

Why and how to communicate jointly

*Pole leader and PAC training
Budapest, Hungary*

A stream of cooperation

Session 1: Why joint activities

Game theory

Prisoners' dilemma

Principles of collective action

Problems of collective action

Cooperation activities in Interreg communication

Practical exercise

Game theory

Game theory is a methodology that can be applied to analyse the potential outcomes of decision-making. Game theory allows theorists to recognize the interconnections between players.

Game theory (II)

Game theory can be defined as the study of models of conflict and cooperation between intelligent rational decision-makers. It is about analysing situations in which two or more individuals make decisions that will influence one another's welfare.

Game theory (III)

Payoffs are interdependent.

Players predict what others will do given the rules of the game (backward induction).

A rational player plays a dominant strategy.

Why joint activities



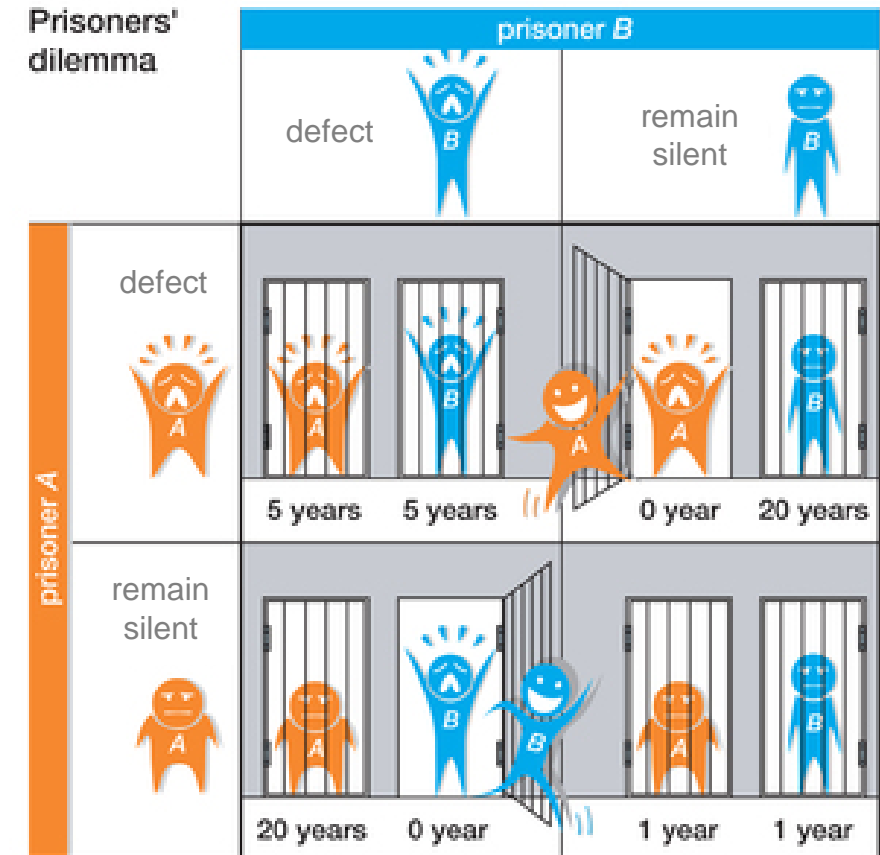
“The way I see it, Russia thinks we think they think we’re not willing to go to war.”

Prisoners' dilemma

Two suspects are arrested and charged with a crime. The police lack sufficient evidence to convict the suspects, unless at least one of them is implicated. The police hold the suspects in separate cells and explain the consequences of the actions they may take. If neither implicates the other then both will be sentenced to one year in jail. If both implicate each other then both will be sentenced to jail for five years. Finally, if one implicates the other but the other does not, then the implicator is immediately released and the other is sentenced to 20 years.

Practical exercise

If you were one of the prisoners, would you keep quiet or rat out the other?
Remember that prisoners cannot talk to each other.
Discuss in groups for 10 minutes.



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Why joint activities



























<https://www.youtube.com/watch?v=ED9gaAb2BEw>

Game theory: coordination game

Nowadays work on game theory is mostly focused on coordination game theory in order to understand optimal strategies for groups, aiming to reach agreements between them for outcomes that can satisfy all. Players would obtain a higher payoff if both play a coordination game.

Why joint activities

	   COOPERATE DEFECT	
  COOPERATE	    	    
 DEFECT	    	 

Why joint activities

		Saudi Arabia	
		disobey cartel quota	obey cartel quota
Rest of OPEC	disobey cartel quota	SA earns low profits; OPEC earns low profits	SA earns moderate profits; OPEC earns high profits
	obey cartel quota	SA earns high profits; OPEC earns very low profits	SA earns moderate profits; OPEC earns moderate profits.

Collective action

The theory of collective action pervade international relations, face legislators when devising public budgets, permeate public bureaucracies, and are at the core of explanations of voting, interest group formation, and citizen control of governments in a democracy (Ostrom, 1969).

Collective action (II)

We can define collective action as the common engagement of social actors in activities to demand or provide collective goods, a collective good being defined as something that cannot be produced by individuals alone.

Why joint activities



Example of collective action: eradication of diseases

Various eradication efforts in the 20th and 21st century:

- Failed: malaria and yellow fever.
- On-going: polio.
- Success: smallpox.

Erradication of smallpox

Global smallpox eradication campaign: 1959-1979, coordinated by WHO that solved cooperation problems in financing defining what a fair contribution is, ensured that states are contributing and named and shamed states that failed to contribute.

