

15 AUGUST 2022

ACE

*communication
workshop 2/2*

STUDIO SAFAR
s.a.l.

STRUCTURE

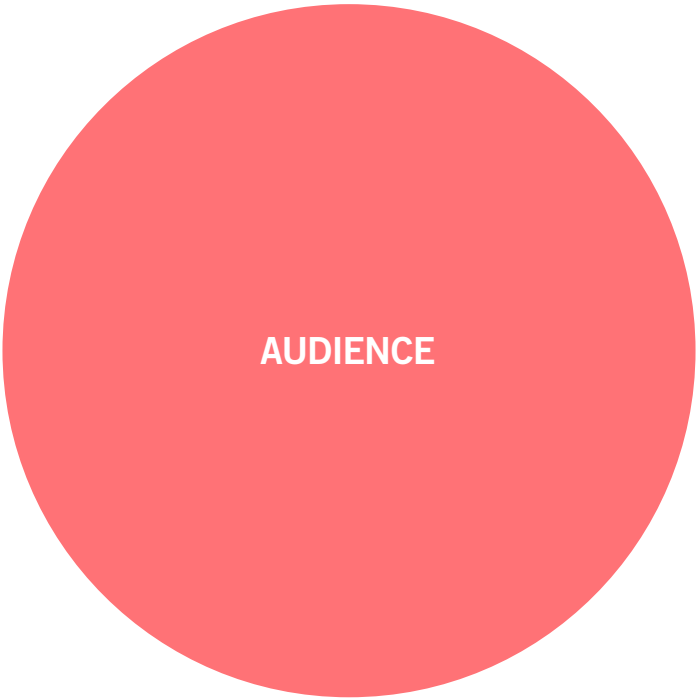
1. Positioning

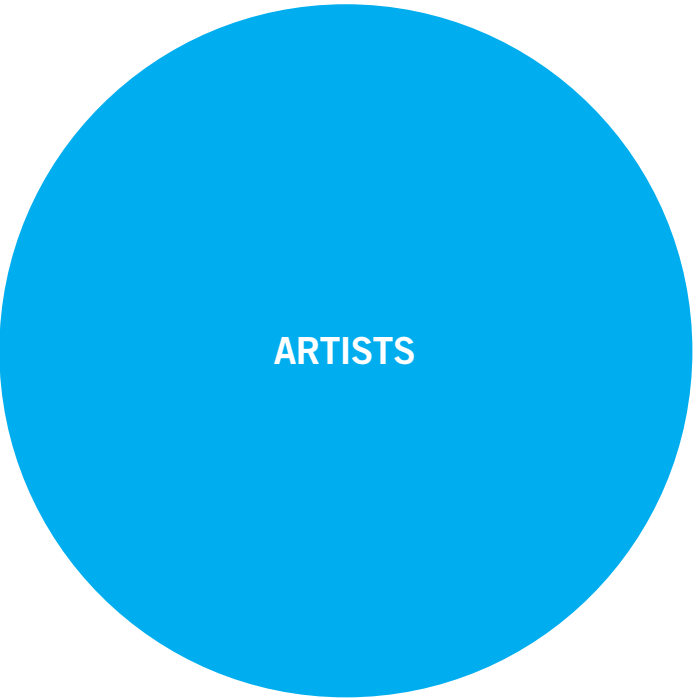
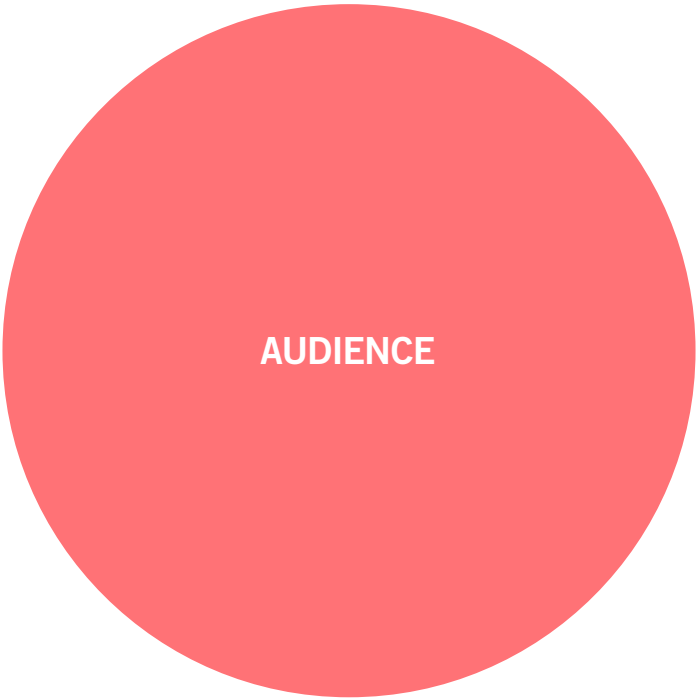
2. Goals

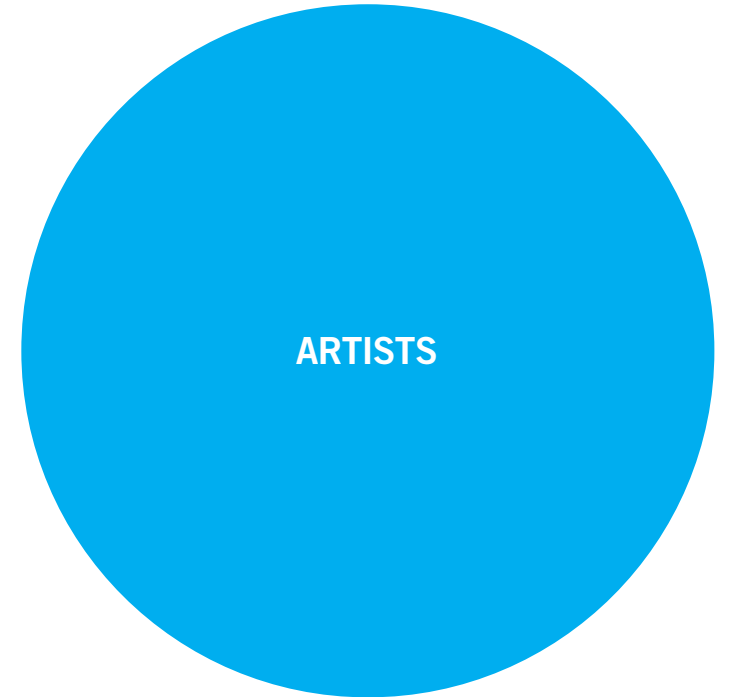
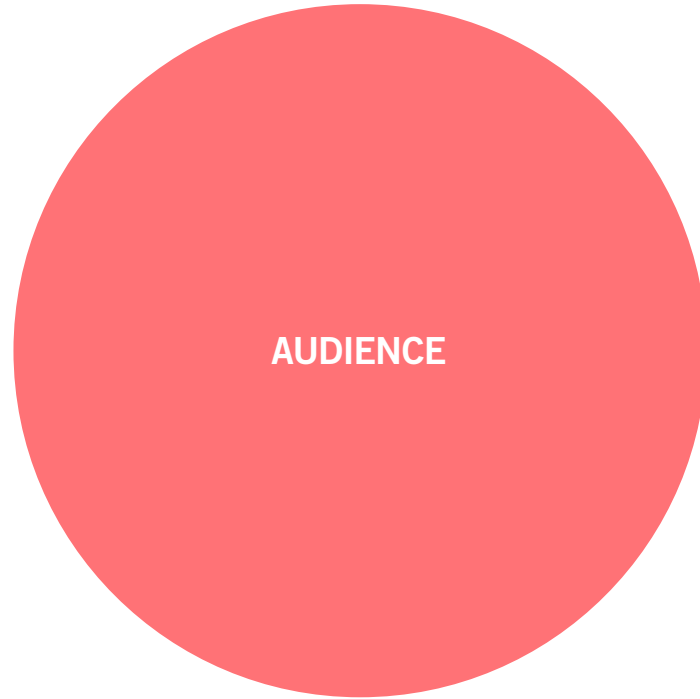
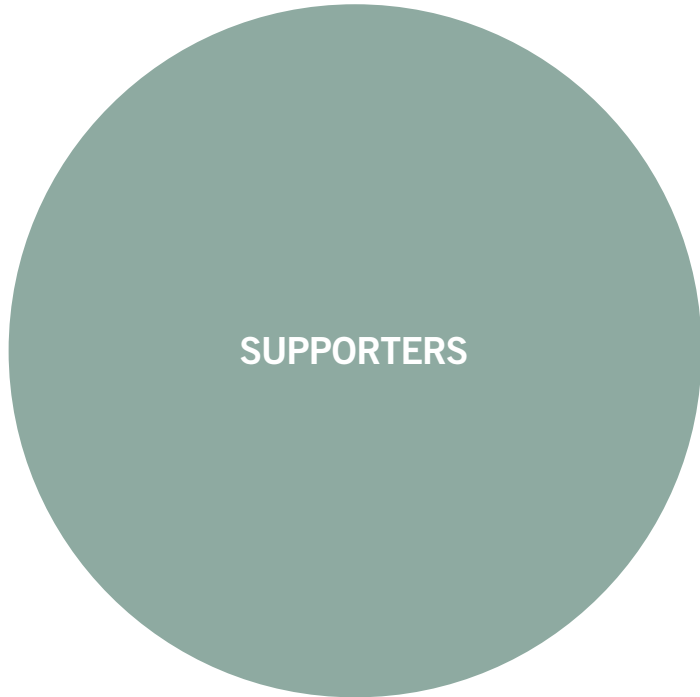
3. Activations

Goals

Let's segment our goals based on our audiences



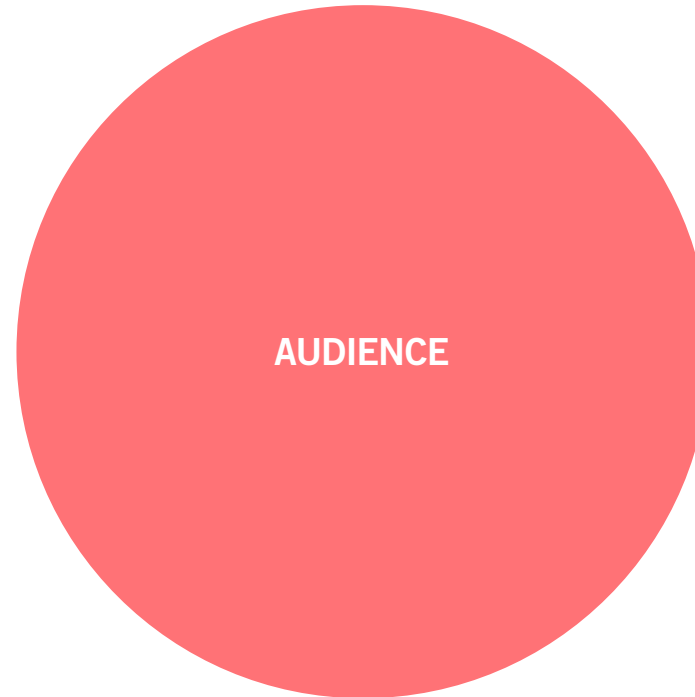
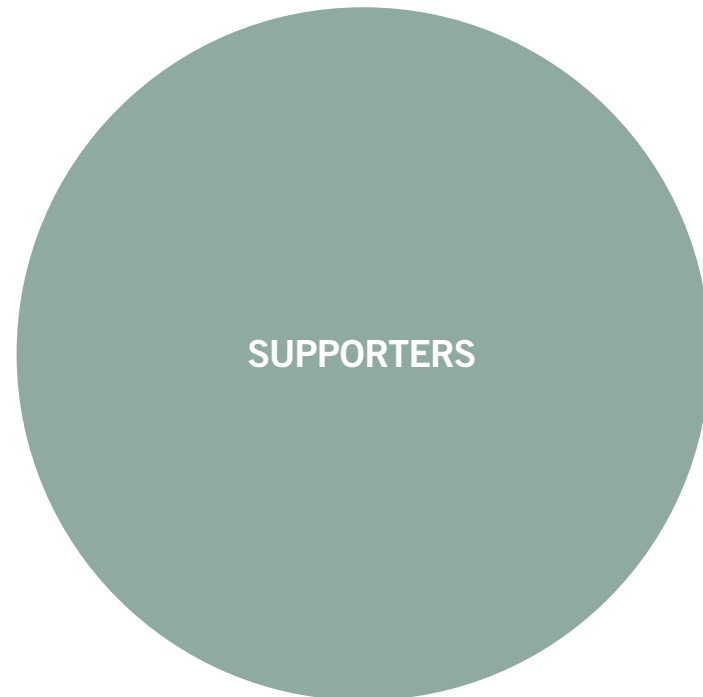




To know: to know our portfolio and past experiences, that we are worth the investment, that we are professional, that we produce high quality work, our financial model depends both on funding, as well as other self-generating methods (rent and selling work), that are providing a public service

To feel: good about giving to the community, belonging to groups that are outside strict political entities, proud, hopeful, trust in an entity that is doing something honest and true, achieved, accomplished, powerful.

To do: to be part of this adventure, to give generously and continuously...



What do we want them

To know: Koon is a theatre space that develops multi-talent performing arts, dealing with socio-political issues. That we aim to have an important role in social change, that we provide quality content, that we are experimental in our approach.

