

# Taking our voice seriously

(Twitter is not the answer...!)

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# This talk

A bit about me

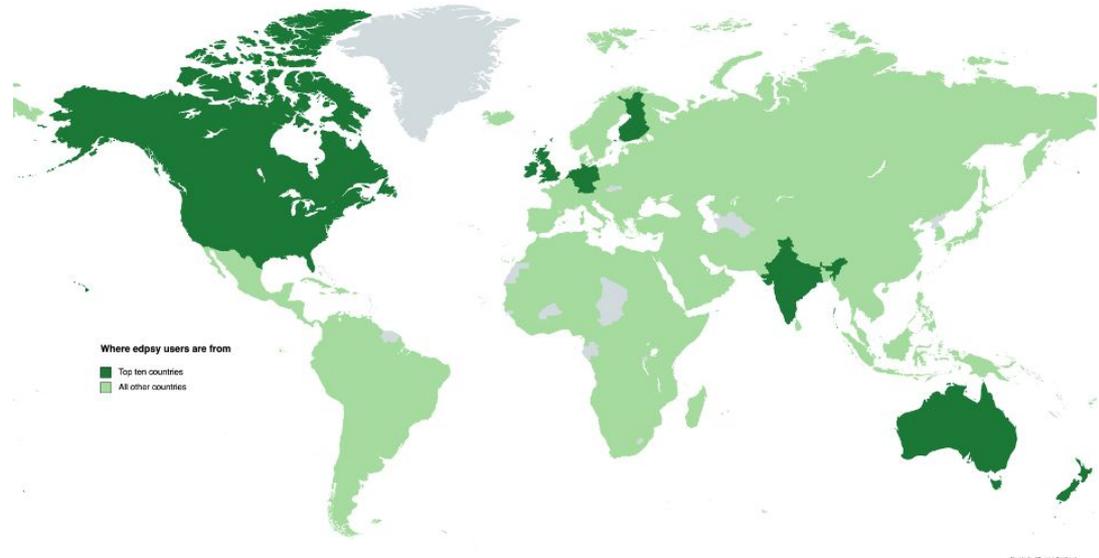
The problems we face

Why I think we have trouble

What we can do about it

# A bit about me

- World leading brands - marketing, training and comms
- Comms lead in DECP (2016 - 2020)
- Founded and run edpsy



# My philosophy

A win for one of us is a win for all of us

We don't need to cut the finite pie in to ever smaller chunks...we can bake more pies

Our profession has much to offer

We achieve the most when we talk to people about what matters to them

# The problems...

Not enough sway

A quiet voice

Ignore or overlooked

Left out of important areas - ones we think we can really contribute to

Psychologically uninformed schools, LAs, processes

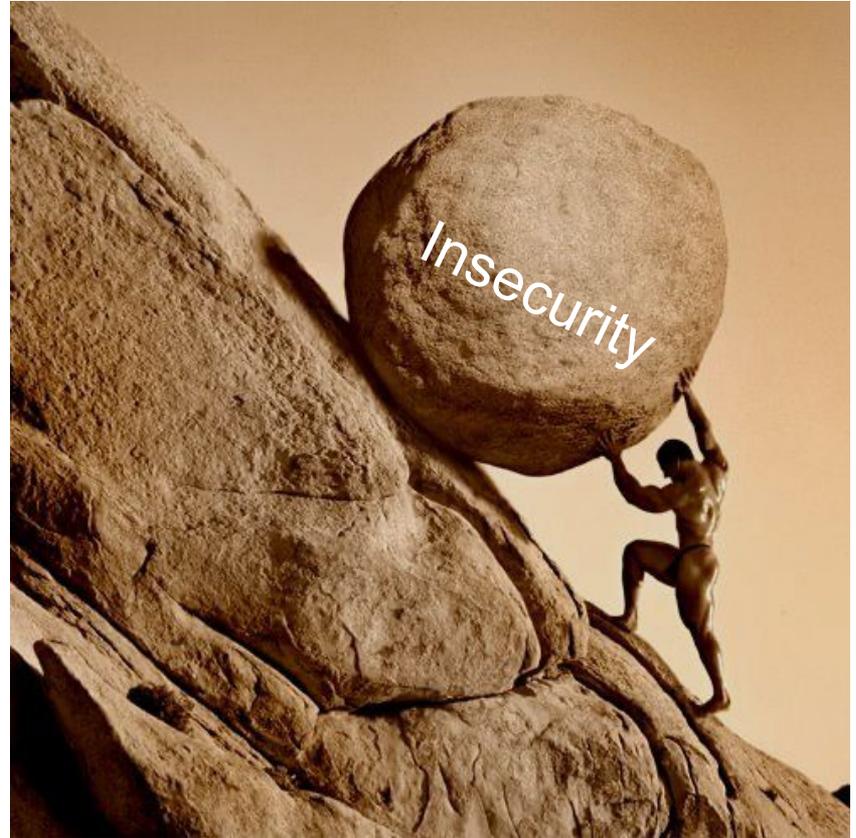
Why I think we have trouble

# Insecurity

We lack confidence

Are we convinced?