Problems of collective action

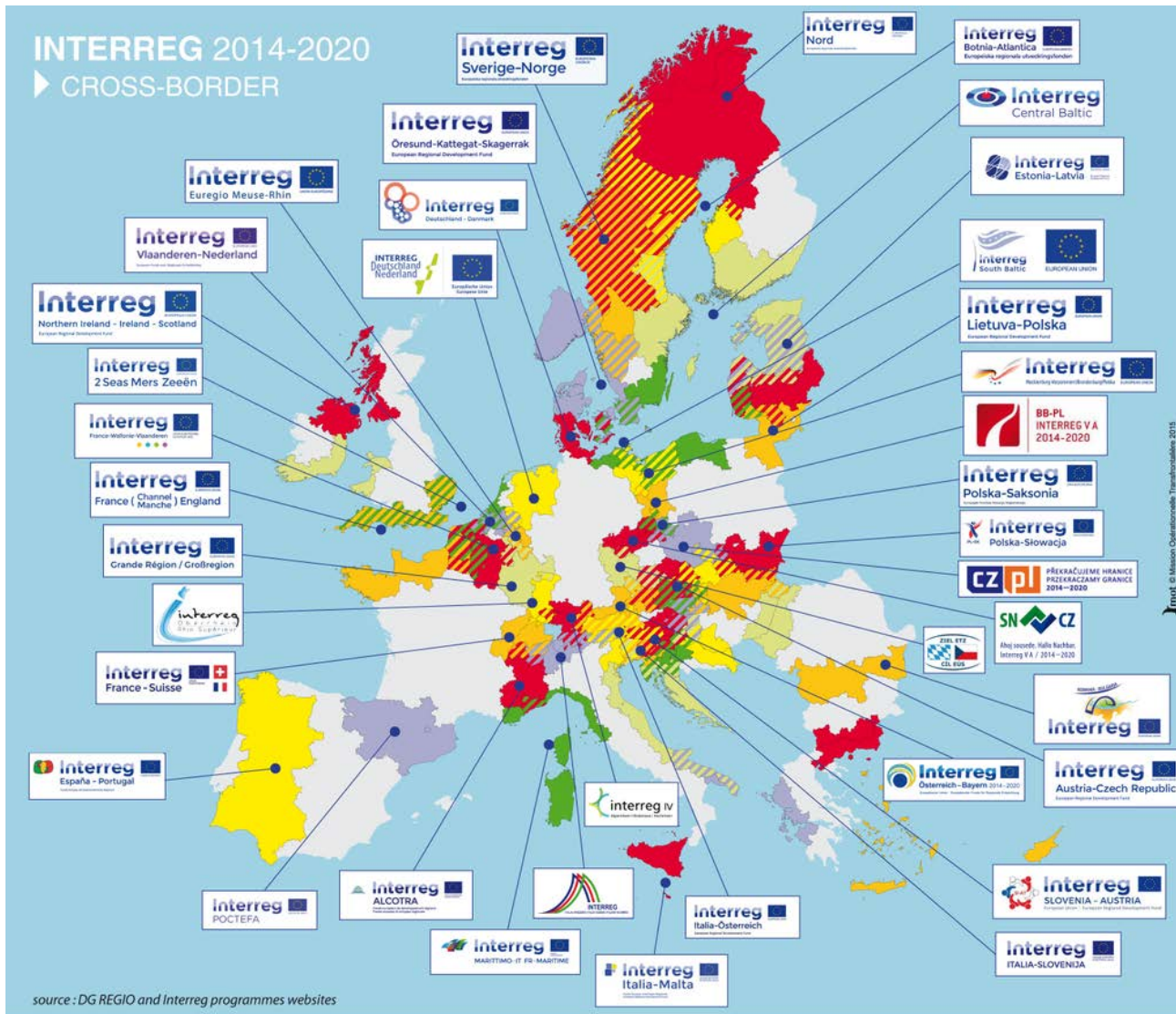
- Large groups
- No like-minded players
- Free riding
- Exploitation hypothesis

These issues may be overcome by incentives and or institutional design

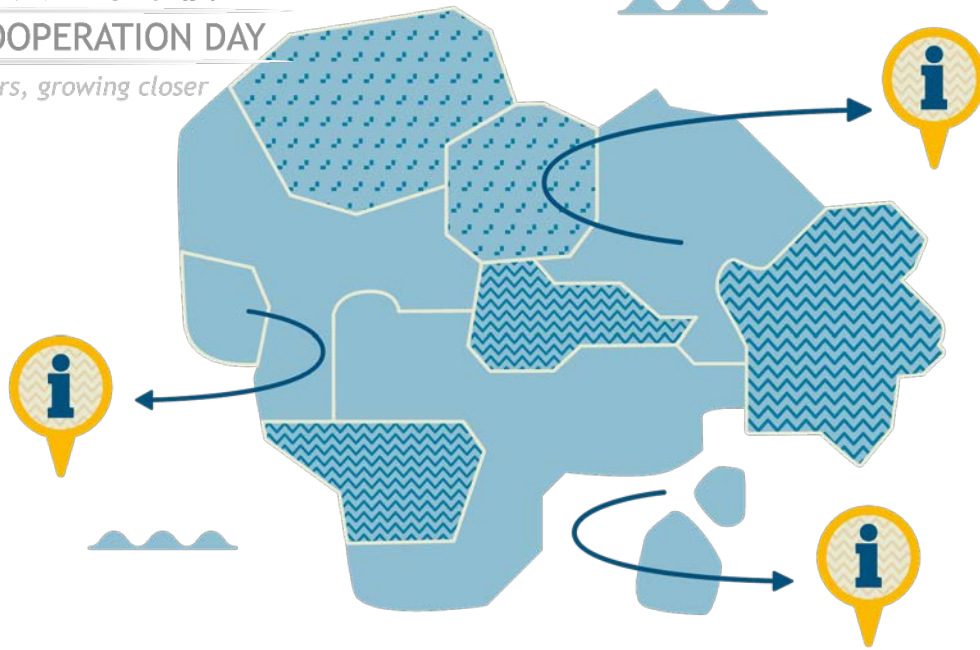
Cooperation activities in Interreg communication