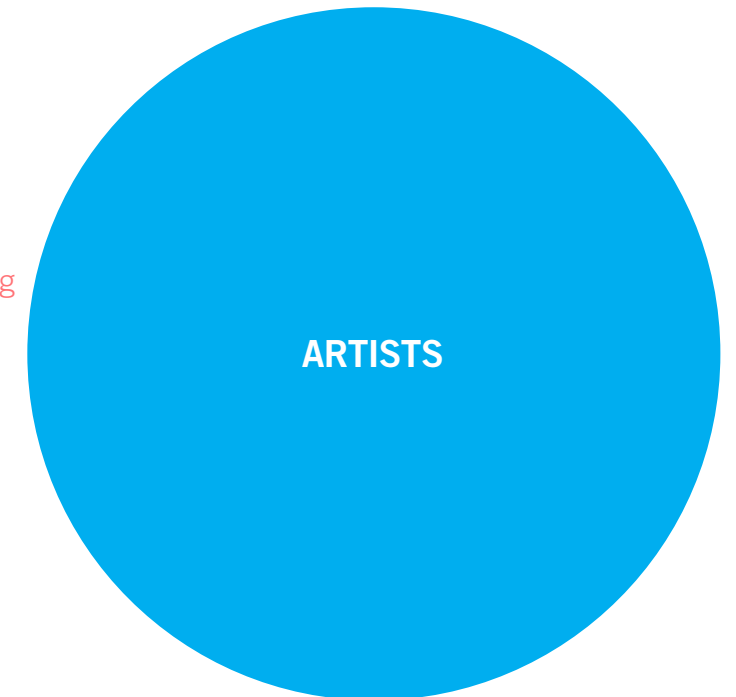
To feel: Feeling ownership, inspired, be involved, belonging to a community, to have fun, proud to belong to the community, active.

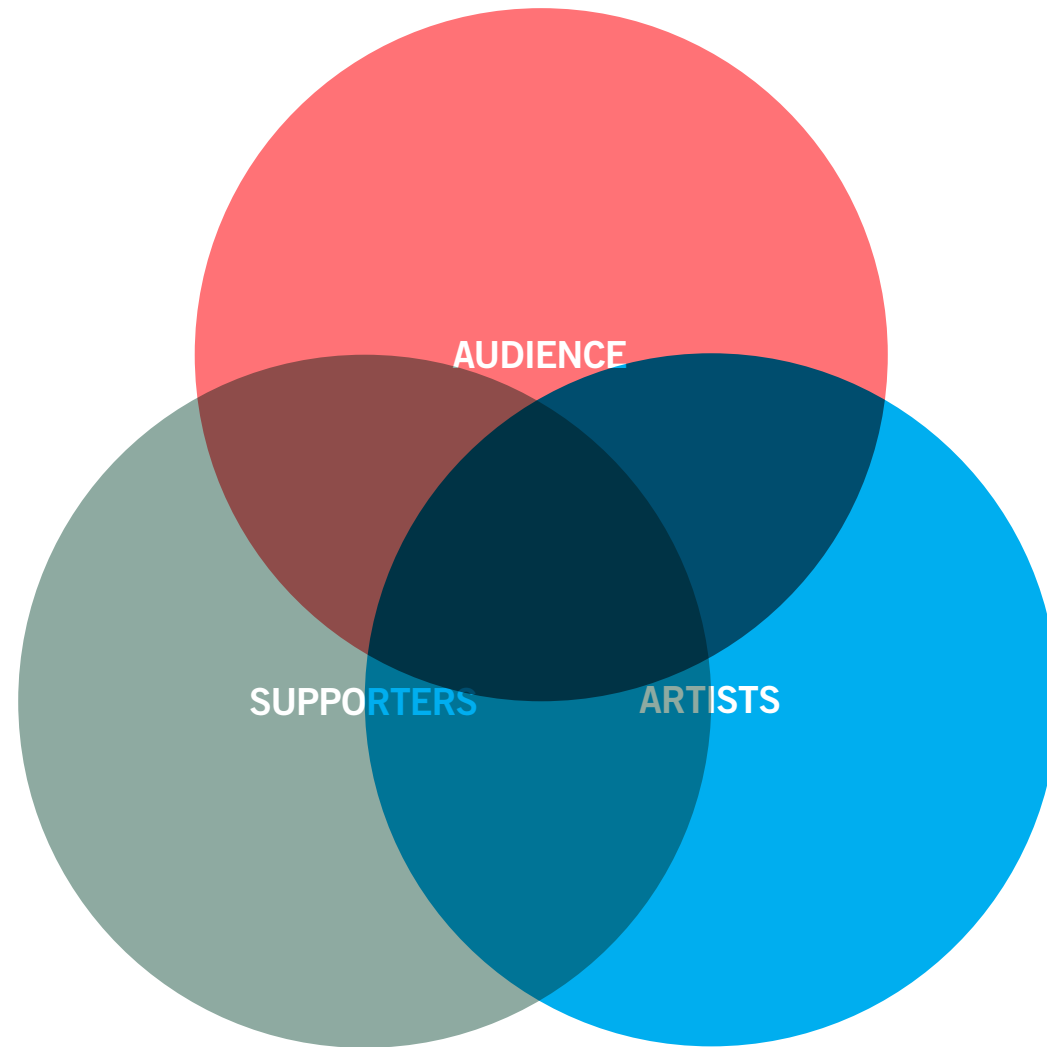
To do: Buy our books, recommend our training program, come to presentations, become members, supporting financially.

To know: to learn about opportunities, open calls, networking events, to know about our programs. We are able to support them through our network and resources, we can offer advice given our experience and knowledge, that we are a safe space for artists and creatives.

To feel: empowered, fully equipped, capable, connected, supported, activated, belonging, responsible, trusting and sharing.

To do: to create work, to inspire other artists, to be creative, experimental, daring, try new practices.





Goals:

Short term (Year 1):

-

Long term (Year 5):

-

Obstacles:

-

Resources:

-

A communication strategy is a plan of action deploying a set of tools.

IDENTITY

SOCIAL MEDIA

WEBSITE

A communication strategy is a plan of action deploying a set of tools.

NEWSLETTER

DIRECT MAILER

PACKAGING

VIDEO

DISPLAY

A communication strategy's basic components:

TONE OF VOICE

A communication strategy's basic components:

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

CHANNELS

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

TIMELINE

CHANNELS

text

TONE OF VOICE

VISUAL LANGUAGE

image

A communication strategy's basic components:

where?

CHANNELS

TIMELINE

when?

call to action

hashtags

about

text

slogans

name

TONE OF VOICE

VISUAL LANGUAGE

image

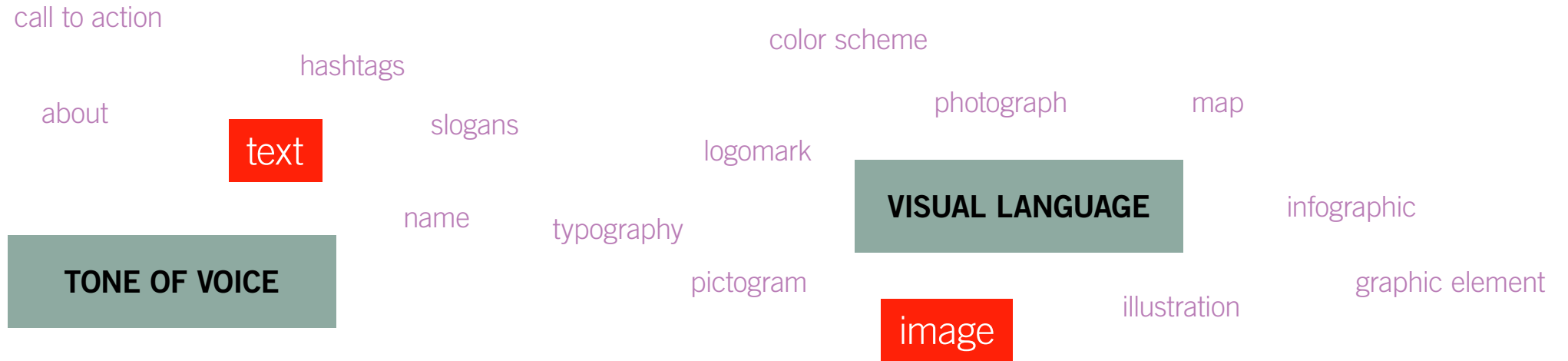
A communication strategy's basic components:

where?

TIMELINE

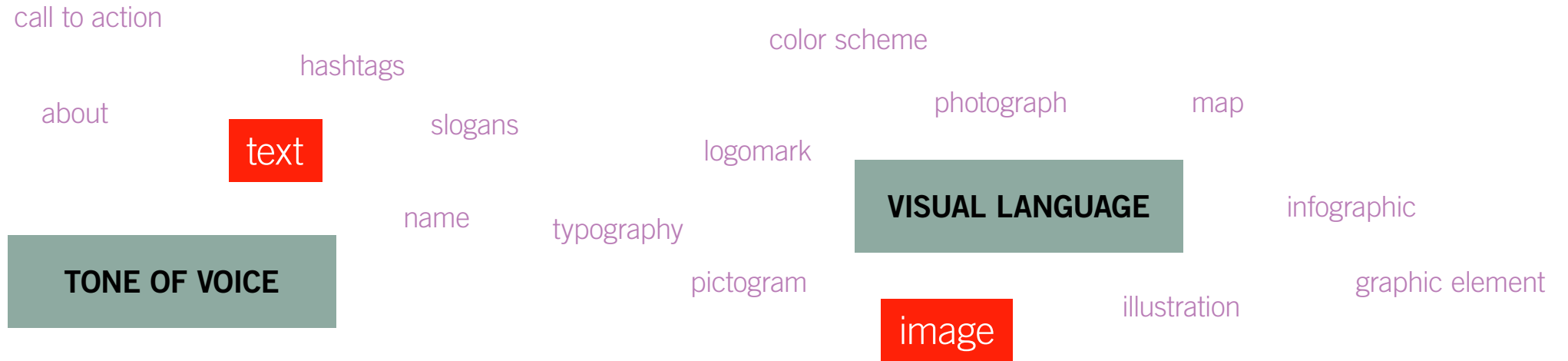
CHANNELS

when?

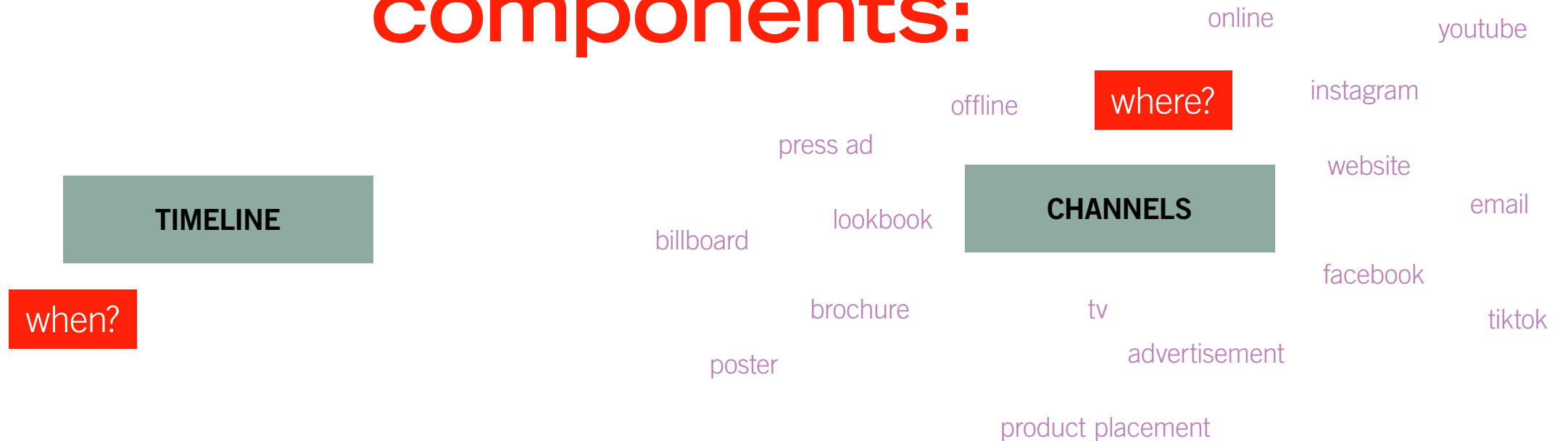


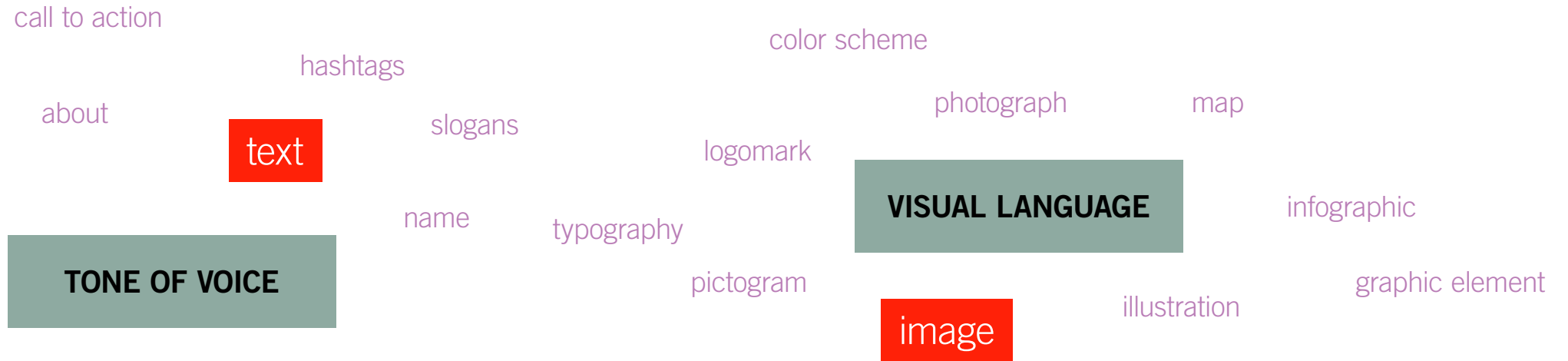
A communication strategy's basic components:



