

Effective transmission of the message

It is important that the message will be clear and sent in a way that all recipients will understand its meaning. In organization, this is even more important, because people need to be informed about everything what is happening in the organization and people need to easily understand the tasks they have to do.

How to do it?

To send your message successfully, you should follow these recommendations:

1. Present solutions
 - First you need to find out what problems your target group has (it is important to identify the target group well)
 - Major conclusion: Focus on the needs of your target group, not on yours!
2. Title is important
 - The title should never be long = catch the attention with 5 words at most
 - Awaken the curiosity - reveal something, but not everything
3. Be human
 - Humans like to communicate with humans, not with organisations = write with them like you would with friends
 - Important to think about - would you like to read your message yourself?
4. Write in a way that people can easily read and understand what you mean
 - Make sure your text is clear - for example, use one font and logical breaks
 - use subheaders
 - highlight keywords
5. Write stories
 - why? because people love stories!
 - connect your story with the story of your target group = be empathetic with people

Some other recommendations for a more effective transmission of the message:

- Think about what makes your organization more "interesting" than others (Why are you "other")
- Use a strong title - try to catch the attention!
- Suggest something that your target group can not refuse!

- Talk about advantages
- Present your news - use "advertorial"
- People need to know that there are no risks with you
- Call for action!
- Show the currentity of your activity.
- Create confidence towards your organization/action.
- Use exciting graphics.
- Indicate what to do, for example, to enter the website for more information.
- Do not forget about a logo! Create the identity of an organization!

Frequent mistakes

It is important to avoid these basic errors - that way your message will be received effectively.

1. Do not shout at your target group
 - It is often that people use exclamation marks in their messages and this does not help the effective transmission of the message
2. Do not use passive forms
3. Incomprehensible abbreviations
 - if you want to use an abbreviation, first explain the meaning and then use it = not all people know abbreviations of your surroundings
 - it is simpler to avoid the use of abbreviations
4. Avoid formulas
5. Avoid negative answers
 - always be positive
6. Never use long sentences
 - people can get lost in a long sentence - it is better to divide a sentence into two parts or just shorten it, to be clearer

Bucket method

In order to answer questions better and more effectively and to better transfer information, we often use a bucket method. Bucket method is mainly used when a topic is very extensive, and especially, if we are new, it often happens that we do not know how to respond effectively. That is why we can discuss the most common questions/information, divide them into expected and unexpected ones, then categorize them and then think about a general response to each of them. This will help us to foresee answers, identify the most common ones and have an idea of a good, adaptable response.