- Exchange of experience builds on knowledge.
- Steering clear of overlaps to avoid repetition.
- Synergies improve overall results and strengthen the impact.
- It saves costs.
- It builds brand.

Why joint activities



Why joint activities



Practical exercise

In groups, discuss past good and bad examples of joint communication activities within your work. Come up with potential communication activities to be done in cooperation with your partners in the future. Raise the issues that make or could make cooperation difficult. If you want, you can use the theory seen before (prisoners' dilemma, free riders etc.).

Communication activities you may want to use include social media, publications, web communication, e-newsletters, events, media relations, lobbying etc.

Session 2: Communication tools and techniques

New trends in communication

How to stand out

The importance of titling

Good and bad practices

Practical exercise

New trends in communication

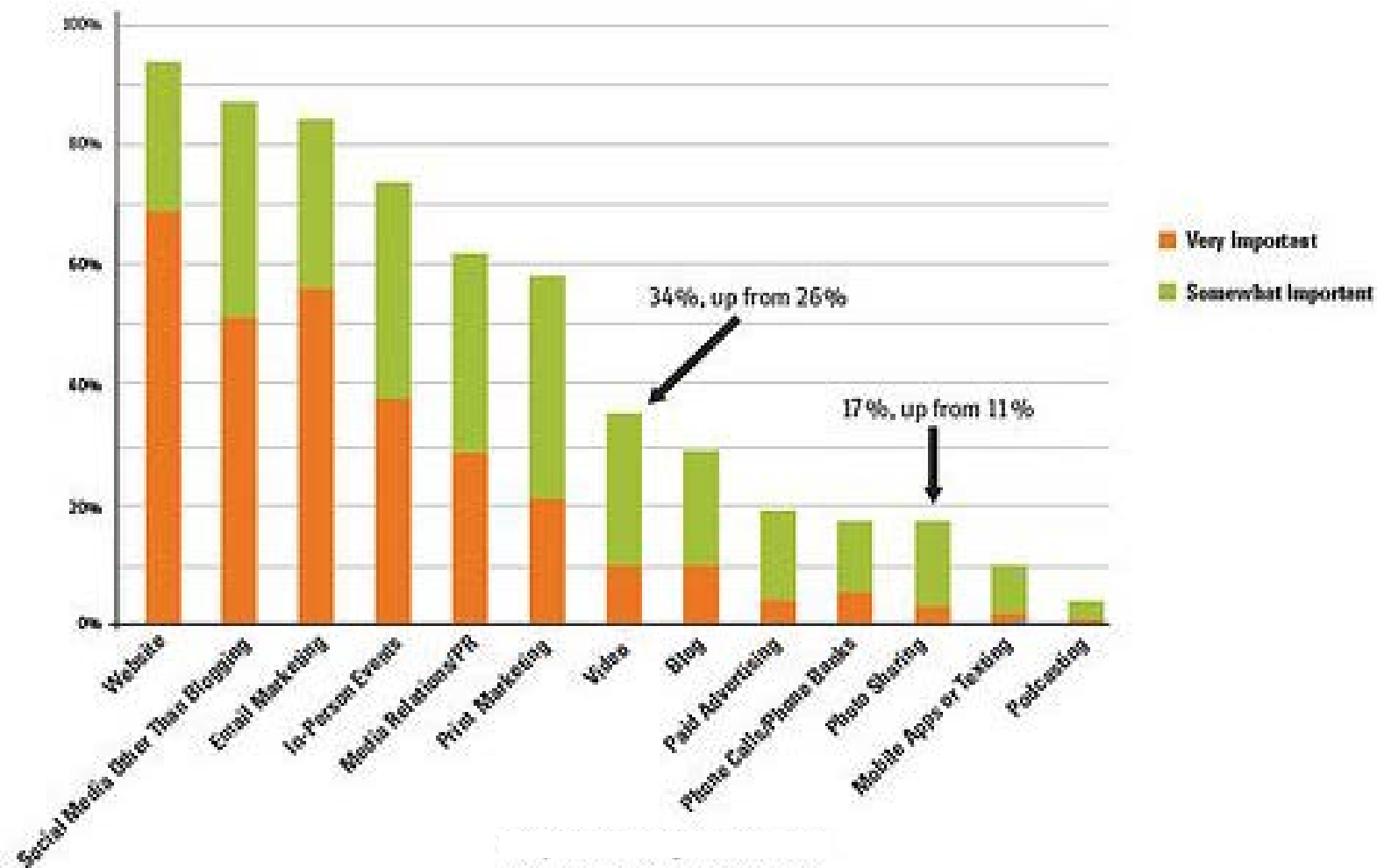
The breakout of the information society has significantly impacted the communication landscape and highlighted the importance of the digital.

