



Communication Approaches and Techniques Module 3, Topic 2

Summary

This presentation focuses on the “how-to” of creating a communication strategy that will effectively support social accountability initiatives. We’ll walk you through the twelve general action steps involved in designing, planning, implementing, and evaluating a communication strategy. We will also briefly present two communication techniques – framing and public narrative – that can be used as tools in mobilizing public opinion and sustaining citizen demand for accountable governance.