

COMMUNICATIONS 101

KATIE COTHRON • SAM RAYBURN



COMMUNICATIONS 101

WHAT IS COMMUNICATION?

THE ABILITY TO CONVEY INFORMATION TO OTHERS
EFFECTIVELY AND EFFICIENCY.

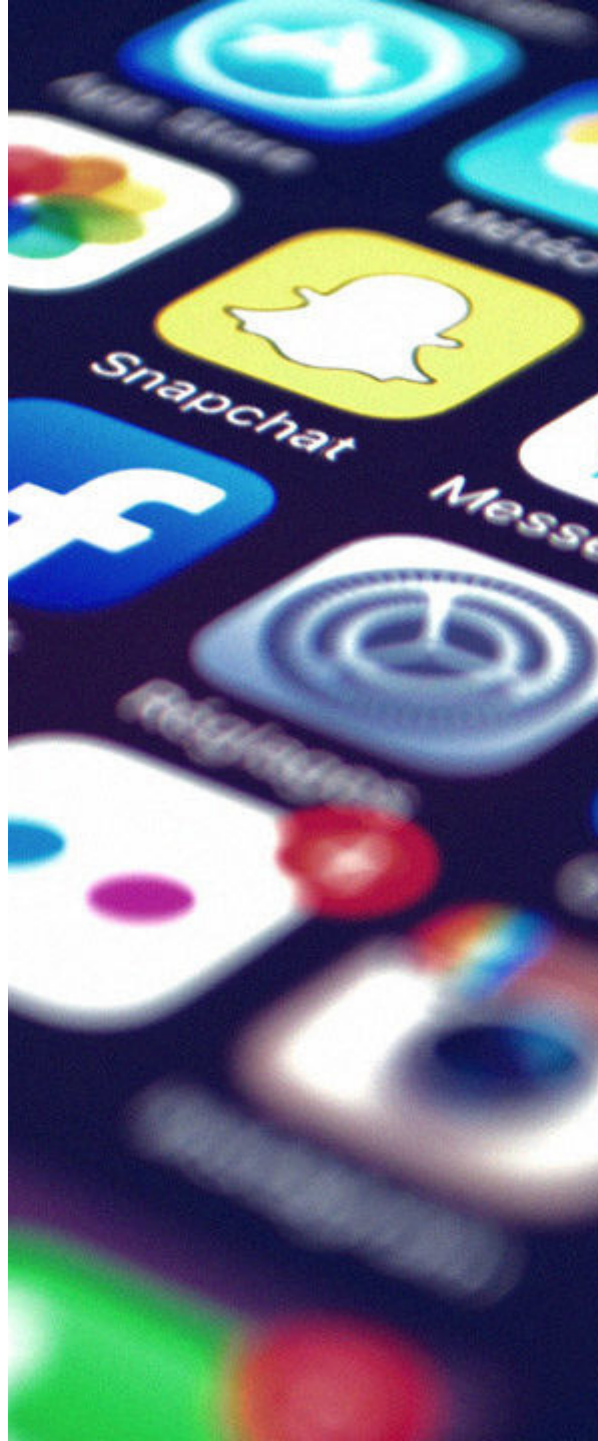
HOW?

BUILDING RELATIONSHIPS THROUGH STORYTELLING.



TWO DIFFERENT SCHOOLS OF THOUGHT

One-Way versus Two-
Way Communications



OLD
VS.
NEW

EFFECTIVE COMMUNICATION

Rooted in

- HONEST
- OPEN
- TRUTHFUL

Communication

Someone told me the other day "haven't heard from you in a while". My bad, I didn't know your phone and email only had incoming capabilities...