New developments continue to transform the way we communicate.

New trends in communication (II)

In a world of rapid consumption, information is made simple, modern and attractive for quick use.

Mobile phones have inevitably changed the way we consume communication.



Rising tools

The social media 'big four' (Facebook, Twitter, LinkedIn and YouTube) continue to grow but keep an eye on Instagram and Pinterest.

Videos are on the rise.

It is becoming more visual!

Which tool to use

It depends on your objectives, your target audience and your amount of resources. Assess your needs and continue to evaluate performance over time.

Practical exercise

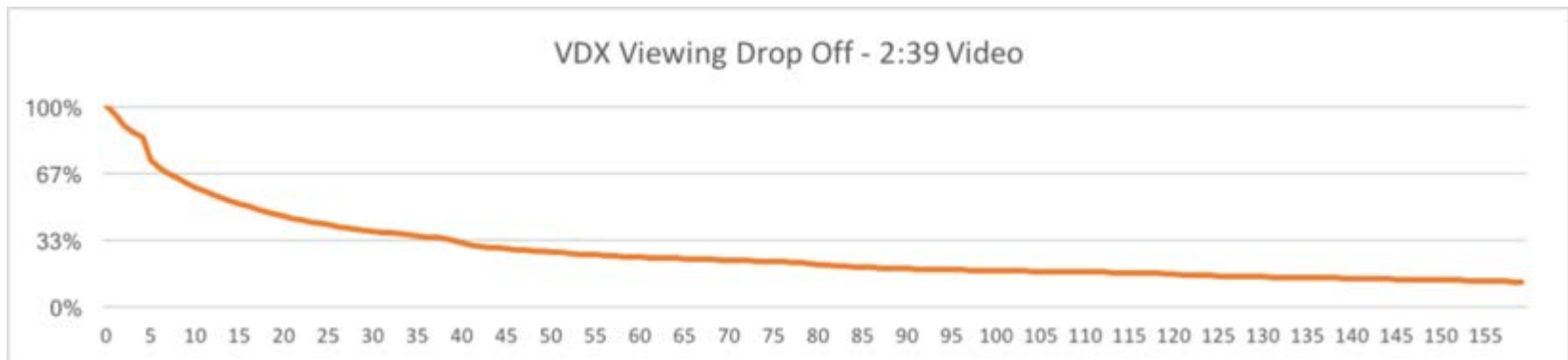
Watch these two videos and discuss during 10 minutes the pros and cons of short and long videos.

Short: <https://www.youtube.com/watch?v=UwHqGN18fs4>

Long: <https://www.youtube.com/watch?v=Djsc1arYsml>

Videos

Research shows that short videos are becoming a trend in communication. Remember, we live a world of rapid consumption. The more visual, the better.



How to stand out

We are bombarded with huge amounts of information everyday. We never had so much information and so many information channels at our disposal. How to make an impact when communicating?

How to stand out (II)

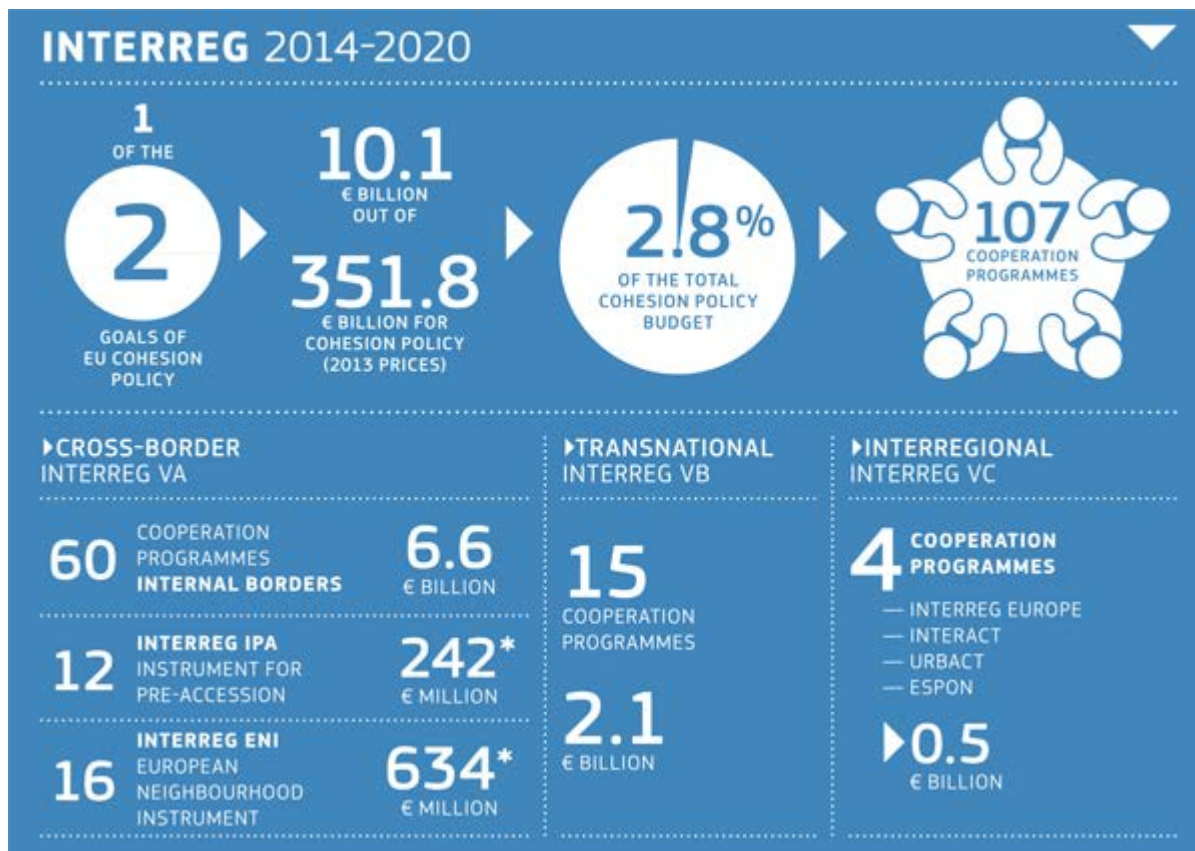
Do you have an attractive and creative visual identity?

