

TEAM: COMMS



WHAT INTERNAL

- response times
- file mgmt
- notifications

yes ~~*~~
yes ~~*~~

- Social Agreement Team Philosophy (Aagaz-e-Rinjoh)
- Build MTeams for PRANA
- Team Norms / Dps (Governance)
- Terms Sheet Internal → External
- no. burn Video on connect (+external)

WHO

WHEN

Corrie: Maninder, Edgar	1 wk
Governance / Leadership ↳ input Stephanie / Chetali + Comms consult	1 month (?)
Governance / Comms Consult	1 month
Fateh	1 wk
Fateh - finalize Anna - coord. w/ Connect	1 mo
Corrie - initiate TNC India - training	1 wk 3 mo

EXTERNAL

- model: } capacity building for behavior change
- Social media management
- content development
- reporting

- terminate Gray Matters
- Agency list + Outreach
- RFP for comms agencies
- Select Onboarding Comms IP
- Agility Labs for comms dev.

Fateh Mani
Fateh Corrie Mani (review deliverables)

By March 31

- Create key events and milestones
- Add March PAU event to timeline

- Gray Matters TO DO:
 - transfer data
 - finish champion doc m. 10
 - check other deliverables w/ Maninder
- logo for PRANA

- add March PAU event
- calendar of partner events
- stakeholder engagement plan
- leverage TNC channels
- content mgmt



Comms lead w/in each IP

EXTERNAL 2023 - 2025 | (agency dependant)

INTERNAL

GOAL: Catalyze behavior change of farmers

GOAL: Create One PRANA !! (EK Conservancy)

Primary Audience: Farmers

Primary Audience: Team PRANA

Secondary Audiences:

Secondary: TNC

COMMUNITY | INFLUENCERS | PARTNERS

religious youth

policy / govt farmer infl. diaspora

IPs PAU corporates donors contractors

OBJECTIVES:

- timely, transparent updates
- Streamlined comms / collab

PROPOSALS

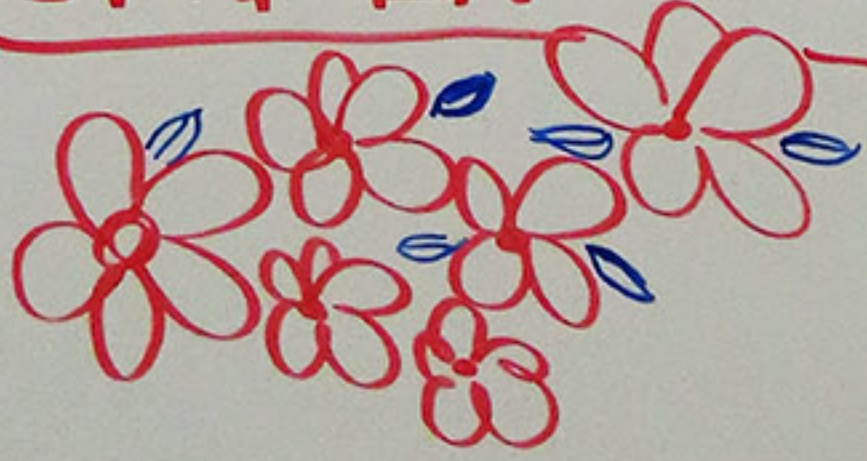
- 1 Internal
- 2 Agency Model + Selection
- 3 Social Media

#decision points

CHANNELS:

- MST Teams ✓
- Zoom Mtgs (SteerCo Committee Comms etc)
- WhatsApp
- TNC Internal Comms (Connect, Distro lists, webinars)