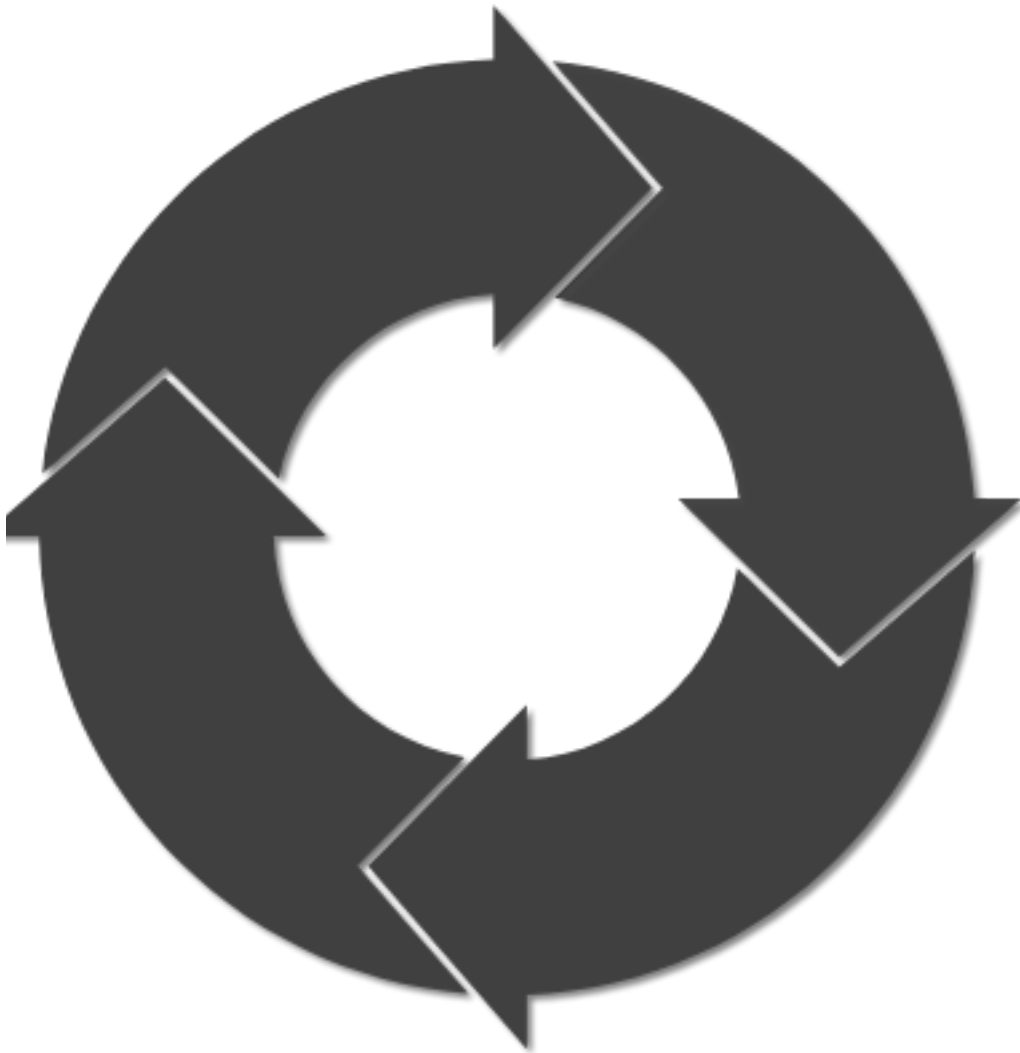


someecards
user card

AUTHENTICITY

Be a part OF
your community,
not apart FROM
your community.





EFFECTIVE COMMUNICATION PROCESS

- **Why**-Theory of Change
- **How**-Tactics
- **What**-Aspirational Messaging
- **Who**-Target Demographics
- **When**-Pre/During/Post
- **Where**-Platform Choices



SEO

Public Relations Writing

Inbound Marketing

Web Analytics

GatherFacts

Blogging

AssembleMediaKits

Digital Media

AP-Style

Marketing

Research

utreach

Requirements

Interpersonal Skills

Proofing

Web Development

Direct Marketing

Advertising Campaigns

Media Buying

Organic Search

B2C-Marketing

Media Planning

Conversion Rates

media

Link-building

Crafting Press Releases

Link-Building

Internet Research

Consumer Insights

Content Development

Public Speaking

Digital Marketing

Creative

Customer Service

Link-Generation

Copywriting

Excel

Agency Experience

Analytics

Content Writing

Human Resources

Advertising

Grammar

Editing

Writing

Community

Product Development

Report Generation

Account Management

Public Relations Plan Writing

Pitching

Channel-Testing

Calculate Analysis

Brand Management

Interview

Verbal

Marketing Writing

Expense Reports

Accounting

Presentation

Social Training

Social Media

Keyword Traffic

Content Management

Blog Writing

B2B-Marketing

Planner

Online Trafficking

Channel-Testing

Calculate Analysis

Brand Management

Interview

Content Management

Blog Writing

B2B-Marketing

Keyword Research

Content Marketing Strategy

Blogging Voice

Reporting

Strategy

Marketing Flyers

Trend Analysis

PR



QUESTIONS?

THANK YOU

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NEXT

MEETING
NOV.
30

**"GETTING YOUR
DISTRICT'S
STORY OUT."**

11:00 AM - 11:30 AM: Lunch and Networking

11:30 AM - 1:00 PM: Session/Workshop

Northwest School District

Board of Education Room

4290 Gravois Rd, House Springs, MO 63051