

# ***Te Pūaha Talks***

## **Communications in the Good Times & the Bad**

Kirsten Matthew

# Reading Recommendations

## Books

- [\*Building a Story Brand\*](#) by Donald Miller
- [\*Chief Culture Officer: How to Create a Living, Breathing Organisation\*](#) by Grant McCracken
- [\*So You've Been Publicly Shamed\*](#) by Jon Ronson

## Blogs & Articles

- Practical advice and workbooks on communications planning from the [Community Comms collective](#).
- PR versus Advertising article in [Forbes](#).
- How to get the most from your [volunteers](#).
- Crisis planning [advice](#) from Charity Comms UK.
- Why blogs are a great way to talk to your audience, via [LinkedIn](#).
- A guide to hashtags on social media, via [LinkedIn](#)
- The future of Communications, via [LinkedIn](#).
- Radio NZ [podcast](#) about dealing with a crisis.

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## Other Helpful Stuff

- Te Taumata Toi-a-Iwi has a Sharing Your Story workbook and a Comms guideline that you can download and work through.
- The Community Comms Collective has a matchmaking service for a volunteer, here.
- Tutorials and blogs on using MailChimp for newsletters.
- Tutorials on how to use Canva's design platform for social media graphics, event invites, etc.
- How to create a Response Bank for social media: Refer to Social Media for Social Impact kete.

# Comms Plan / Calendar for You to Download & Use

## Marketing Objectives

Mission

**Our mission is to...**

Audience / Values

List of audiences...

List of brand values...

Comms goals

Increase awareness of ...

Achieve coverage in...

Grow audience by...

Increase funds by...

You can download this template [here](#).

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# Thank you