Aga Khan University Graduate School of Media and Communications (GSMC)  
A World Bank Global Partnership for Social Accountability  
and Aga Khan Foundation Partnership  
Thomas R Lansner, Project Director, May 2017
Citizen participation in governance builds on trust that official bodies can be effective and accountable in their work to better people’s lives.
Empowering people to make their voices heard helps monitor and improve governmental performance
Building advocacy communications skills allows communities and civil society to promote social accountability activities from grassroots to global levels.
“If you can't explain it simply enough, then you don't understand it well enough"

“Social accountability” is a mouthful in any language.

How do we describe social accountability most clearly to various audiences?
What is Social Accountability?
What is Social Accountability?

FIRST, ASK GRANDMA...
A few ideas:

– Trust; 360 Degree Trust; Building Trust Together

– Follow the money; our money, our right to know

– We cannot know what we cannot see
What advocacy communications skills do we most need to promote our social accountability messages?

WE MUST KNOW OUR:

• MISSION
• GOALS
• STRATEGY

• ANY COMMUNICATIONS PLAN MUST SERVE THE ORGANIZATIONAL STRATEGY
5Ms Communication Framework

1. **Mission** – communication objective
2. **Money** – resources required
3. **Message** – key message
4. **Media** – most appropriate outlet
5. **Measurement** – measuring impact of communication
Strategic approach to selecting most appropriate media

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What advocacy communications skills do we most need to promote our social accountability messages?

Message development & delivery for diverse audiences

PROBLEM>

SOLUTION>

ACTION!!
What advocacy communications skills do we most need to promote our social accountability messages?

• Public presentation skills

• Interview skills

• Crafting media releases for varied platforms
What advocacy communications skills do we most need to promote our social accountability messages?

• Cultivating Media Partnerships

• Most Appropriate Media

• Telling Social Accountability Stories

• New Media Opportunities
Cultivating media partnerships with CSOs and governments builds trust and dialogue
The “Most Appropriate Media” must be tailored to a targeted audience...
Strong stories draw good coverage!
Communications Tools are context-specific!
Building new media skills is essential
The ADVOCATE’S JOB:
GIVE MEDIA NEWS THEY CAN USE!
• FIVE W’S & H plus WHO CARES?!

• A CLEAR MESSAGE: PROBLEM > SOLUTION > ACTION!

• THE HUMAN FACE

• EVIDENCE
The JOURNALIST’S JOB:

BUT VERIFY
Media Practitioners

• What is the purpose of your media outlet?

• What makes a social accountability story news?
CULTIVATING MEDIA PARTNERSHIPS

• **CSOs have a voice.**
• **Media can provide a megaphone.**
• **Most media outlets want to offer their audiences interesting stories.**
• **Some believe they have a civic duty to inform people of their rights.**
• **How can CSOs develop media partnerships?**
How real people benefit from greater social accountability is the true measure of our work.

A human face can make its impact clear.

But even the most inspiring anecdote should be supported by strong evidence.
MOST APPROPRIATE MEDIA

Almost everywhere, there are multiple media outlets, from national television to hyper-local community radio.

How do we choose outlets for our advocacy?
NEW MEDIA OPPORTUNITES

Social media can help any of us reach many of us.

Yet in many places the audiences are limited.

When is it worthwhile to spend time/resources on social media platforms?
POWER CONCEDES NOTHING WITHOUT DEMAND

It never did, and never will

Frederick Douglass
1849