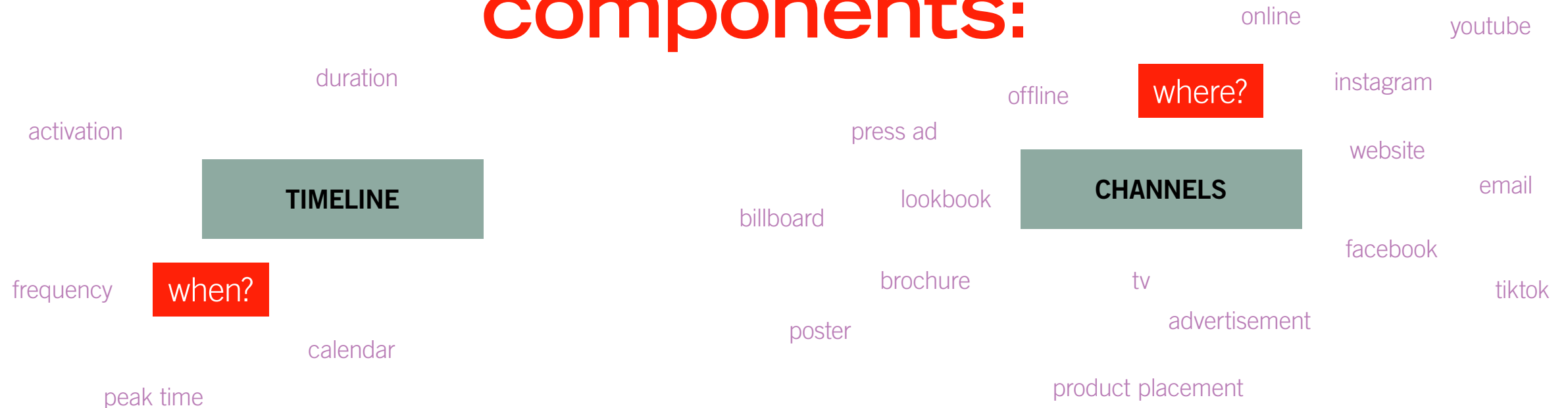


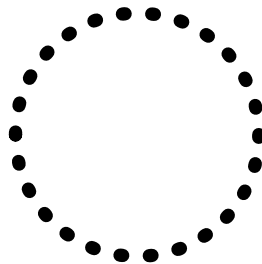
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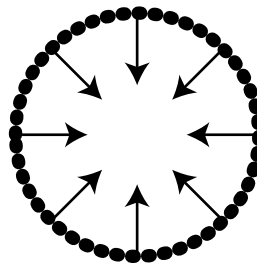


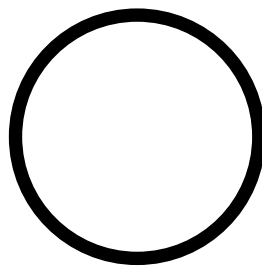


A communication strategy's basic components:



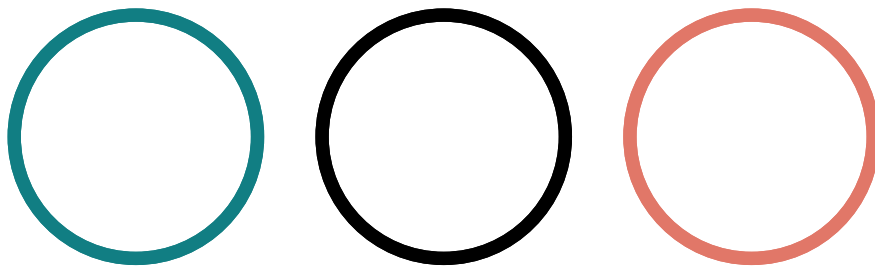


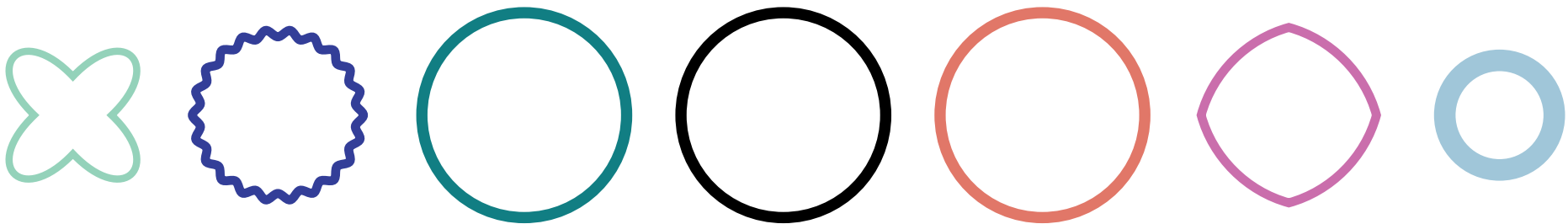


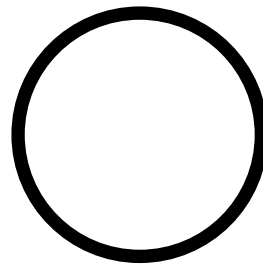
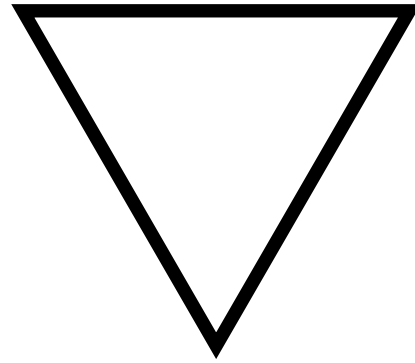


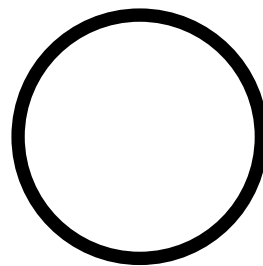
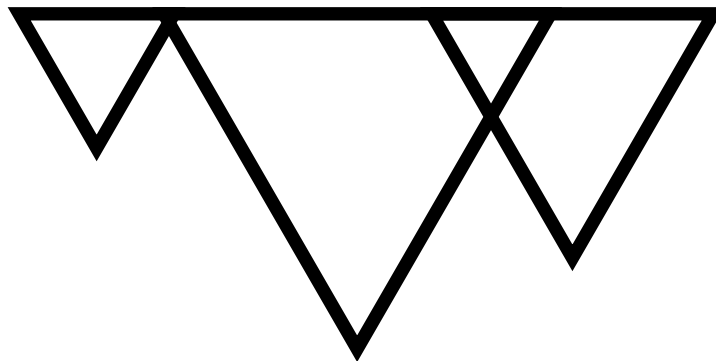
Editions Motifs provides Publishing services, mainly literary criticism, feminist publications, and art books. to forward critical thinking and create a dynamic between intellectuals, engaged writers, academia and readers in a creative, collaborative and militant environment with a young and determined voice, helping them feel heard with a presence and impact in the publishing field and cultural scene.”

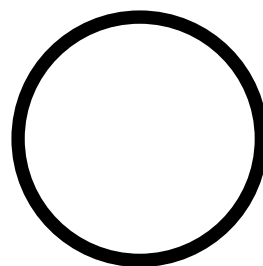
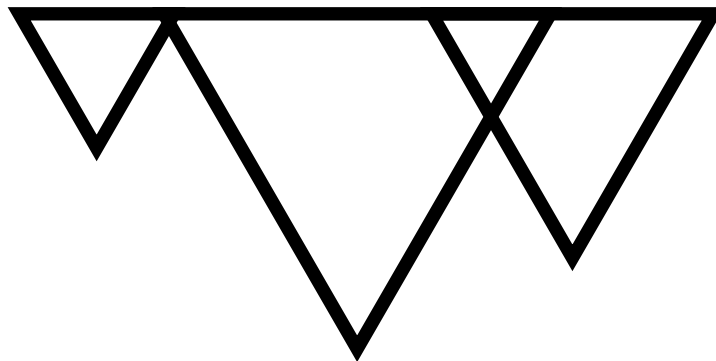
NAME SERVICE AUDIENCE FEELING IMPACT VOICE CULTURE

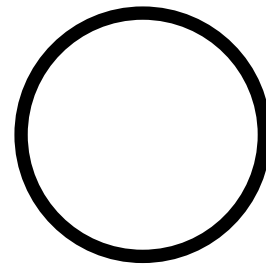
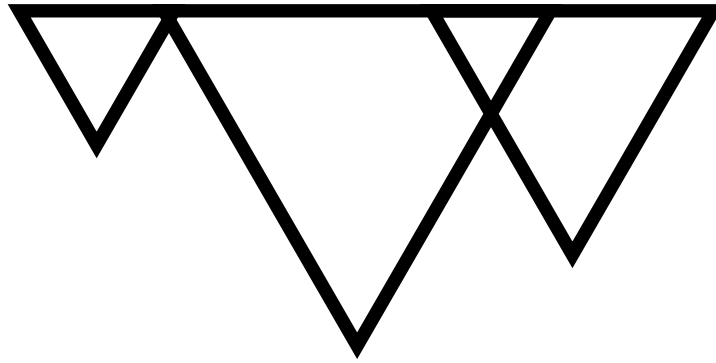


