

The Forces Driving Change in Society: How to Create Effective Social Communication

KEY CONCLUSIONS

Government, business and society work together to develop regions

“In such a global, grand project as the development of the Far East, social communication is the cohesion of people: the residents of the Far East, and those working here, building their own business, and government representatives of all levels – the keystone to success, the pledge of the immediate development of this region. In the changing world we face, it is already impossible, and there is no need to keep the distance between government and the society,” Anna Akparova, Aide to Deputy Prime Minister of Russian Federation and Presidential Envoy to the Far Eastern Federal District Yuri Trutnev.

“Based on the exchange with people, we make the government more accessible, more transparent, people understand that they play a significant role in the management of the city,” Yuri Grishan, Mayor of Magadan.

Trust and communication are essential for implementing social projects

“Initiative is not enough. Trust is the key factor that makes the initiative sustainable,” Anton Dolgov, Executive Director of the Presidential Grants Foundation.

“Perhaps, we need a sustainable social communication in return for trust. How to convey why one should finance a project,” Sophie Shevardnadze, Journalist and Anchor.

“The issue of trust in the communication medium becomes one of the most essential. The more we immerse ourselves in the digital world, the more significant is the trust in the communicating brand,” Alexey Malinovskiy, Chief Executive Officer in Russia, Mastercard.

Social communications should have clear objectives

“Each communication should have a set goal, a formulated task, KPI, what is it you want to achieve as a result of your social communication. <...> Non-profit organizations and foundations can state these goals, measure their efficiency, not necessarily monetary efficiency,” Ekaterina Son, General Director of Effie Awards Russia.

“If there is something essential, it needs to be measured. This is the mantra of maintaining business efficiency,” Ian Colebourne, Chief Executive Officer of Deloitte CIS.

PROBLEMS

Sponsors lack the information about authors of social projects

"Leaders and authors of social projects hesitate to talk about themselves. It is for sure the case with a considerable part of our partners that we finance with grants. Quite a few of them do not know how to do it in a professional context. We live in an era of electronic communications, and many of our partners do not have time to learn the basics," Anton Dolgov, Executive Director, Presidential Grants Foundation.

Weak link between the authorities and the producers of social content

"To our great regret, today nobody sets objectives on what kind of cartoons the country needs today and what topics they should cover. Today, we set our objectives under social competencies and social responsibility that we bear as cartoon makers," Yuliana Slashcheva, Chairman of the Management Board, Creative Production Association Soyuzmultfilm Film Studio FSUE.

SOLUTIONS

Promotion of community development projects

"Over a year we've received more than 19 thousand projects for two tenders. <...> Almost every such project is about the development of the community. <...> We assume that it is communities that can create these social values. Almost five thousand of supported projects of the last year are on the development of communities," Anton Dolgov, Executive Director of the Presidential Grants Foundation.

The use of innovative technologies in social communication

"P2P payments through social networks are on the rise. It is quite an interesting phenomenon that the Russian Federation is the world leader regarding the number of such payments," Alexey Malinovskiy, Chief Executive Officer in Russia, Mastercard.

Targeting generation Z

"Remember that generation Z is not for sex, drugs and rock'n'roll, but for honesty, neighbourliness and environmental protection. These people choose and support the brands that are in sync with their core values," Ekaterina Son, General Director of Effie Awards Russia.

"We live our lives looking at the world through the rear-view mirror: here I do not mean that we are geared towards the past, but that we can envision the immediate future, therefore today's future. If we work with those who are referred to as generation Z today, most likely, we can quickly and dynamically change the world for the better, which is being discussed today," Alexander Alekseev, President of Art Directors Club Russia and Creative Director of Serviceplan.