Do you make your work visual?

Do you adapt your message to your audience?

Do you make an effort to tell the story in a compelling way?







The screenshot shows a Twitter thread. At the top, a tweet from **Tunde @Tunde24_7** dated 9 Oct says: "@O2 bastard big man ting I swear direct me to your owner what happened to my internet connection fam mans having to use wifi and dat". Below it is a reply from **O2 in the UK @O2** (verified account) that says: "@Tunde24_7 Have you tried to reset the router ting fam, so mans can use the wifi and dat?". The reply has interaction buttons for Reply, Retweet, Favorite, and More.

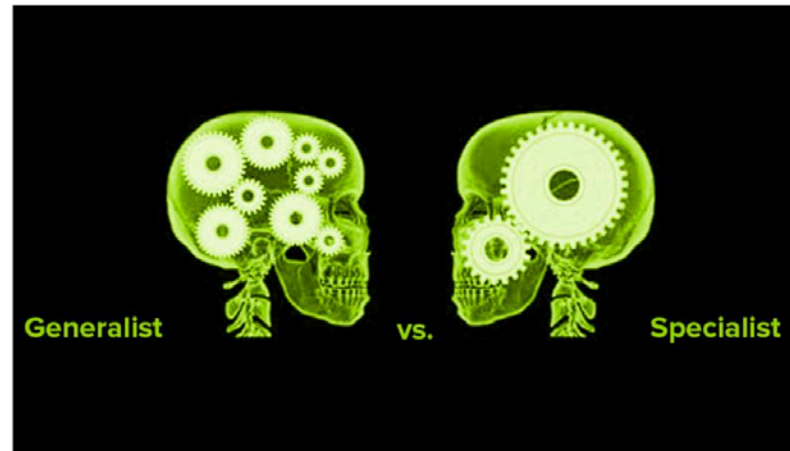
Communicating in the Public Sector Common pitfalls



Jack of all trades, master of none.

- Anon.

- Assumption that people care (about your work)
 - Why is this relevant to me?
- Assumption that people see the need (for your expertise)
 - I didn't realise this was a problem
- Assumption that people understand (your language)
 - Written by insiders, for insiders
- Assumption that process matters more than outcome
 - Describing bureaucracy isn't communications



Addressing the pitfalls of communicating in the Public Sector

- Consider the world around you before you begin to draft your communication. ✓ **CONTEXT**
- Use emotion and reason in your communication to help build the case for action. ✓ **MOTIVE - OUTLINE THE PROBLEM / OUTLINE SOLUTION**
- Know your audience ✓ **UNDERSTAND THEIR WORLD**
- Lead with the most important fact. ✓ **DON'T BURY THE LEDE**
- Have a clear purpose ✓ **DRIVE ACTION**
- Write for your audience, not for yourself. ✓ **TELL STORIES / NOT STATISTICS**

The importance of titling

Your title will immediately catch the readers' attention. It is one of the first things your audience will notice. Especially in the digital, your title is key to get a substantial amounts of clicks.

Short, informative and to-the-point titles

Short titles are much more communicative. Long titles will not attract readers' attention and lose a communication perspective. There is a tendency to use long titles in certain environments that limits potential impact.

Short and to the point titles (II)

Long title: Some thoughts concerning the present revival of religion in New-England and the way in which it ought to be acknowledged and promoted, humbly offered to the public, in a treatise on that subject in five parts.

Short title: Some thoughts concerning the present revival of religion in New-England.

The 5 W

Try to always answer the five questions: who (is it about), what (happened), when (did it take place), where (did it take place), and why (did it happen)?

The first two for the title, the others for the subtitle.

Call center agent wins P4.5M lotto jackpot

A 22-year-old call center agent from Nueva Ecija is richer by P4.5 million after winning the July 2 6-45 lotto draw of the Philippine Charity Sweepstakes Office.

The bachelor solo winner was indeed lucky as he only spared P20 bet for a lucky pick. He had been in the betting for four years and proved to be lucky to clinch the jackpot prize.

The winning number combinations are 22-25-6-30-11-35.

The working student employed as call center agent in Pampanga told PCSO general manager Atty. Jose Ferdinand Rojas II that he will invest his winnings in a passenger jeep for his father as well as buy a house and lot and save the rest for his future.

Earlier, a 69-year-old retiree from Zambales claimed his P4,837,248.00 jackpot prize after winning the June 29 mega lotto 6/45 lotto draw for the winning number combinations of 13-18-19-226-37.