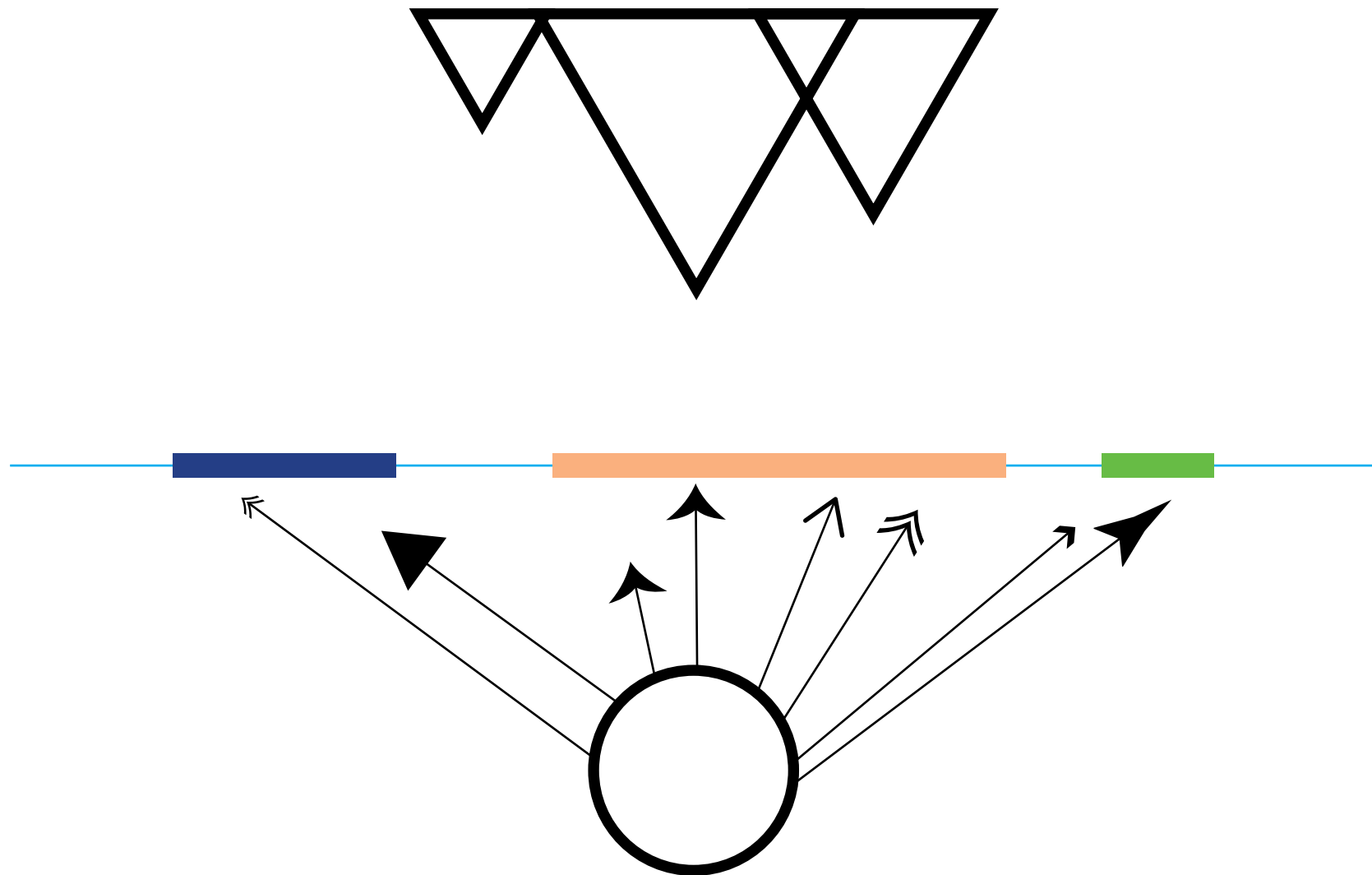


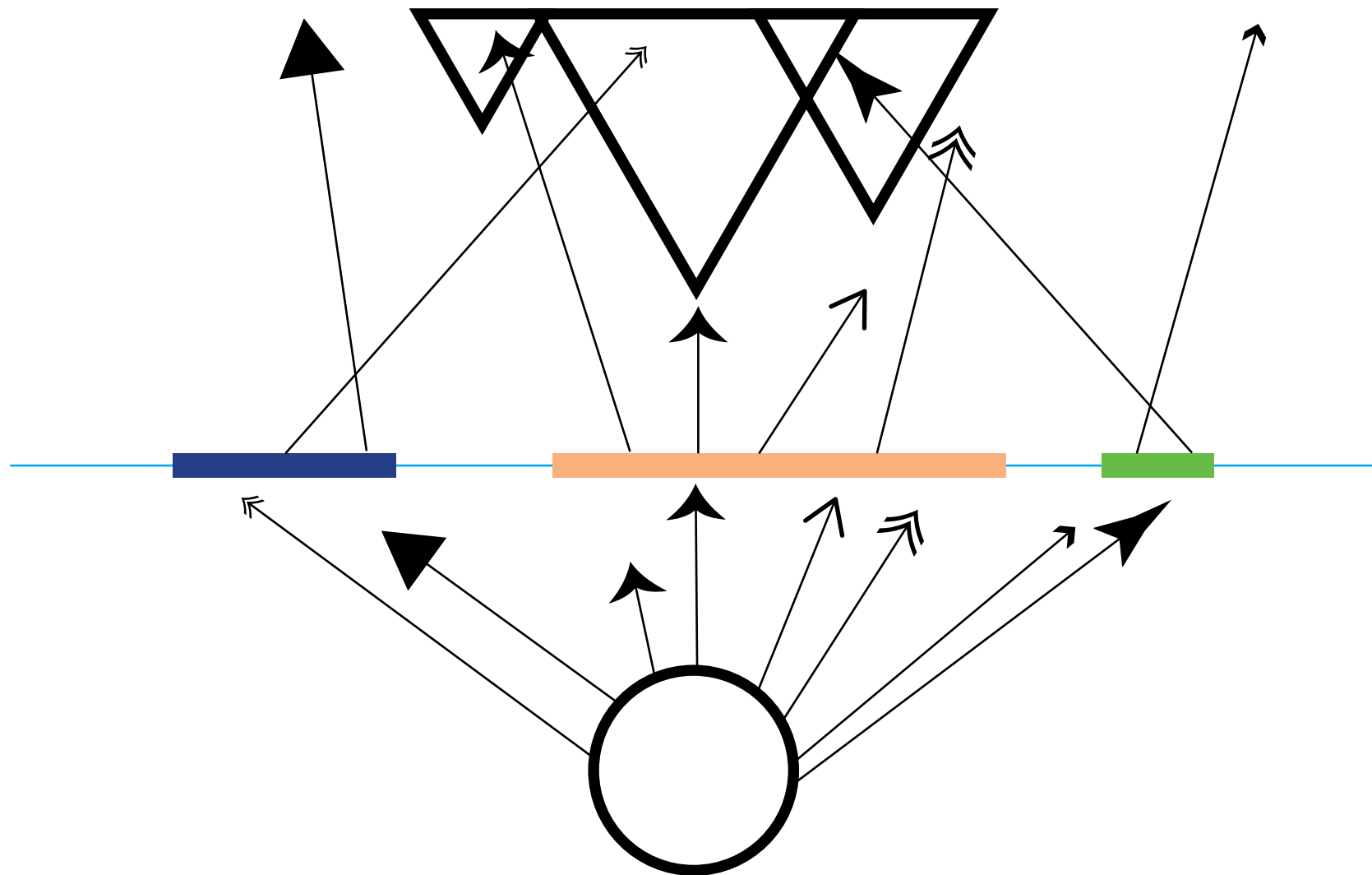


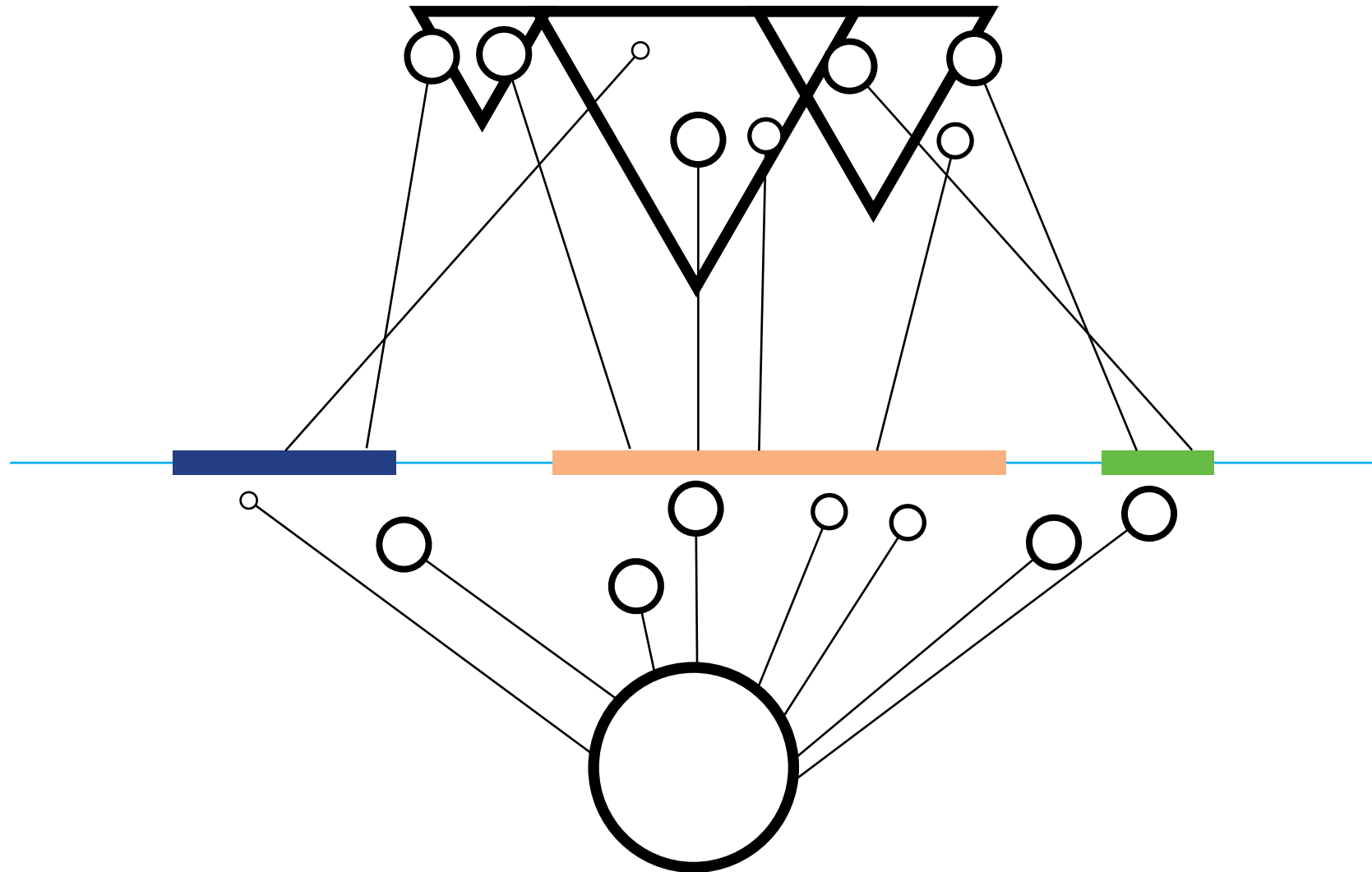












THE MESSAGE

What do you want to say?

What do you want to say?

To locate our messages, we need to go back to our positioning statement

Revisit your positioning statement and from it an idea, statement, or question you want to communicate with your audience.

Read it out loud

Now really tell us what you want to say. What is it that you want to change?

THE TONE

Tone of voice is how the character of your work comes through in your words, both written and spoken. It's not about what you say, but rather the way you say it, and the impression it makes on everyone in your audience who reads or hears you.

What's your tone of voice?

What's your tone of voice?

To define our tone of voice we need to go back to our audiences

Donors

To know: Our values. This is a space for giving to the community, and we are making a change

To feel: Proud, helpful, appreciated, valued, empowering

To do: Support, to spread the word

Volunteers

To know: they are indispensable in actively making change happen

To feel: valued, responsible, autonomous decision-makers with agency, proud

To do: be active, be involved, to own the center, to spread the word

Participants

To know: the center is made for them

To feel: welcome, safe, comfortable, heard, understood

To do: to participate, to voice their needs and expectations, to engage, to show respect and tolerance, to spread the word

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Tone

- Warm and welcoming but also firm with regulation
- Engaged but not militant
- Casual but with boundaries
- Serious but not grim
- Proud but not bragging

Messages

- Promoting local and international Art and Culture
- Tolerance (ex. no racism)
- Accessibility (ex. equal access to disabled people)
- Education
- Safety (ex. against domestic violence)
- Kindness and respect
- Change
- Knowledge

Tone

- Warm and welcoming but also firm with regulation
- Engaged but not militant
- Casual but with boundaries
- Serious but not grim
- Proud but not bragging

VISUAL LANGUAGE

COLORS

ILLUSTRATION

PHOTOGRAPHY

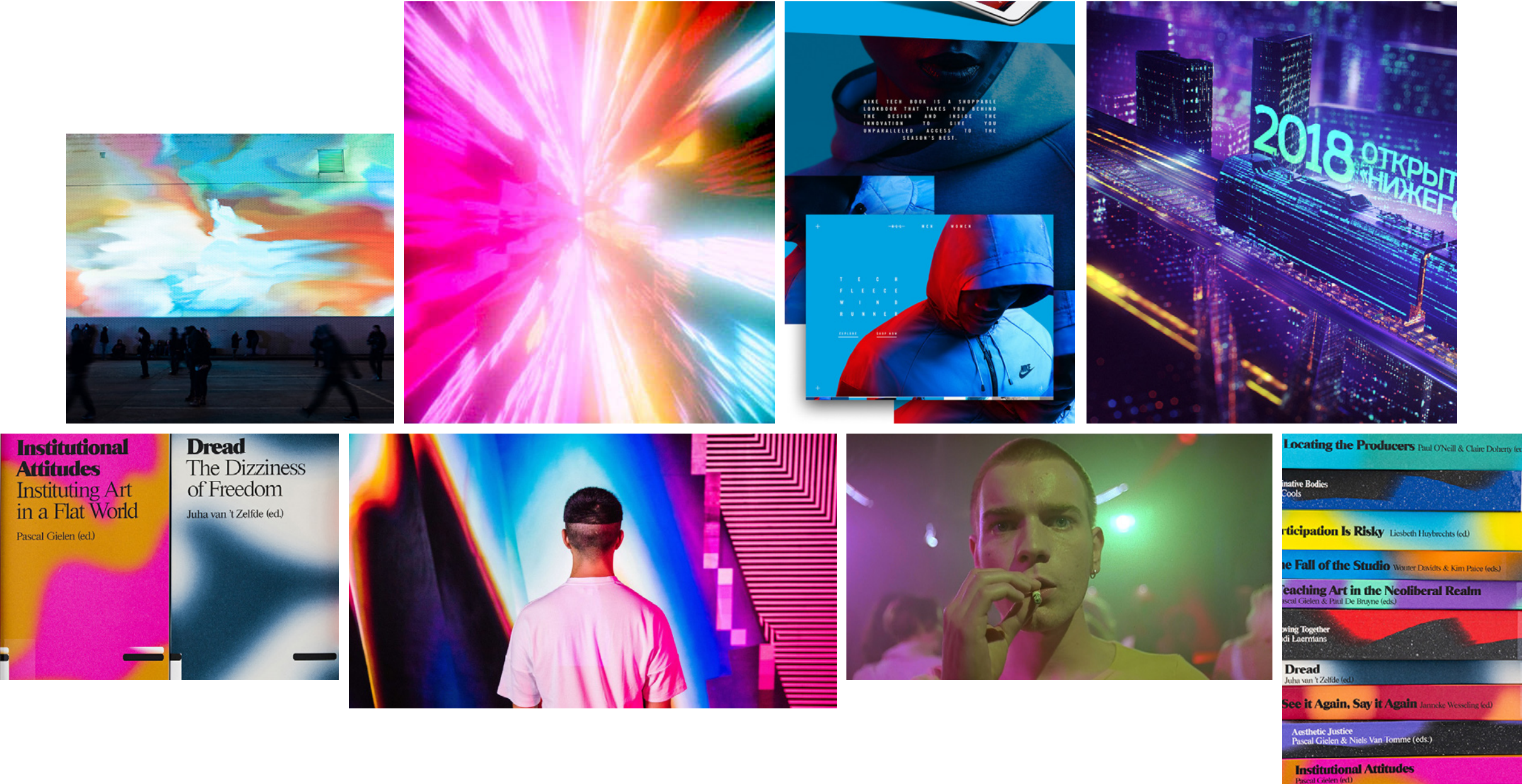
VIDEO

Your visual language is a particular set of characteristics that define your visual communication

