



# DIGITAL TIME COMMUNICATIONS

21st Century Public Relations & Event Management Company



digitaltimecommunications



## Outreach Communication & Engagement

Traditionally, communications and outreach refers to strategies used to educate, engage and involve specific stakeholder groups around an organization's agenda or mission. ... Developing an outreach communications and engagement strategy takes work and planning but is well worth the effort.

The outreach communication and engagement strategy provides an agreed set of messages and tools, together with the actions required for their dissemination to a wide range of audiences. The overall purpose of the strategy is to raise awareness of an organization's relevance and of the tools for its implementation in accordance with the long-term strategy; focus communication on priority constituencies while making best use of existing resources; create a common understanding of the key messages to be communicated to the various stakeholder groups and constituencies and set out key actions for implementing the strategy.

## Services

Before we embark on any project, it's a good idea to start with a workplan. It's even more important if we are trying to better communicate with managers, employees, beneficiaries and stakeholders.

A communications plan enables us to effectively deliver information to appropriate stakeholders. The plan will identify the messages we need to promote, to whom we're targeting those messages, and on which channel(s). Communications plans can be used in times of crises, but they are also used when pitching new initiatives or launching new products.

### 1. Press Release

Three press release per month (minimum six insertions in the following newspapers;

Dawn | The News | Business Recorder | Daily Times | The Nation Pakistan Observer | Pakistan Today | Jang | Express | Nawa-I-Waqt | Ausaf | Nai Baat | 92 News | Metrowatch | Dunya News

### Blogs/Websites

Minimum six insertions of press release in the following blogs;

[www.urdupoint.com](http://www.urdupoint.com) | [www.newsupdatetimes.com](http://www.newsupdatetimes.com)

[www.pakurdunews.pk](http://www.pakurdunews.pk) | [www.en.dailypakistan.com.pk](http://www.en.dailypakistan.com.pk)

[www.dailyspokesman.net](http://www.dailyspokesman.net) | [www.pakistanpoint.com](http://www.pakistanpoint.com)

[www.bashoorpakistan.com](http://www.bashoorpakistan.com) | [www.darsaal.com](http://www.darsaal.com)

[www.thepakistanaffairs.com](http://www.thepakistanaffairs.com) | [www.community-vibes.com](http://www.community-vibes.com)

[www.technologytimes.pk](http://www.technologytimes.pk) | [www.qalamkar.com.pk](http://www.qalamkar.com.pk)

[www.pakurdunews.pk](http://www.pakurdunews.pk) | [www.express.pk](http://www.express.pk)

[www.ausaf.com.pk](http://www.ausaf.com.pk)

### 2. Publication of Articles (Newspapers/websites)

Three articles per month regarding projects will be written and get published in national newspapers. The same published newspapers articles will be shared on the social media platforms and website.

### 3. Newsletter, Fact File/Flyer/Brochure (Bilingual IEC Material Development)

A newsletter is an effective communication tool for employees, beneficiaries and internal/external stakeholders. It is considered as extremely valuable marketing tools. Likewise, fact file, brochure, flyer and bilingual IEC material serves as the best source of communication with stakeholders.

#### 4. Journalists Exposure Visits to project areas

Monthly/quarterly exposure visit of journalists from two television channels and as many from newspapers would be taken to the project areas to interact with beneficiaries communities. They will produce exclusive news packages on television channels besides writing feature articles in their respective newspapers. Logistics, food and refreshments by the organization.

#### 5. Participation in TV Talk Shows

The top brass of the organization would be facilitated to participate as the sole guest or participating guest in a tailor-made TV talk show on any of the following television channels;

PTV News | PTV World | Geo News | ARY News | Dawn News  
Dunya News | SAMAA TV | Express News | AAJ News |  
Ab Tak News | Public TV | Bol TV | Neo TV | Gee News | 92  
News | Such TV | APP Video

#### 6. Webinar/Events Media Coverage

Press release draft | Media invite | Print media coverage of the press release | Production and telecast of webinar coverage on television channels

#### 7. Website Refurbishment

A website is regarded as one of the most effective tools for organizations interaction with stakeholders. It also keeps them abreast of the latest developments and projects organizations are carrying out besides valuing the feedback of stakeholders to improve its services. A website must depict organization's work in such a manner that it can easily be understood.

#### 8. Social Media Platforms

Social media is regarded as any digital tool that allows users to quickly create and share content with the wider audience in real time. It comprises websites and applications such as Twitter, Instagram, Facebook, LinkedIn, YouTube, etc. which are built to optimize sharing of content along with photos and videos with a range of audience. Anyone with internet access can sign up for a social media account to share content.

- Facebook/Instagram Posts
- YouTube Channel
- Twitter

#### 9. Case Studies/Success Stories

The goal now is not merely to document or describe, but to



diagnose, explain, interpret and inform a basis for actions and their outcomes and impact on the beneficiaries. When complex places, processes, people and projects come together, they inherently yield a diverse range of outcomes. Mapping this variation with survey data and then explaining how it varies using targeted case studies and success stories usually lead to uniquely instructive insights for development policies and practices.

Video and written case studies/success stories are documented to show project results on beneficiaries, accountability to constituents & stakeholders and convey a sense of action and productivity with regards to the efforts and their outcomes. Following will be the frequency of the case studies/success stories, which will be uploaded on the website and shared widely on other social media platforms.

#### 10. Videography/Photography

#### 11. Event Management

#### 12. Radio Programmes/Radio Spots/Radio Campaigns

#### 13. Print/Electronic Media Campaigns

#### 14. Annual/Thematic Reports (compilation, editing, designing, translation, printing)

#### 15. Linkages/liaison development with govt, donors, partners, communities, stakeholders, think-tanks, academia and youth

#### 16. Observation/celebration of international days

#### 17. Crisis communication

#### 18. Documentary

#### 19. Interactive Theatre

#### 20. Fund Raising Campaigns

# Media Management/Advocacy

Developed relationship with journalists and media houses to share client information and build their reputation. The Media Management mainly focused on MOU signing ceremonies, events, press conferences, product launches, reports, innovative solutions, fund- raising campaigns, advocacy, etc.

The key activities include;

- Ensure presence of reporters/cameramen at the event
- Develop press release in English and Urdu
- Publish press release and photo in leading newspapers and blogs
- Extract and share TV channels telecast footages as a proof of recording
- Develop and share Press Coverage Report
- Media exposure visits
- Online feature articles
- Engagement of leading columnists, anchor persons, journalists
- Crisis Communications
- Media Campaigns



## About Digital Time Communications

Established in 2009 by a team of media and development sector professionals, Digital Time Communications is a one-stop-shop for development sector organizations. We are a certified strategic communications and digital marketing agency which helps organizations leverage high impact strategic communications and marketing techniques to overcome daunting challenges and activate growth opportunities.

Having over two decades hands-on experience in media and development sectors, our strategists combine extensive industry expertise, influencer relationships, data-driven insights to deliver media, communications and marketing collateral which is unique to each of their organization's attributes and opportunities.

Through our work, we manage, transform and improve relations with media, development & corporate sector organizations and stakeholders. We approach assignments with insight-driven strategies and creative ideas. By building brands, increasing awareness and boosting demand, we provide real value to our valued clients.