We go back to focusing inwards

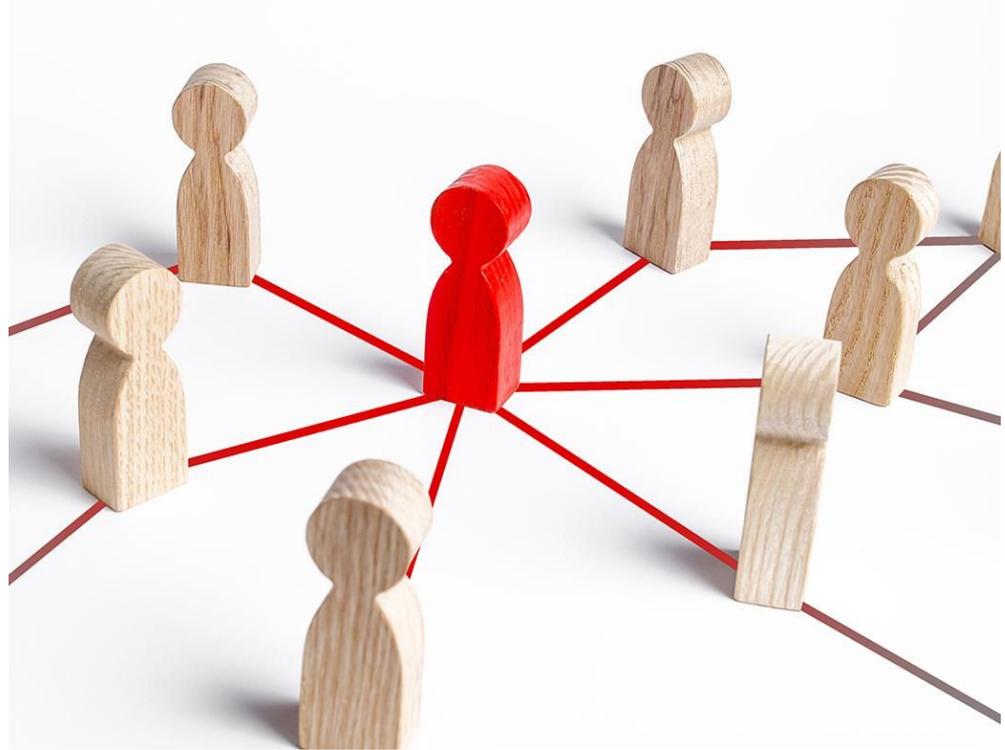


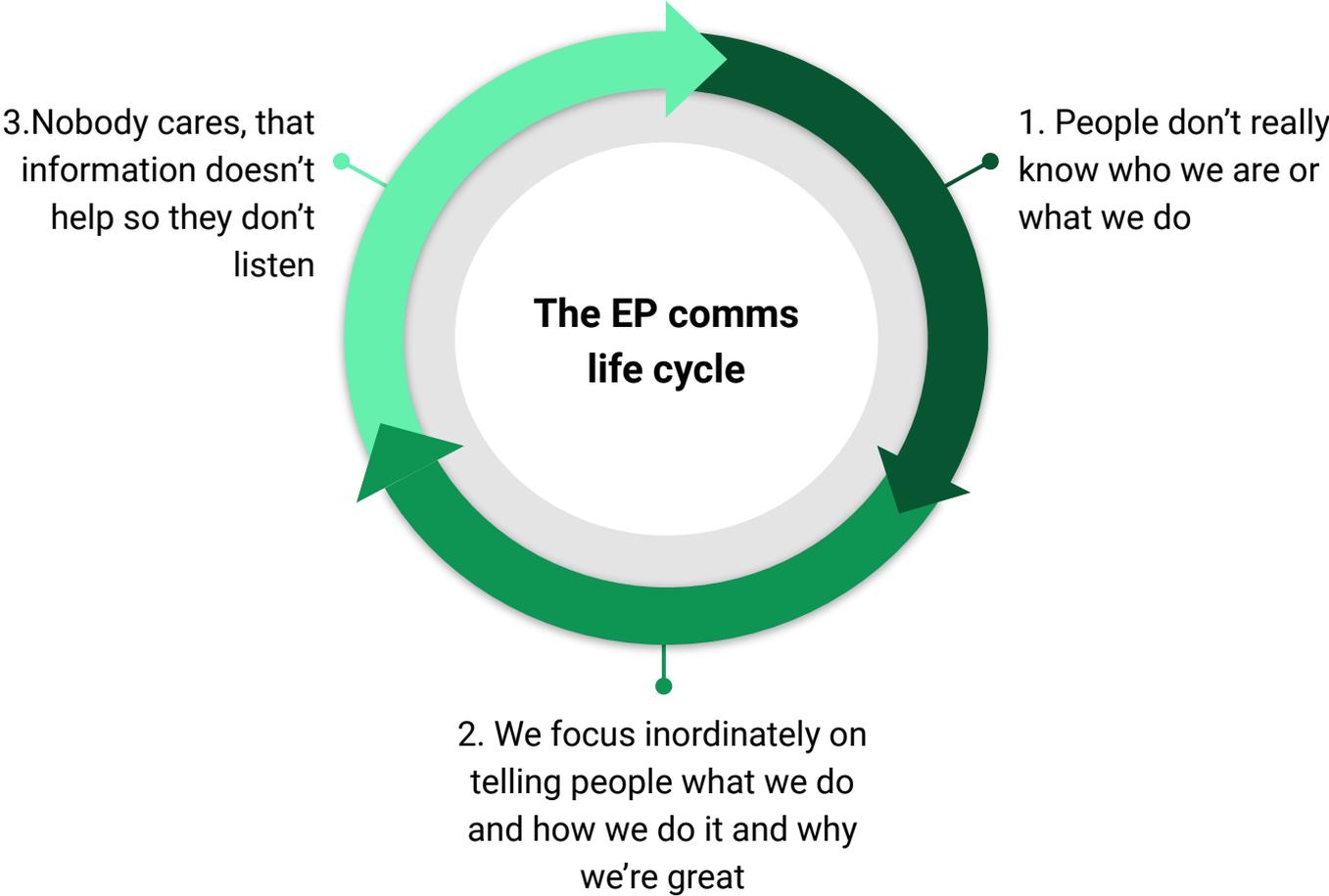
# Uniqueness

We're too interested in our own uniqueness

This dominates

Drastically impacts on how we communicate