PICTOGRAMS

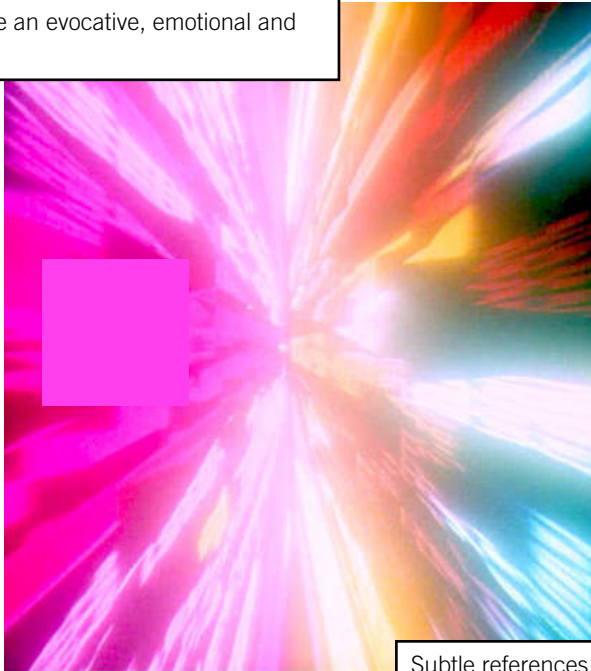
TYPOGRAPHY

DIRECTION 1 - MOODBOARD



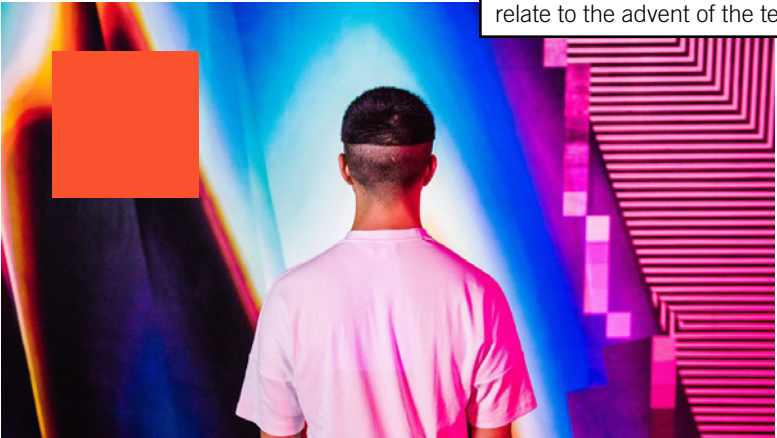
DIRECTION 1 - MOODBOARD

Flashy and neon colors (used with restraint) communicate an evocative, emotional and warm feel

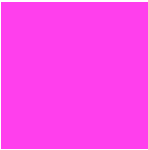
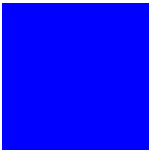


Bright flashes of light and holographic visuals give an interstellar vibe

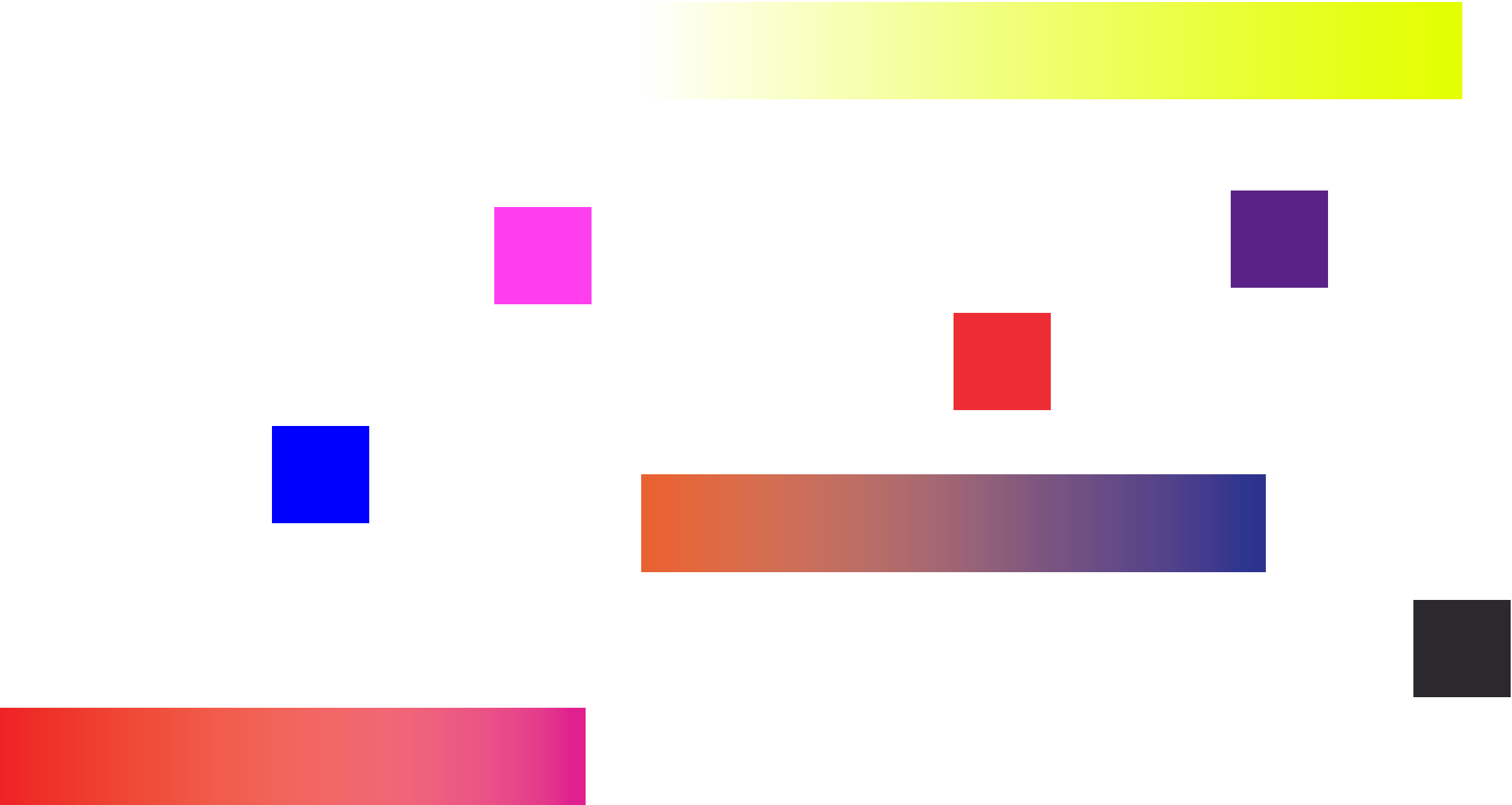
Subtle references of gamer/geek culture relate to the advent of the tech generation

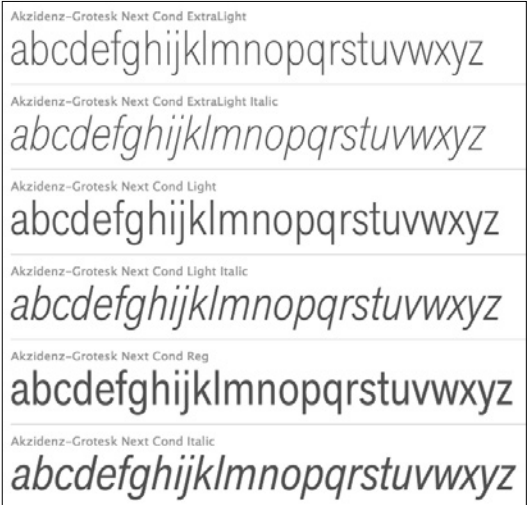
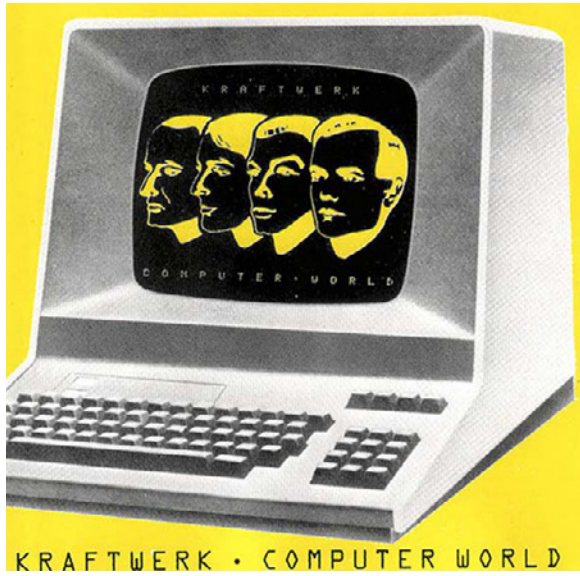
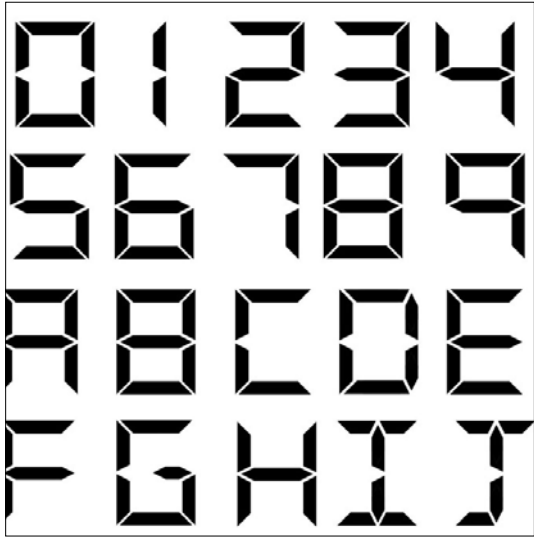


DIRECTION 1 - COLOR SCHEME



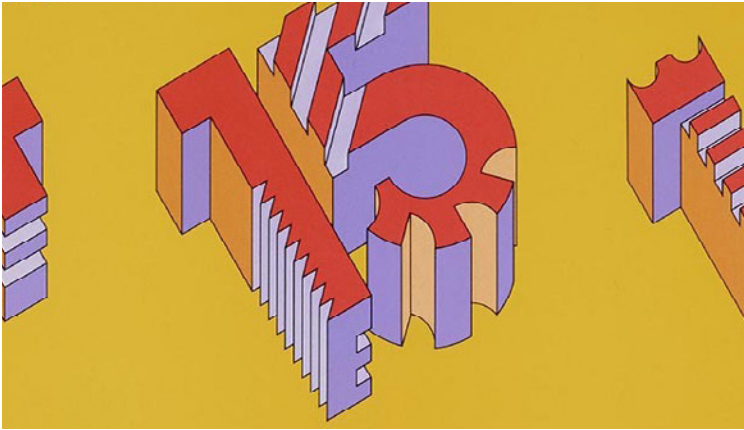
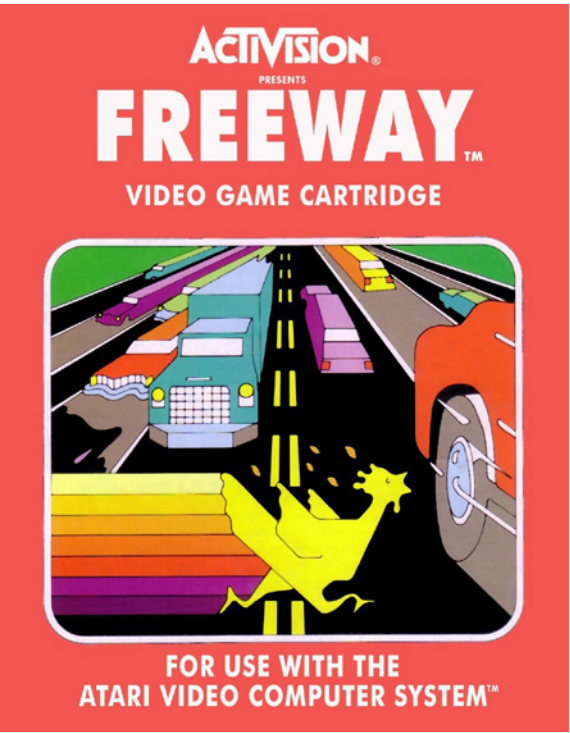
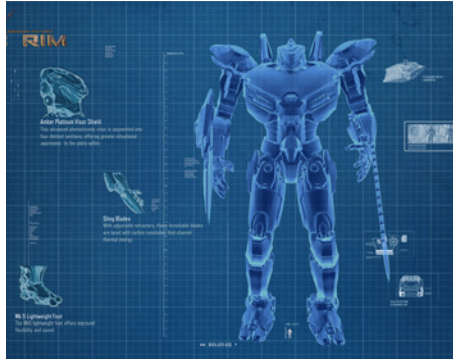
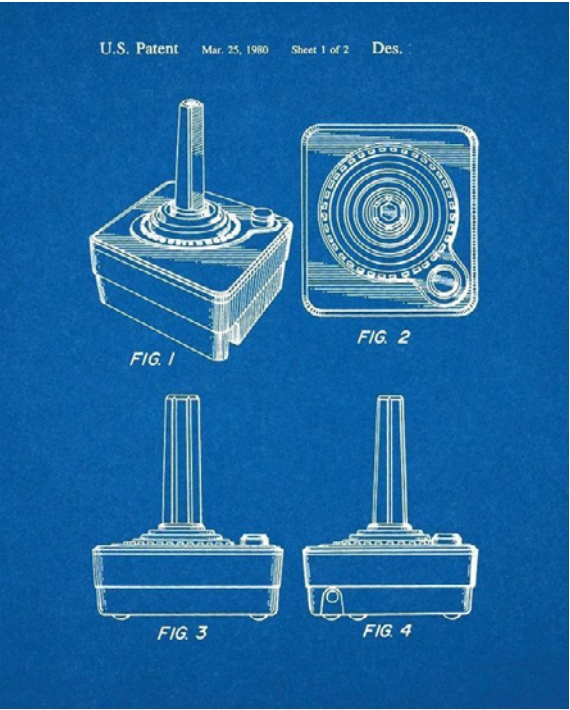
DIRECTION 1 - COLOR SCHEME