A solo winner in Palawan also won the July 7 6/42 draw for the pot money of P6,504,733.80.

The winning number combinations are 42-23-40-33-3 11.

Efren Montano

Creative titling

Sometimes you can go for a more creative title and include the 5Ws in the subtitle. A good and creative title can generate many views.

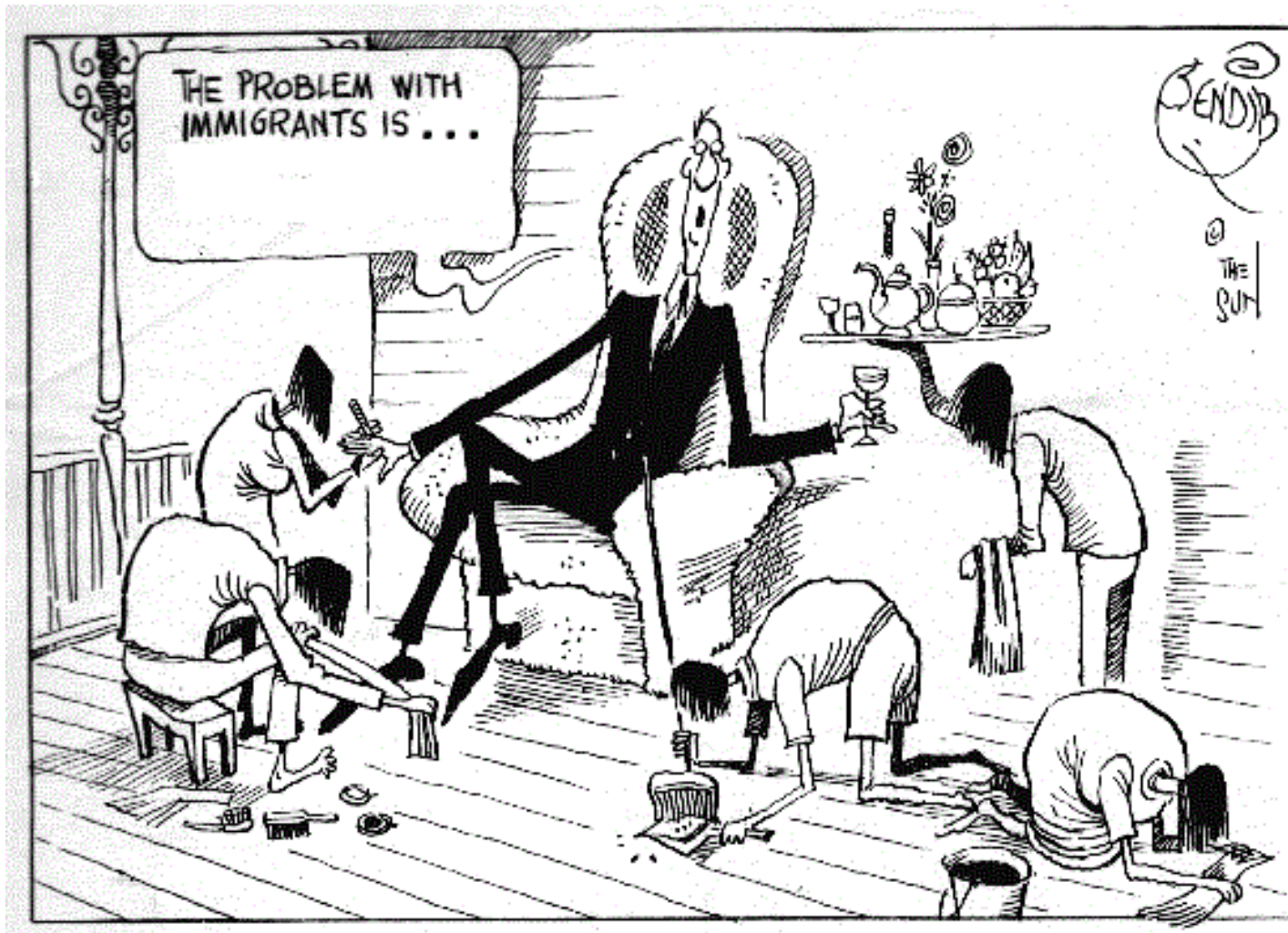
Creative titling

A sheikh, the new Man City's **King Midas**.