GARDEN

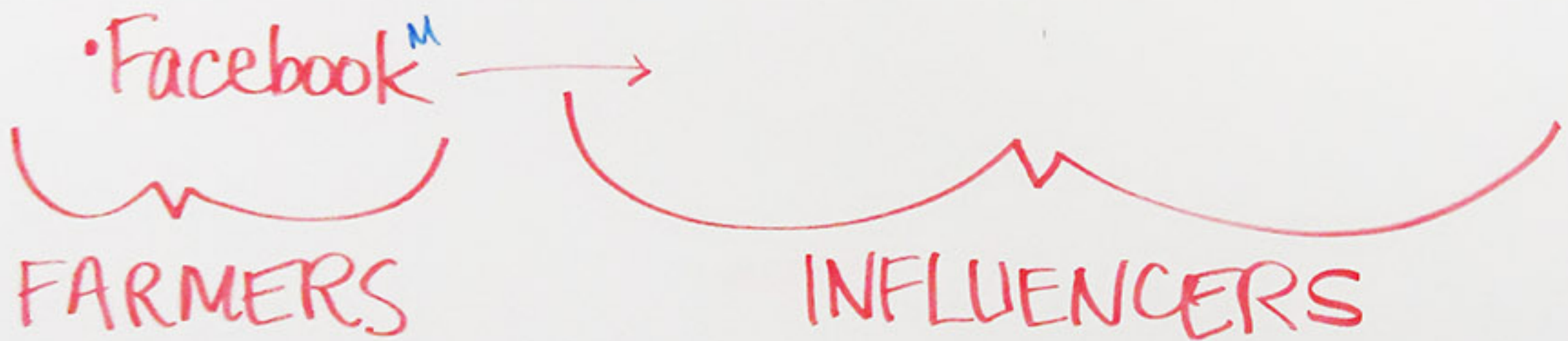
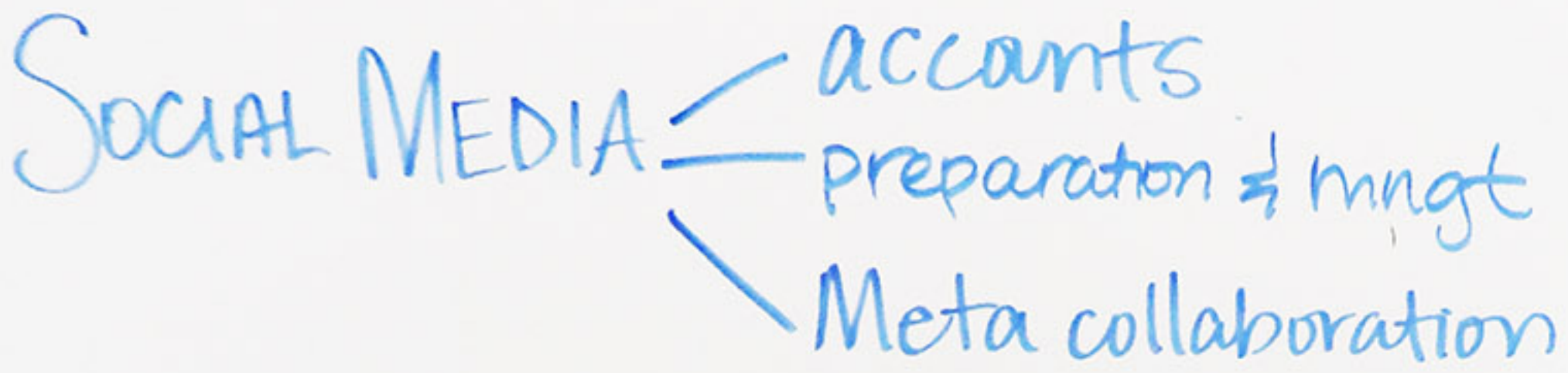


committee contrib. dev. (governance)

governance? → core team mtgs legal + Global

enforcing team norms

TEAM: COMMS



PREP & MNGT

- Intellectual property terms w/ agency
- account owner (Fateh)

↳ access granted to comms agency

draft content → approved by Fateh

→ posted by agency → monitored by agency

issues immediately flagged to Fateh

- what if scenario planning

okay to reengage?

memo - case for support / alternative

* Meta

assumptions or what we don't

local legal review - risk/questioning

meta's goals/commitment

② Ad Credits - ^{Diaspora} Influencers ^{USA} ^{CANADA}

① WhatsApp Chat bot - Farmers

↳ guided Q&A for farmers

↳ leveraging PAU content

↳ curated content (science based, objective tone, info sharing)

↳ initial customer service for PRANA

↳ explore possibilities w/ PAU



□ legal clearance on data collection via Meta →

WHAT

WHO

WHEN

Ad credits
risk review

Set up social accounts (INC/PRANA)
• FB • IG • YT
• WA • LI

Mock-up of Social Media A/c's