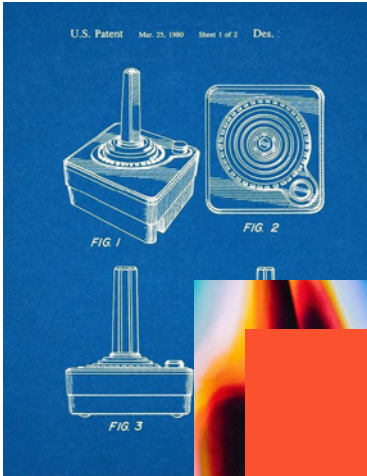


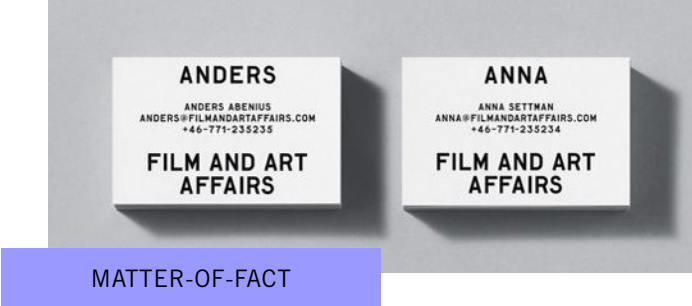


Simple LL ,2004 ,Simple Type Specimen, NORM
& Simple Koeln/Bonn

DIRECTION 1 - VISUAL STYLE



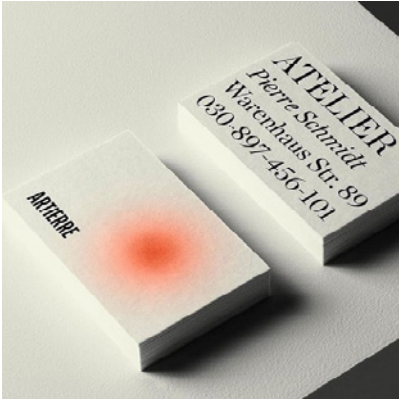




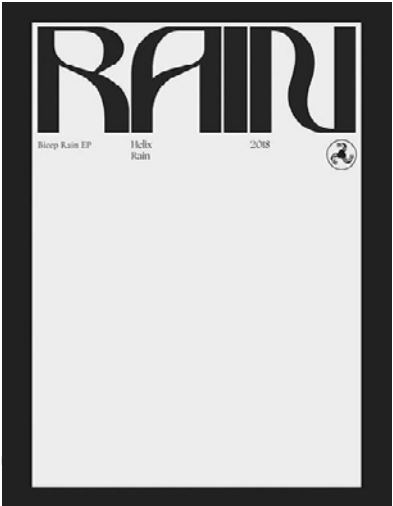
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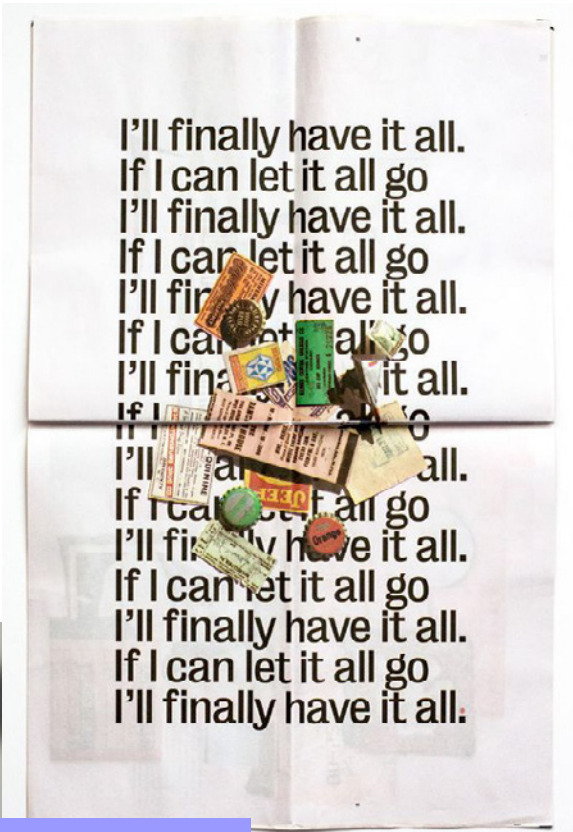
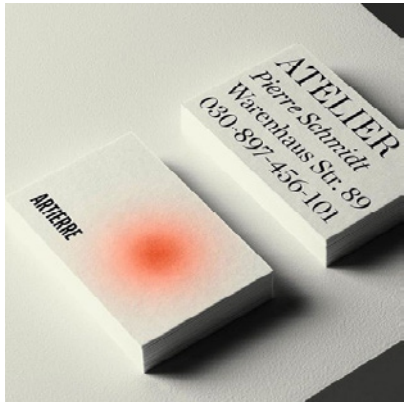


BLUNT



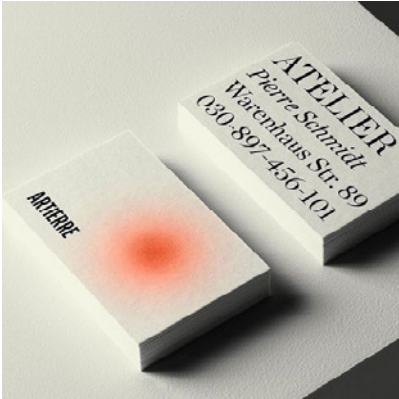
CHEMISTRY BETWEEN TYPE



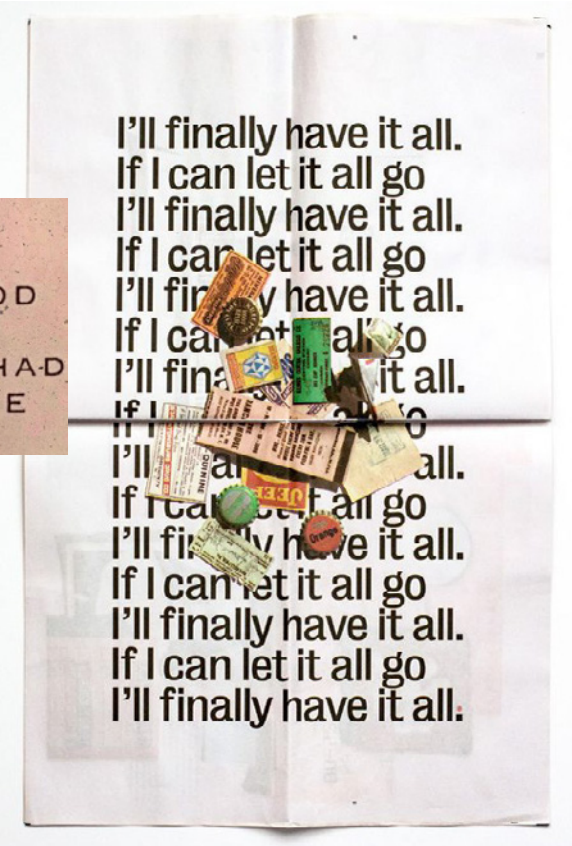


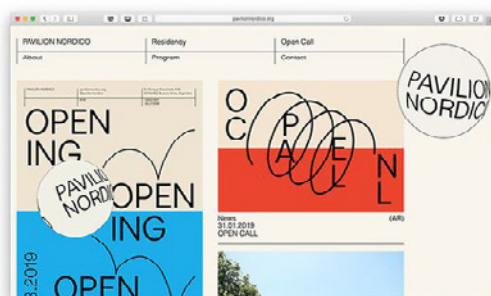
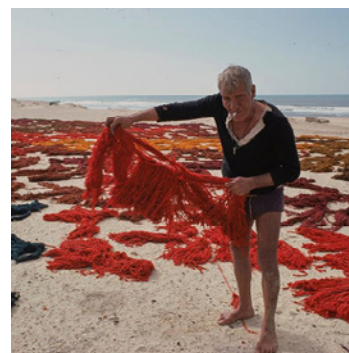
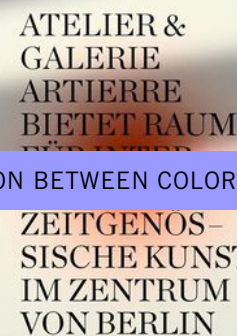
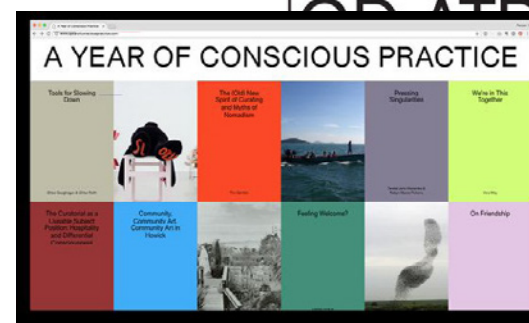
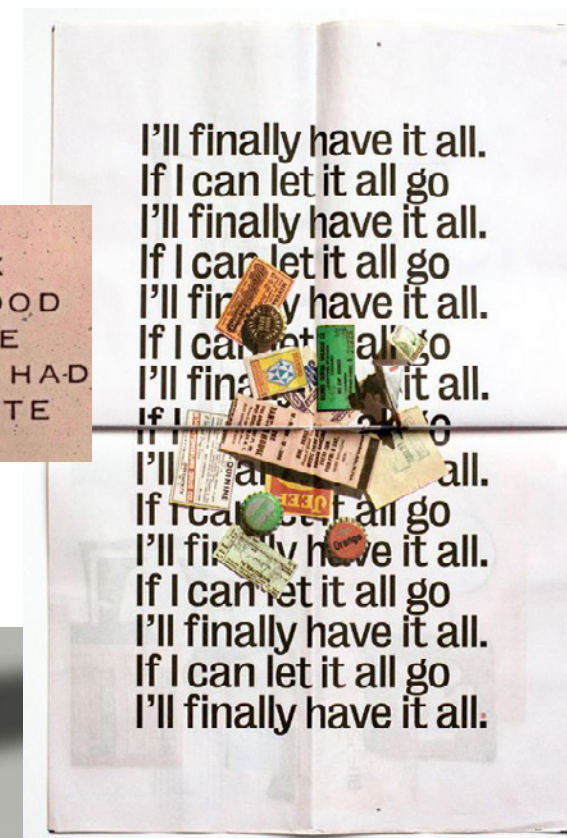
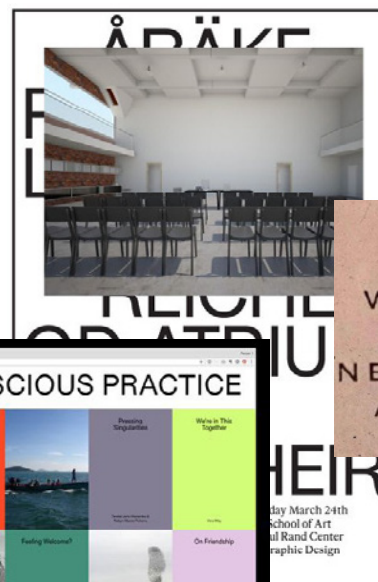
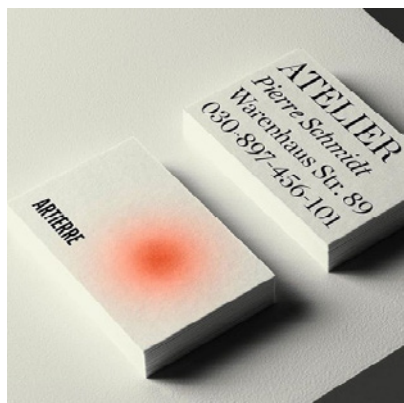
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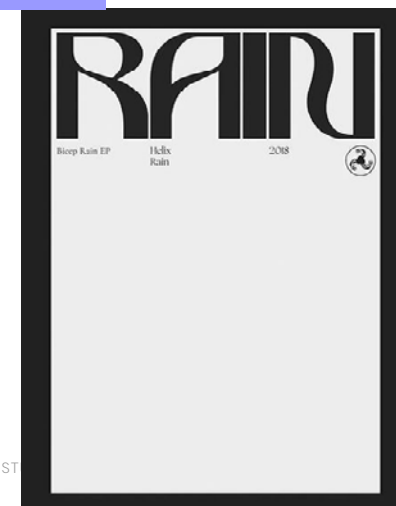
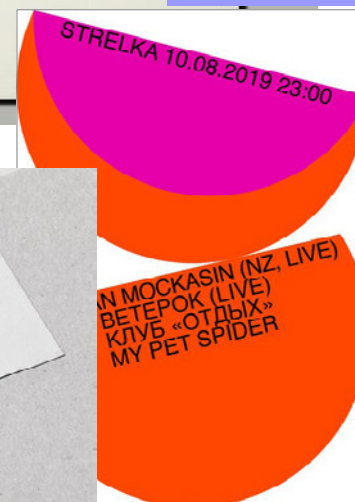
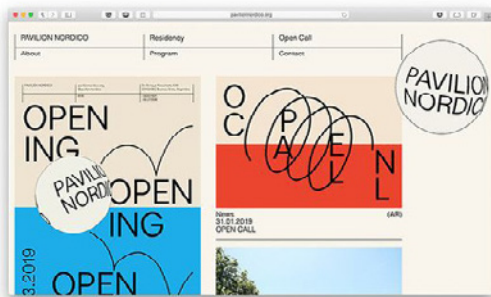
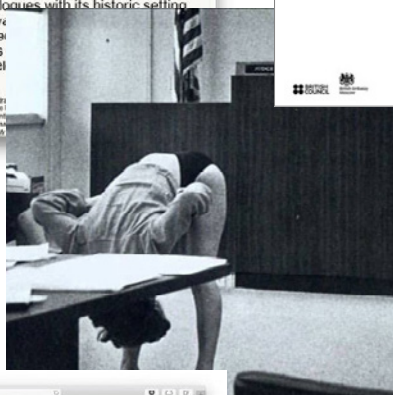
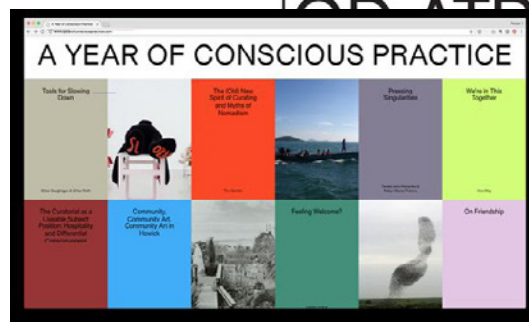
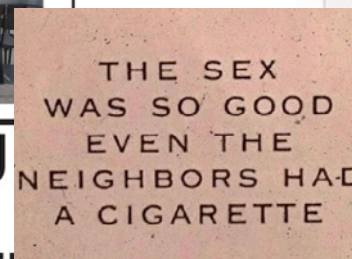
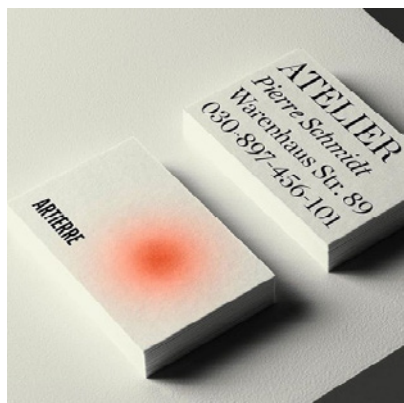