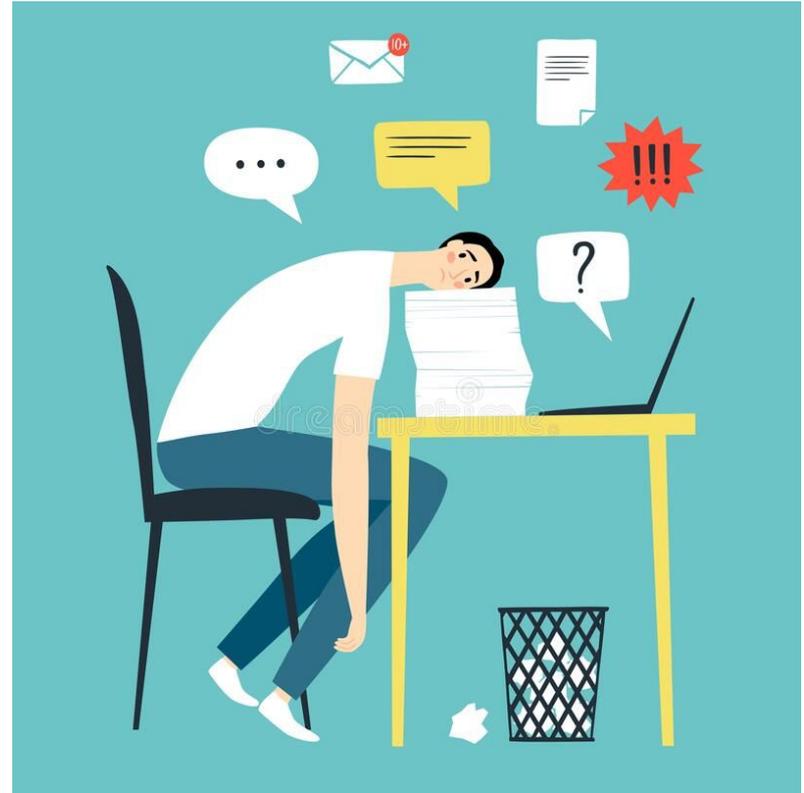


# We try to go it alone

We don't connect with the right teams

We can treat these allies as barriers and blocks

There are limits to EP competence...

