stories, Watch, Listen Just this one time

ASKs:

Types of
Comms

Engagements



Be very specific in ASKing for engagement.

Are you asking for the right thing?

Do not just ask to “donate”

Ask “Fuel this movement. Scan the GCash QR Code”

Do not just ask to “join the community”

Ask “join the community. Sign up here>”

Do not just ask to “Share the truth about fossil fuels”

Ask “Share the truth about fossil fuels, tag your @”

TOOL

The Comms Journey

Facilitating our audience in taking action *or* changing behavior or consciousness

**The
POINT**

**The
HOOK**

**The
SUPPORT**

**The
ASK**

CHANGE
(Hopefully)

MOs, POs, and CSOs represent the interest of the public *and* keep duty bearers in check

1. Read and follow the stories of HR Heroes. Check this out.
2. Learn fact checking through the experts. Register here.
3. Join our Takedown for Truth community! Sign up!

TOOL

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Build Ability

Build Capacity towards the audience committing the action

TOOL

**Engagement
Type**

Added Triggers + Nudges + Shifts

Messenger	Deliver through an entity the audience trusts, love, or relates to
Incentives	Frame with gaining wins or avoiding losses
Normal	Spotlight behaviors and actions already been done by others
Defaults	Provide an easy and accessible pre-set of options
Saliency	Connect to something that is top in mind of / relevant to the audience;
Priming	Utilize subconscious cues in images, tones, movements
Affect	Deliver with emotional association that shapes actions
Commitment	Seek to be consistent with public promises and reciprocate acts
Ego	Appeal with feeling good about themselves

Build Motivation

- Pleasurable
- Hopeful
- Social Acceptance
- Rewarding

Build Ability

- Time-saving
- Easy-to-do
- Resource-efficient
- Normalized
- Infrastructured

Engagement Type

Added Triggers + Nudges + Shifts

Messenger	Young artist / influencers leaders promoting the activity
Incentives	Certificate / Social Rewards/ Features
Norms	Promote using "100 people have already participated"
Defaults	Activity is in school / online
Salience	Promote during HR Week
Priming	Use of "fun" and "low commitment" tone and activity-inducing visuals
Affect	Appeal to the protective instinct, urgency, threat to self
Commitment	Reiterate that the Gen Z is the better generation
Ego	Working with "leading" personalities in the community

Build Motivation

"I am motivated to participate because my friends will see that I care. Supporting POs/MOs is actually supporting my interests and the interests of my sector."

Build Ability

"I think it is doable to participate because there is an easy process to join - it's just online / the activity is just in my school"

The Comms Journey

Facilitating our audience in taking action *or* changing behavior or consciousness

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POINT**

**The
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**The
SUPPORT**

**The
ASK**

CHANGE
(Hopefully)

MOs, POs, and CSOs represent the interest of the public *and* keep duty bearers in check

Reward and Affect: Supporting POs/MOs is actually supporting my interests and the interests of my family, friends, and my sector.

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3. Join our Takedown for Truth community! Sign up!
4. **Incentive: Social Rewards.**

Build Credibility

Build Capacity towards the audience committing the action

C E N T S

Build cred through common sense:

“Why would organizations put themselves in the line of fire if the struggle is not right and correct?”

Build cred through experts:

“Who better to design the development plan for our agricultural municipality? The business owners? Or us the farmers?”

Build cred through news:

“2 activist with trumped up charges found innocent. This is the 8th time this year DOJ failed to prove guilty activists targeted by the PNP.”

Build cred through testimonials:

“Aling Myrna, Brgy Captain, says that if not for the organizations’ help they would have lost their livelihoods and ways of life.”

Build cred through statistics:

“According to a Stanford University research, countries with strong MOs, POs, and CSOs movements farfe better in democracy and rights indexes.”

The Comms Journey

Facilitating our audience in taking action *or* changing behavior or consciousness

**The
POINT**

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SUPPORT**

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ASK**

CHANGE
(Hopefully)

MOs, POs, and CSOs represent the interest of the public *and* keep duty bearers in check. They shouldn't be terror-tagged.

Reward and Affect: Supporting POs/MOs is actually supporting my interests and the interests of my family, friends, and my sector.

"According to a Stanford University research, countries with strong MOs, POs, and CSOs movements farfe better in democracy and rights indexes."
"2 activist with trumped up charges found innocent. This is the 8th time this year DOJ failed to prove guilty activists targeted by the PNP."

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Comms Goal: The [Cebu Influencers] are [actively exposing and clarifying] [terror-tagging content towards POs and MOs] resulting to [strengthening public support for HR Orgs]

Facilitating our audience in taking action *or* changing behavior or consciousness



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4. **Incentive: Social Rewards.**

[Strengthened public support for HR Orgs]



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