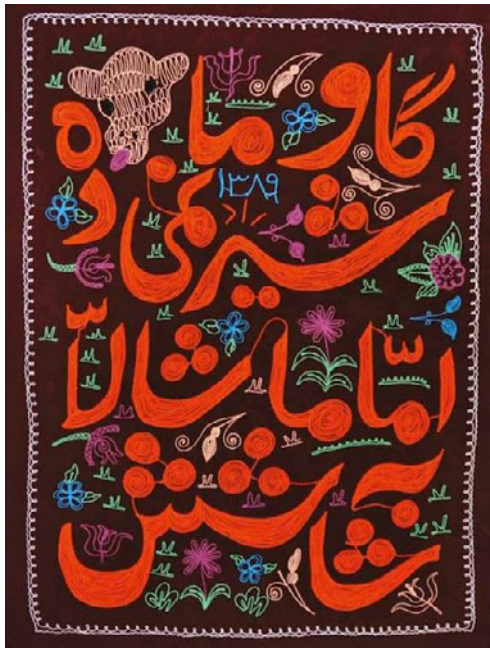
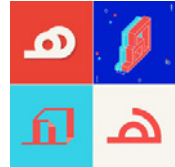
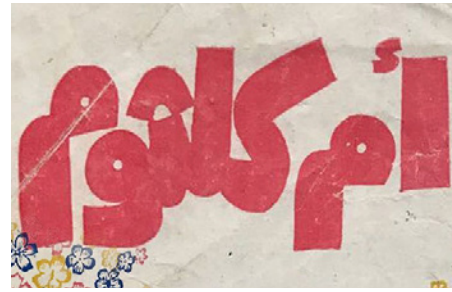


THE SEX
WAS SO GOOD
EVEN THE
NEIGHBORS HAD
A CIGARETTE









Deployment

ONLINE

Deployment

ONLINE

Deployment

OFFLINE

facebook

instagram

twitter

youtube

website

email newsletter

linkedin

ONLINE

Deployment

OFFLINE

facebook

instagram

youtube

website

email newsletter

linkedin

ONLINE

Deployment

OFFLINE

flyer

zine/program

press ad

brochure

poster

Timeline

WHEN?

HOW OFTEN?

Timeline

FOR HOW LONG?



Start a free trial

Log in

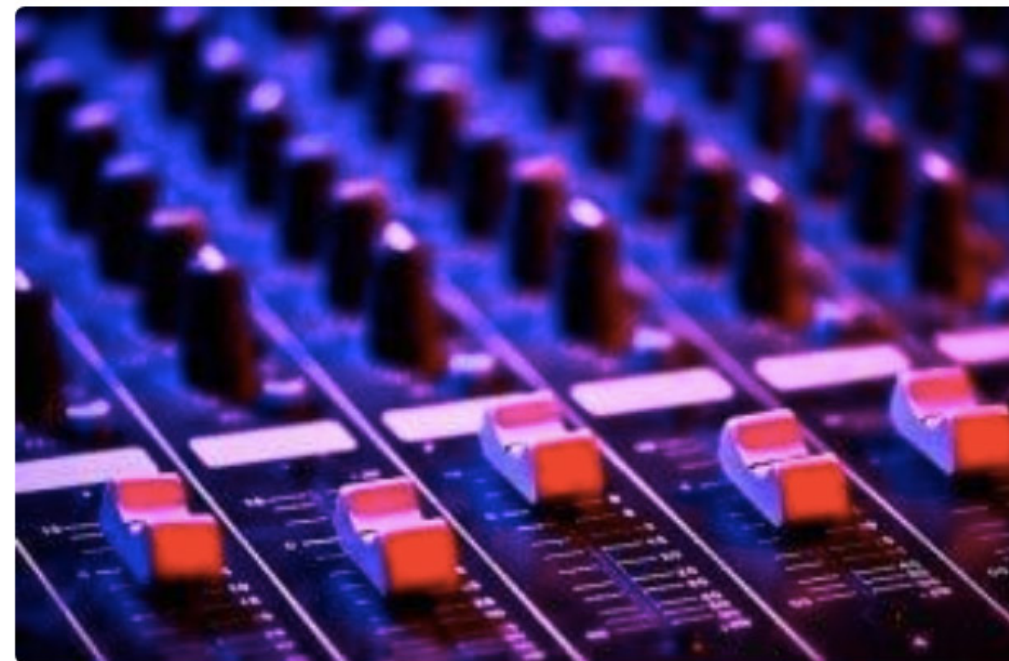
Buffer Marketing Library > [Facebook Marketing](#)

The Social Media Frequency Guide: How Often to Post to Facebook, Twitter, LinkedIn And More



Kevan Lee
VP of Marketing @ Buffer

🕒 11 min read



The optimal frequency for posting on social media

**“To ‘know’ the BEST is an impossibility.
You can only predict and measure.”**



One of the keys is consistency



Search Facebook



Hatem



Manage Page



Studio Safar



Home



Inbox

1 new message and 21 new comments



Resources & Tools



Manage jobs



Notifications

35 new



Insights



Publishing Tools



Ad Centre



Page quality

Promote

Overview

Ads

Followers

Likes

Reach

Page views

Page previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

Page summary Last 7 days

Export Data

Results from 16 Jul 2020-22 Jul 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

