

MEDIA COMMUNICATIONS STRATEGY

Content

1.	MEDIA COMMUNICATION DEFINITION.....	2
2.	GOAL OF THE MEDIA COMMUNICATION STRATEGY	2
3.	COMMUNICATION CHANNELS AND TOOLS.....	2
4.	TARGET GROUPS.....	4
5.	INFORMATION POLICY AND PERSONS AUTHORIZED TO COMMUNICATE WITH THE MEDIA	5
6.	PUBLISHING INFORMATION AND DATA.....	5
7.	COMMUNICATION STRATEGY MONITORING	6

September 2015

1. Media communication definition

Media communication represents a promotional function whose goal is to relate the needs and interests of Finance Think with the interests of the different target groups that Finance Think needs to communicate with. This communication strategy advocates the manner of achieving communication with the tools of public information, i.e. the media.

2. Goal of the media communication strategy

The aim of the strategy is to regulate the ways of media communication for a transparent promotion and representation of Finance Think's research findings and the successful implementation of the recommendations given to the policymakers. Other objectives that should be achieved with this strategy include:

- Better understanding of the role and importance of Finance Think.
- Securing and maintaining public trust, support and positive attitude towards Finance Think through a mutual flow of information, with the goal of strengthening the image of the Institute.
- Raising public awareness about the importance of economic research in the areas of public, economic and societal life in the country.

3. Communication channels and tools

The following channels of external communication will be used by Finance Think for public interaction:

- **Printed media.** Finance Think collaborates with all daily, weekly and monthly newspapers at the local and national level. It also regularly collaborates with thematic magazines in the field of economics or topics related with the work of Finance Think.
- **Electronic media.** Finance Think collaborates with all electronic media (television and radio) at the national and local level which deal with economic issues.
- **Internet portals.** Finance Think collaborates with the country's internet portals which work at the national and local level. Part of the regular publications and analyses are disseminated through the respective targeted web portals, in accordance with the researched topic.

- **Finance Think's website, www.financethink.mk.** The website represents a mirror of the Institute's overall activity. All information related with the current work, regular publications, project activities and statements are published on the webpage. The development of the website and the constant dedicated efforts to make it more accessible to the public is one of the main priorities of this strategy.
- **Thematic websites.** Finance Think develops, usually as part of project activities, thematic websites which often serve as tools to promote the projects' recommendations and as resource centers and/or specific web tools.
- **Social networks profiles (Facebook, LinkedIn and Twitter).** Finance Think uses social networks as regular communication with the targeted groups. Information connected with the current work, regular publications, project activities and statements are published on the social websites. The social networks are used, also, for publishing short analyses on current daily topic related to the country's economy, region and world, which are relevant to the targeted groups.

In addition to local and national media, Finance Think is, also, ready to communicate with international media.

Finance Think will use the following media communication tools:

- **Announcements and notices.** For its operations (regular publications and research findings), Finance Think regularly informs the public through announcements. The announcements are presented to the target groups by e-mails and/or with writing, and are published on Finance Think's website.
- **Statements and interviews.** Finance Think expresses its views on current topics of the economy through regular short statements and interviews in the printed and electronic media. Finance Think's team nurtures ongoing collaboration and communication with journalists, without any discrimination and selective approach.
- **Press conferences.** All public events, organized by Finance Think (round tables, conferences, workshops, debates etc.) are followed with press conferences with the media. All media and their representatives have the right to attend the conferences in accordance with their needs. The press conferences are held at the headquarters of Finance Think or at a place that is timely defined and publicly announced. Besides

Finance Think's CEO, other employees or associates are allowed to speak at the press conference after having previously prepared and got approval for the agenda.

- **Special events.** Finance Think organizes special events (workshops, seminars, debates and meetings) to promote and improve the relations with specific target groups. These events can be fully followed by the journalists/media, with the right of equal participation as any other participant in the audiences.
- **Promotional videos and campaigns.** For the objectives of certain (project) activities, Finance Think may prepare promotional videos and campaigns. As part of the campaigns, leaflets, newsletters, manuals and similar materials can be prepared.

4. Target Groups

The channels of communications used by Finance Think should implement the information to the following target groups:

- Government and country's administration bodies
- Local government
- Public
- Non-governmental institutions
- Business sector
- International institutions and organizations

The government, country's administration bodies and local government, as the country's policymakers, are the primary target groups that need to hear the findings and recommendations of the research and to take action in changing a particular social/societal segment. Besides their direct participation and presence at the events where recommendations are being presented, media serve as channels of conveying such information from Finance Think to this target group.

In order to increase public awareness and information about Finance Think's role and importance, multiple numbers of aforementioned media are used, especially the social networks, web portals and printed media. Non-governmental institutions and business sector

acquire information about Finance Think's work, which opens possibilities for future collaboration with relevant institutions from these two sectors.

Despite national media, Finance Think successfully collaborates with regional and international media in order to promote Finance Think in the world and establish collaboration with international institutions and organizations.

5. Information policy and persons authorized to communicate with the media

The official authorized person for media communication is the Chief Economist – CEO. The staff has the right to make a statement in a printed and/or electronic medium, or to be quest in a radio or television show and to talk about particular activity of Finance Think, only upon prior approval by the CEO of the Institute.

Finance Think's employees should avoid expressing personal views, opinions, insights and similar information in the media which have not been formally approved by the Chief Economist – CEO.

If an employee expresses an opinion in the public for which he/she is not authorized, he/she should explicitly give clear and unequivocal statement/disclaimer that it is a personal opinion which does not necessarily match the views of Finance Think, and is not related to the official policy of Finance Think.

6. Publishing information and data

All information whose publishing could have harmful consequences and could present a breach of confidentiality should not be subject to media exposure and public communication. Also, any data treated as personal information, financial information, or any other confidential, classified and other data that according to the existing regulations cannot be a subject of communication with the media and/or the general public, must not be exposed to the public.

7. Communication strategy monitoring

For monitoring the effectiveness of the implementation of this strategy, a mechanism for observation and evaluation of the performance will be established. Finance Think monitors the traffic on its website, its appearances in the media, the journalists' presence at events organized by Finance Think, the number of published reports after the events (press clippings), the number of likes and impressions on Facebook, and on the basis of these observations it will make analysis of the achieved results in terms of accomplishing the goals of this strategy.