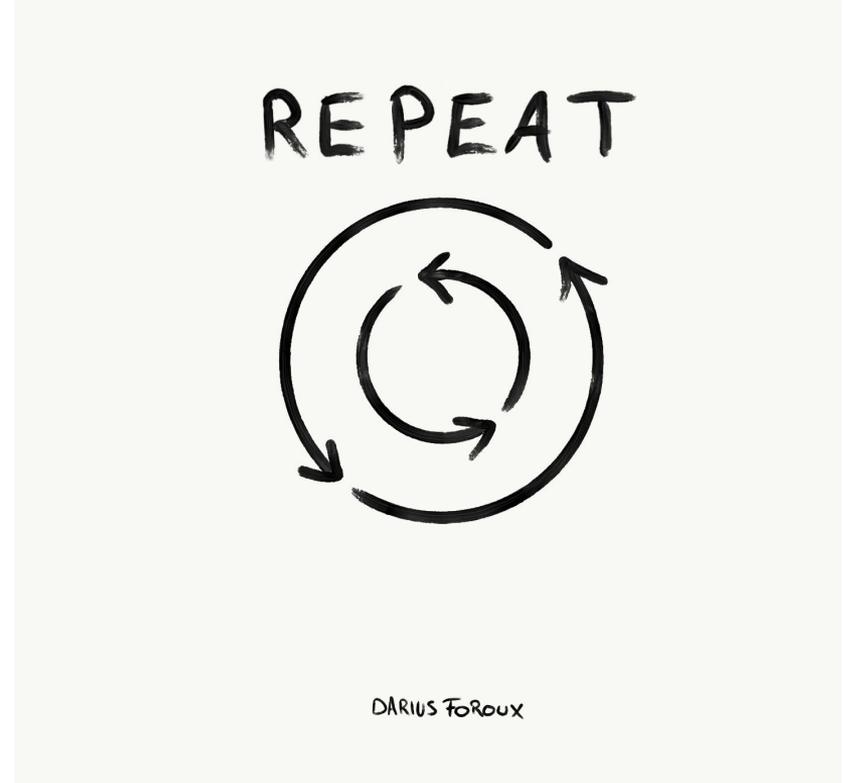


# We do a lot of repetition

We'd rather focus our time and energy on making something that's ours

Telling everyone it's ours

At the expense of simply sharing and signposting



# We don't take this work seriously

It's an add on

Under resourced

Under appreciated

Given no status

Seen as threatening

what are other  
words for  
non-serious?



frivolous, flippant, glib,  
waggish, joking, jokey,  
light-hearted, facetious,  
fatuus, inane



What we can do about it

We need to stop talking about ourselves

**SONOS**



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Stop communicating 'features'  
Start communication 'benefits'

These are often confused

EP services often communicate features

Clients are interested in benefits

# Features and benefits - a sonos example

## Features

Wireless mesh network

Gyro-sensors

Full EQ settings

Multiple streaming service integrated

True-play room calibration

Optical in port for soundbars

## Benefits

Uninterrupted music

Different song in every room of the house

Brilliant sound

Simple set up

One app does it all

Everything works together

# Benefits are the positive impacts

Do you know how you positively impact on different groups?

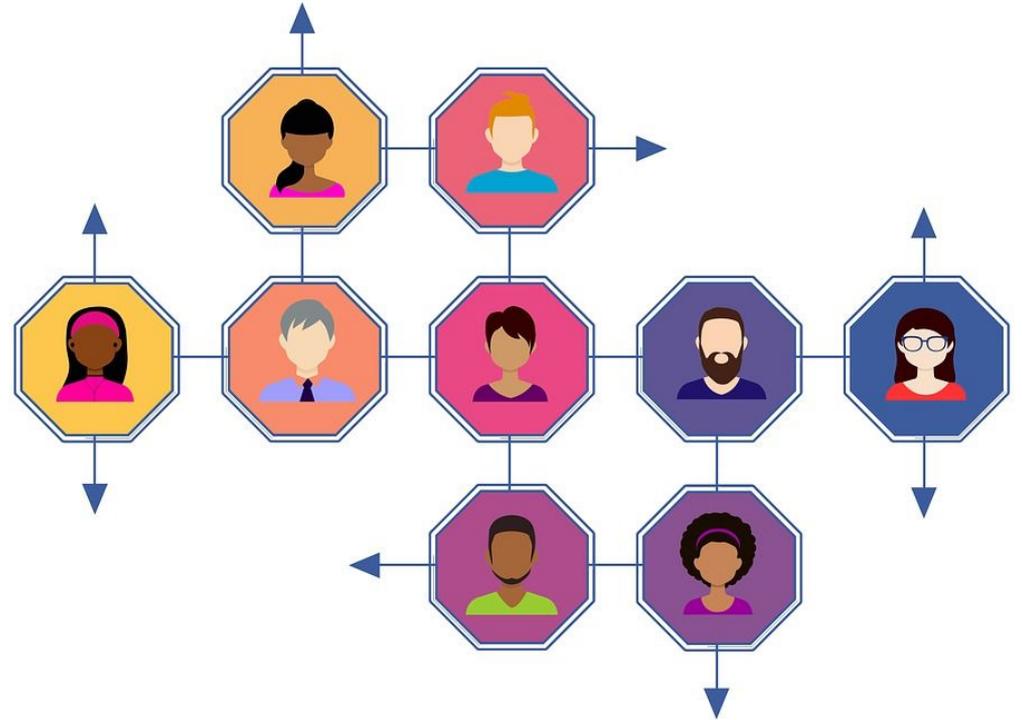
What are the benefits of your work?