16 July - 22 July

1

Total actions on Page ▲100%



Page Views

16 July - 22 July

41

Total Page views ▼2%



Page previews

16 July - 22 July

1

Page previews ▼67%



Page Likes

16 July - 22 July

11

Page likes ▲1000%



Post reach

16 July - 22 July

1,528

People reached ▲631%



Story reach

16 July - 22 July

Get story insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

16 July - 22 July


Post engagement

16 July - 22 July

Responsiveness

As of 20 July 2020

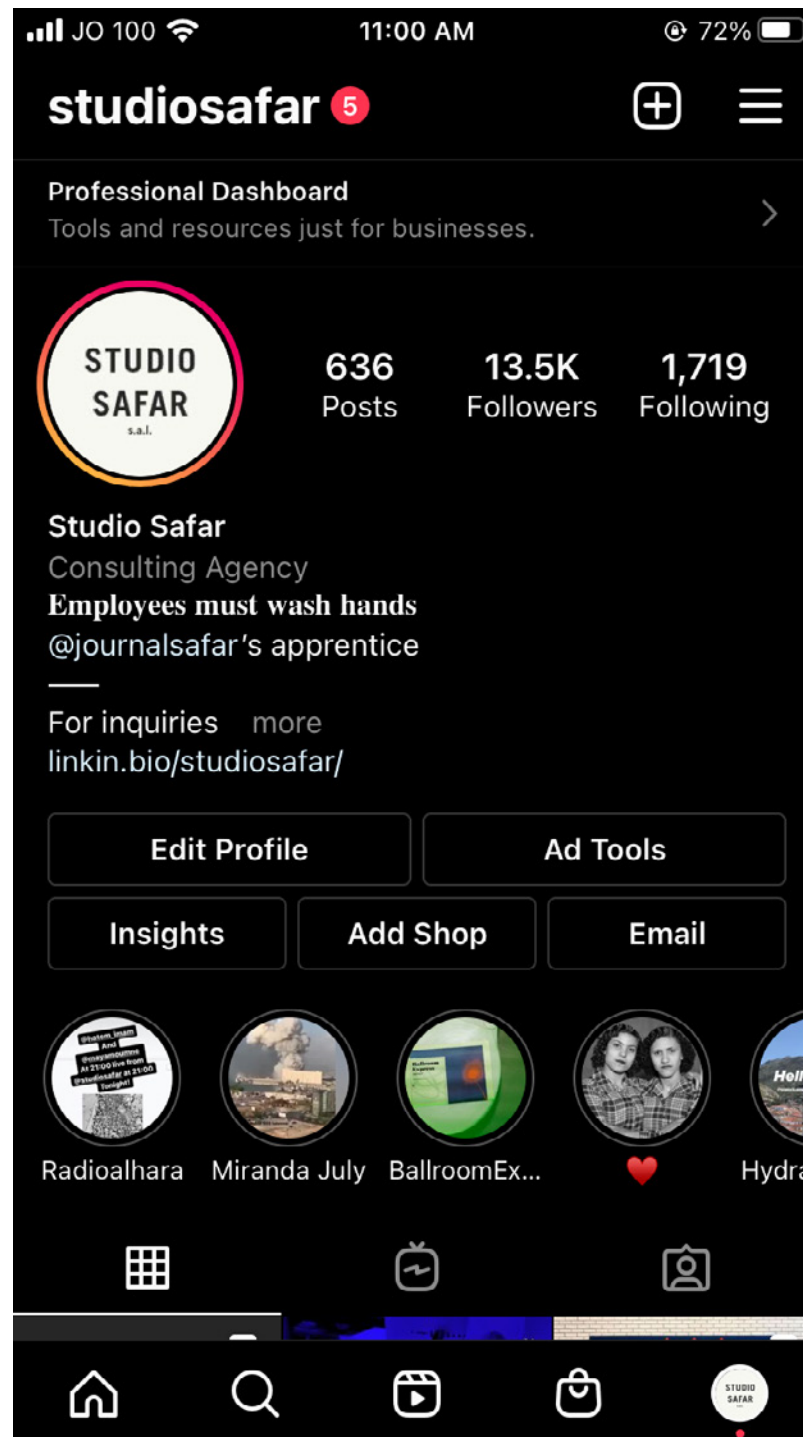
Your 5 Most Recent Posts

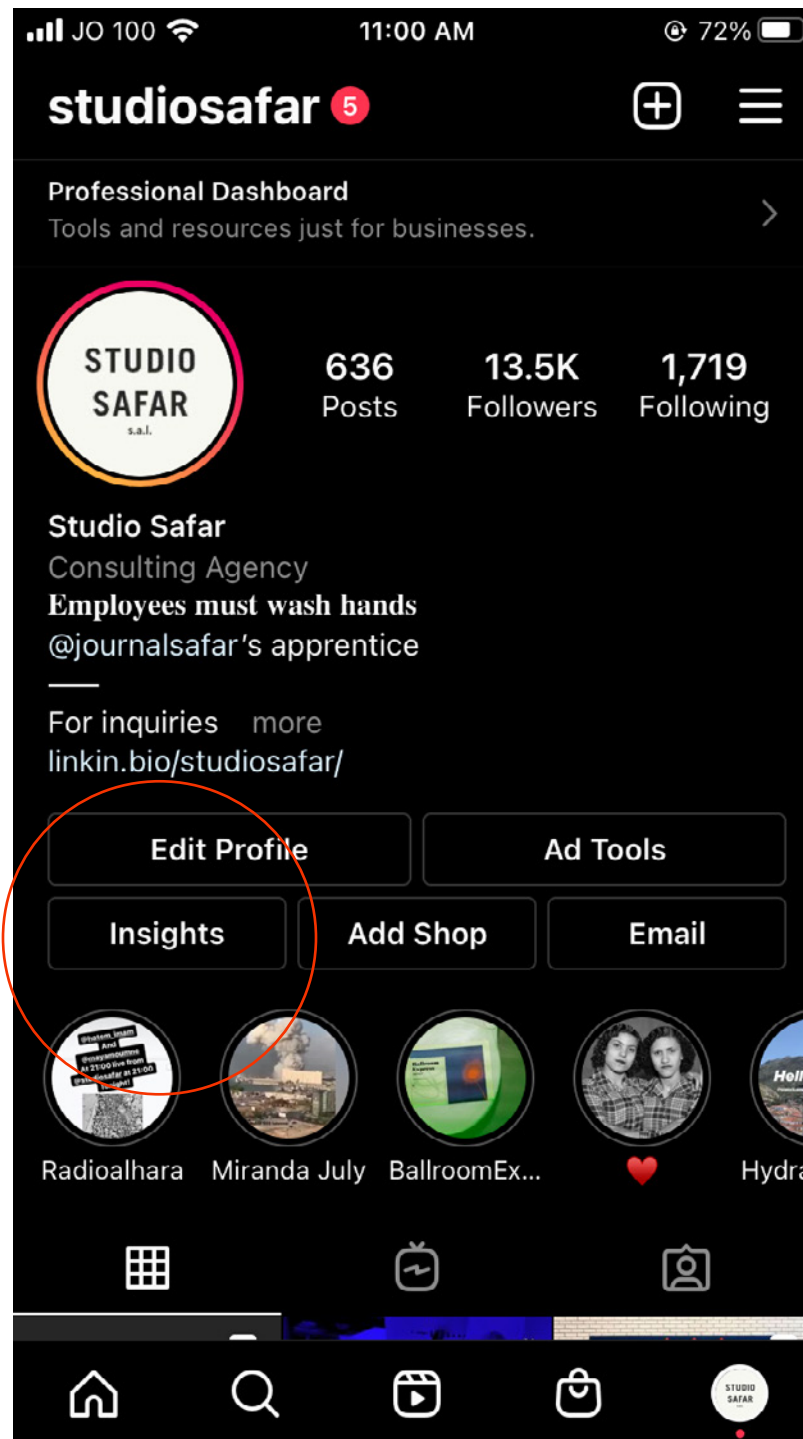
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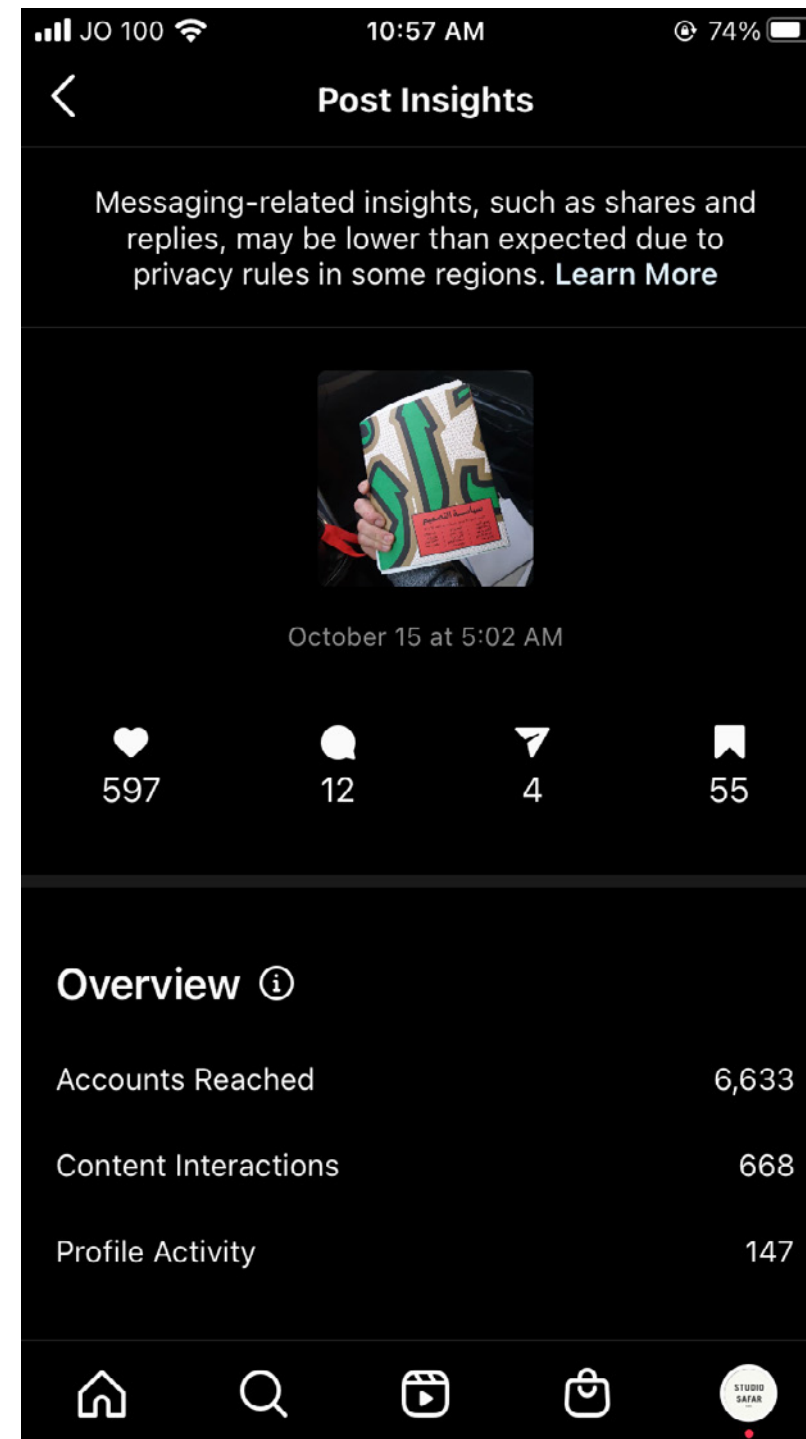
 Reach: Organic/Paid  Post clicks  Reactions, comments & shares 

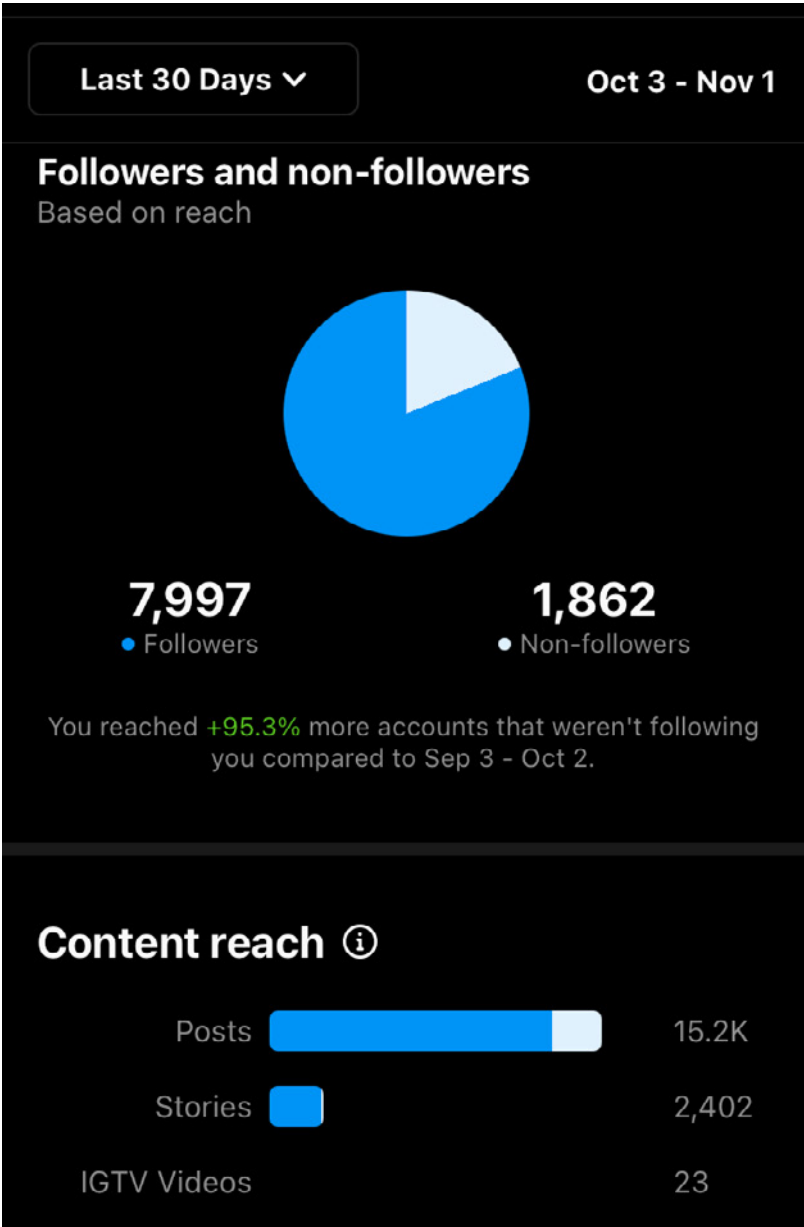
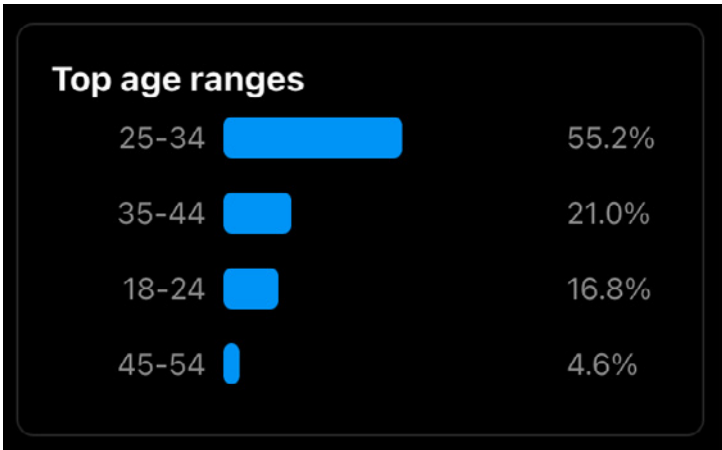
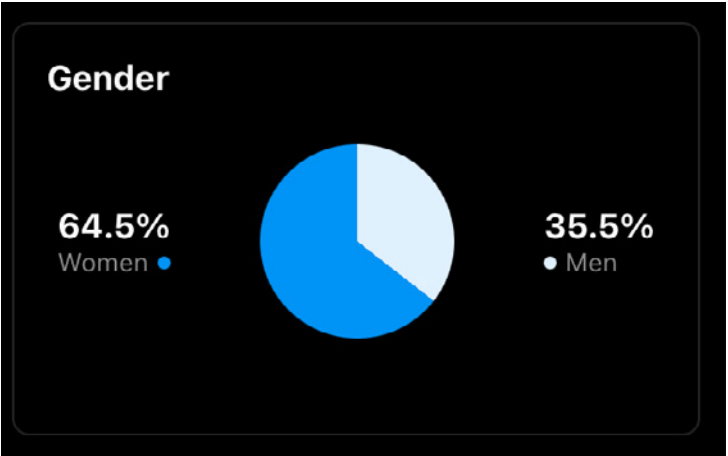
Published	Post	Type	Targeting	Reach	Engagement	Promote
17/07/2020 12:36	 Pandemics, policy, and economics try to dampen the fact that we have			1.3K 	48 70 	Boost post
16/07/2020 08:32	 Issue 5, Migrations, has finally reached the homeland. Stay tuned			344 	11 9 	Boost post
24/06/2020 19:51	 Yes— Some logos are still designed, drawn, lettered and			616 	93 17 	Boost post
14/04/2020 13:32	 We've decided to share our Statement of Accounts with			2.4K 	372 75 	Boost post
18/03/2020 12:23	 Everything under Covid control (Missing @sneaverbeaver)			299 	14 3 	Boost post

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THANK YOU