



YOUR QUESTIONS ANSWERED

Q: How do you create a brand personality for groups that already created some form of identity without distorting it?

A from James: There are 2 options here.

- Option 1- define your new personality and then stick to that ongoing. Perhaps make an announcement if you think necessary of the new direction
- Option 2 - spend time really thinking what that personality you have already created is. Define it. Then think about how you could 'add to it' or 'extend it'. Imagine its like taking on a new hobby. You don't have to change who you were. But now you have ANOTHER interesting thing to talk about.

A from SCN: Organisations often 'refresh' their brand. If you already have aspects you like, keep them. Make improvements on the areas you don't love as much whilst keeping what feels core to you. Thinking of it as a refresh often feels like less pressure.

Q: What to do if you hate being on a computer or getting your phone out at events but you know you need to 'capture'.

A from James: Make a SHOT LIST before the event. Then tick each of those off quickly. E.g.

1. 1 x image / 3 second video clips when arriving at the event of the outside / poster or crowd.
2. 1-3 images / 3 second video clips of booths / speakers / different areas of the event
3. 1-3 images / 3 second video clips random fillers (e.g. food, dogs, entertainment, view from the event space, street of event, people queing or just room full of people)
4. If comfortable 1 image / 3 second video clips of you or a team member posing by event branding.

So you could arrive at the event, and get all of these quickly. Or take them throughout the event. Or 1,2 or especially 4 could just be an image on its own and all you need.

In terms of capturing information. Either write it throughout the event, or when you leave create a quick voicenote summarising everything you just learnt.

A from SCN: James' advice is solid. If you don't like being on your device once at an event, the outside/entrance banner is always an easy thing to capture. If there are any giveaways, leaflets or merch at an event, this also enables you to take it away and take photos after.

Q: As a newly formed organisation, what are our top 3 comms tasks?

A from James: Very hard for me to say without knowing your organisation and its objectives. But i would say

1. Logo/ colour / font / image style
2. Positioning statement (what do we do, for who and and how)
3. About us video created (could be done on phone / loom) include call to action of the MAIN THING that would move the needle for you right now. E.g. get investment, find a location, attendees at first event

A from SCN: Look into your target audience. What do they want to know? What engages them? Reflect your audiences language back at them.

Q: I am particularly interested in any suggestions for a social media tool, like Hootsuite but cheaper. Any ideas from you or James?

A from James: Buffer is cheaper i believe. But also facebook and linkedin have inbuilt schedulers that are free (and facebook automatically schedules to instagram when linked)

A from SCN: Using the free tools on each platform is actually a great place to start. Many third-party tools struggle with tagging accounts/people, or processing certain content types. If you are already using a platform to send emails, you may be able to schedule social posts using the same tool. These platforms sometimes don't mention it as a feature, as its not their core use, but have it available, i.e. mailchimp or hubspot.