# Build connections

## LA Teams

Go and see them:

- Web
- Press
- Digital comms
- Marketing
- Policy
- Graphic design



# Success looks like...

EPs

Graphic design

Copy editors

Digital comms

Web

Policy advisors

Working together



Don't mistakenly jump to action



# Be ready to take this work seriously...



# Strategy is key

If you don't focus on your strategy, you're not taking it seriously.  
If you're not taking your own voice seriously, why should anyone else?

# Comms Strategy

**Objectives**

**Stakeholders**

**Communicating**

**Org.  
Objectives**

**Comms  
Objectives**

**Identity**

**Needs**

**Priority**

**Messages**

**Channels**



# 1. Linking objectives



Strategic goals

Inclusion and equity for young people

EPS Objectives

Young people contribute to every assessment about them

Comms objectives

To ensure that all children, young people and parents know they have the right to contribute to any work about them

Each service objective might have multiple comms objectives

## 2. Know your audience and stakeholders

Who are they?

What do you think their needs are?

What do they want?

Who are the priority?

# Stakeholder example

Comm work \ Audiences	Advice or information	Membership Info	Representation	Policies	Practice Guidelines	'Evidence' for practice	Event information	Discussion
Aspirational EPs	Y	Y				Y	Y	Y
Trainee EPs	Y	Y	Y	Y	Y	Y	Y	Y
Qualified EPs	Y	Y	Y	Y	Y	Y	Y	Y
Training Course Providers	Y	Y	Y	Y	Y	Y		
BPS			Y				Y	
Other Divisions	Y					Y	Y	
Children, young people and parents	Y							
DfE	Y		Y			Y		Y
AEP/ NAPEP	Y		Y		Y	Y	Y	Y
Members of the public	Y						Y	Y
Media	Y					Y	Y	Y

### 3. Evaluate what you're already doing (...honestly)

Go through some process of evaluating what you are already doing

- How do you already communicate?
- Through what channel?
- With who?
- Strength and weaknesses (be honest)

This process will allow you to spot where existing approaches are falling down

# Being Clear

**An initial desktop review of LA EP service websites**

# EPS Website

- Only half of EP service websites make it clear for people that they're in the right place
- Nearly a third of EP services had no contact information
- The quality of contact information was highly variable
- The majority of services do not share information about who leads or manages the service

In this context...why would you want to **increase** the variety of channels through which you try to communicate with others?

## 4. Generate key communication messages

Each audience needs to know different things

This means difference key messages, for each group, based on what their needs are

Edpsy example

This is **not** what you actually say to people - this is the desired effect, or outcome, that you want to have. It's what you want people to know about you.

<b>Audience</b>	<b>What they need to know</b>	<b>Key communication messages</b>
Aspirational EPs	How to train to be an EP	We provide the information you need about training to be an EP in England, Wales, Northern Ireland and Scotland

## 5. Deciding what to say, how and where

Only once we have decided our key communication messages for each audience or group of stakeholders, we can start to think about how we get that message across e.g.

- what we say
- how we say
- where we say it



Web



Print



Social Media

# Choosing your platforms...

...is also about what is realistic and manageable for you and your service

## **Twitter example**

When? Who? Skills? Resource? New two way communication channel - policies?  
Immediacy? Social media for our community is not a day job...

# Examples



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# Key messages

- Be confident - we have no reason not to be
- Look outwards and talk to people (not at them)
- We cannot do this alone - we need to build relationships with the right people
- Communications works constitute serious, strategic work and needs to be reflected as such
- Have a strategy
- Be brave, take a risk

# Further support

Comms strategy development

Consultation

Social media

Accessibility

Writing for the web

Public engagement

Thank you!  
Questions, discussion

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