

Communications and Engagement

Strategic Social is an international solutions provider with a proven track record of developing communication and engagement campaigns across Africa, the Middle East, the Maghreb, and Afghanistan. Since 2003, we have partnered with local institutions to design culturally appropriate campaigns across print, radio, television and online. Each is designed to have a measurable and enduring impression on audiences.

The Strategic Social team brings years of collective experience in working with the media as spokespeople, communication strategists and practitioners. From corporate executives to senior government officials, Strategic Social has helped clients to develop and succeed as engaging, official spokespeople. Our cultural engagement experts help our clients build productive relationships, communicate effectively and affect the future.

Our team's strategies also are full spectrum and multichannel. We understand the social networks that are key to achieving our clients' objectives and have an unrivaled ability to see trends in population and within media coverage. Our consultants operate at the intersection of these capabilities to identify the right people and media outlets for our clients to engage, then make the connections and preparations to achieve the desired results.

Complementing our full-scale media production facilities, Strategic Social clients also have access to a full range of locally informed communication strategies, media engagement planning, production and distribution services.

Measuring Success

Effective measurement of our efforts is central to our business philosophy. Our strong foundation of social science research gives our team the skills to develop useful, insightful measures of our training programs.

We begin each project by developing specific expectations and indicators, program outlines and desired outcomes with our clients. We aggressively pre-test our products and concepts using robust, culturally informed practices that are specific to the audience in question. From that conversation, we develop metrics that measure various aspects of the program.

Quarterly progress reviews and a final, over-arching assessment of the program help us make needed adjustments and provide our clients with the insight necessary to determine success and plan future projects.



Our training prepares spokespersons to deliver effective briefings

Services Provided

- **Daily Communication:** Our communication and engagement strategies and plans ensure our clients are positioned to leverage the opportunities and prepared to defeat the risks. Specifically, our team ensures spokespersons are prepared to:
 - Build awareness and understanding of domestic and foreign policy positions and decisions
 - Engage domestic and international publics to build relationships, trust and confidence
 - Rapidly respond during crisis events to clarify, correct the record and protect reputation
- **Crisis Communication:** Strategic Social communication experts help our clients rapidly respond to breaking news events as they occur. Strategic Social's Red Team analysts provide advice regarding the religious, cultural, linguistic, tribal, political, economic, and security dynamics implicated by emerging trends and quick-breaking events.
- **Media Monitoring:** Strategic Social provides daily and weekly reports that summarize and analyze media trends. Our media monitoring centers operate 24/7 and are staffed with media analysts who study the international, U.S. domestic, regional, and local media perception of events. Our insight is stored in MediaMAS, a structured, searchable database.
- **Product Development & Deployment:** Strategic Social develops a large range of public relations materials, including speeches, press statements, talking points, and responses to public queries.
- **Media Training for Spokespersons:** Strategic Social can provide intensive media training, preparation, and support to client spokespersons.