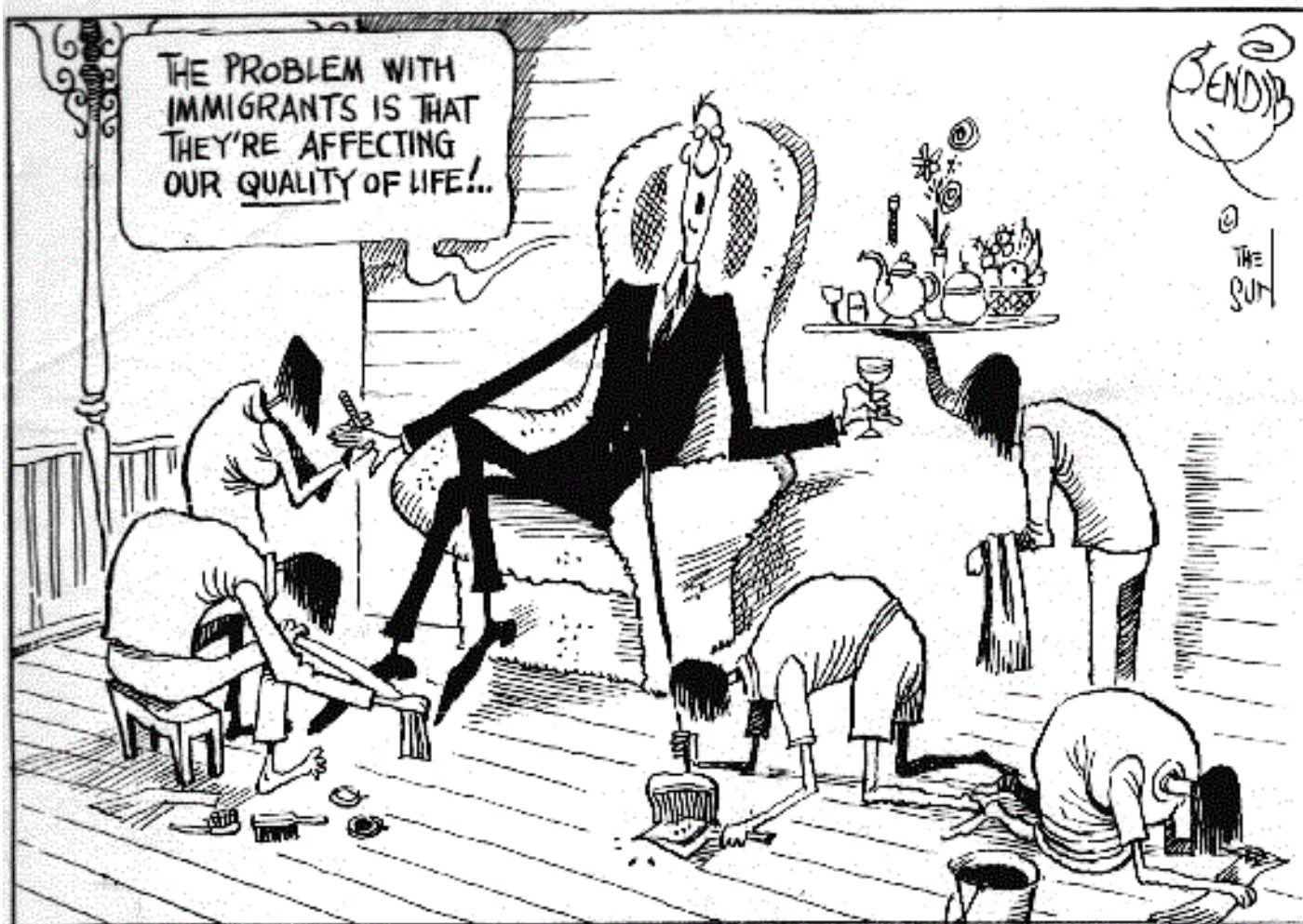
Sheikh Mansour's **£500m** Manchester City cash injection.

Practical exercise

In groups, discuss the meaning of the illustrations and the controversial issues arising from them. Come up with creative caption for the cartoons. In some of them, you are given the beginning of the caption which you will have to complete. In some others, you will need to create a full caption on your own.



A stream of cooperation





“A robot was doing my job, but...”

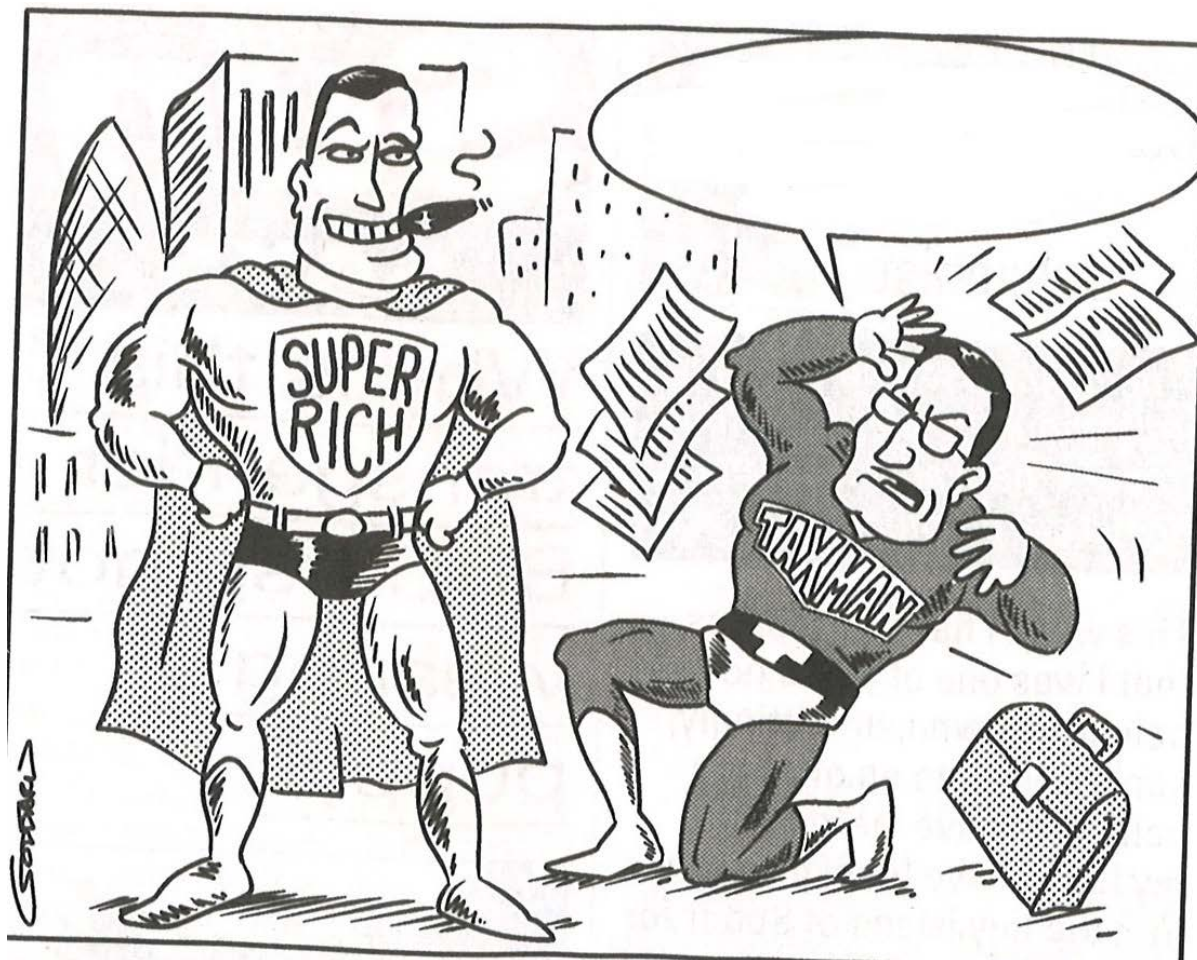


“A robot was doing my job, but it quit.”

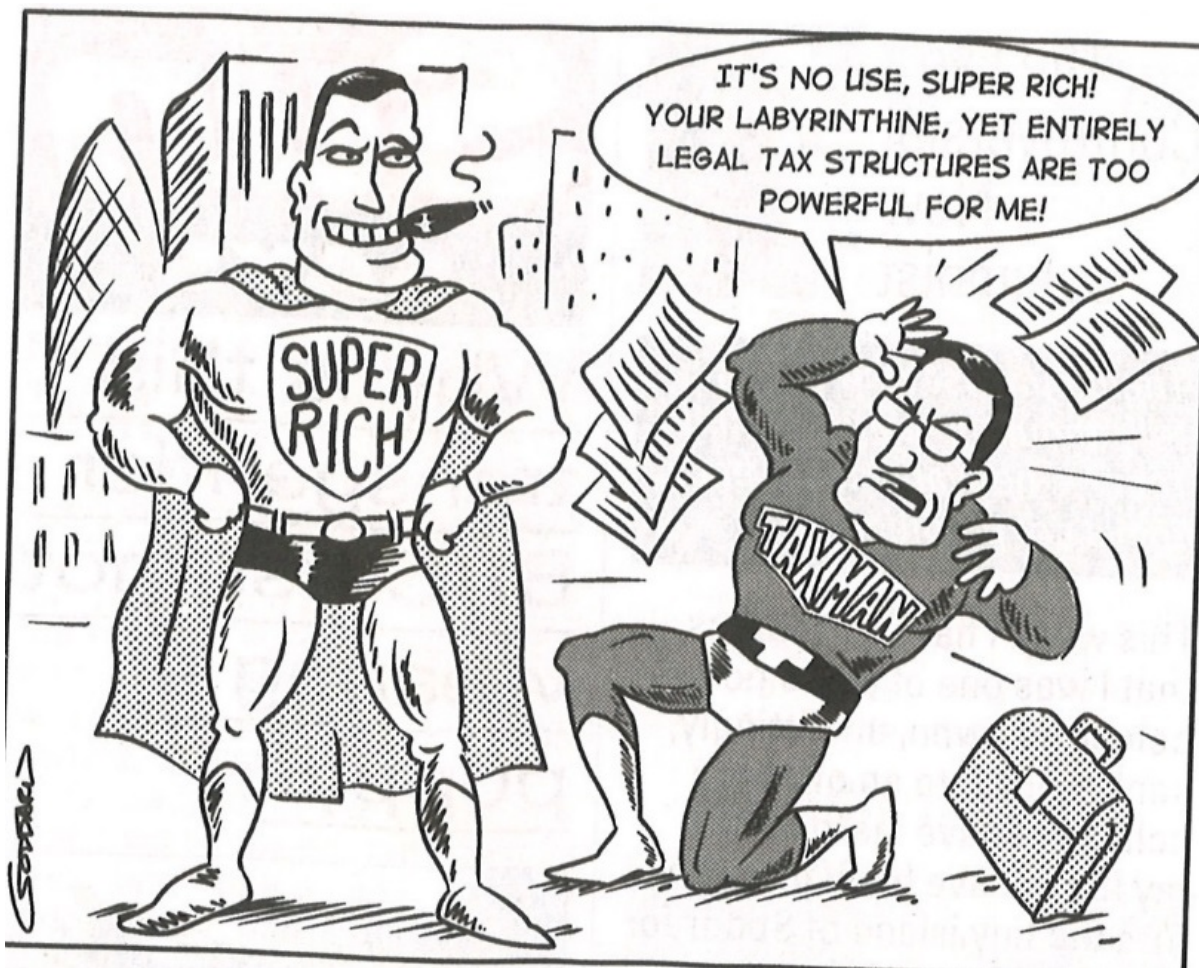


“It’s the British...”





Tools and techniques



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European Union

