

# **Advocacy & Strategic Communications for Education**

Follow The Money Model

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**FOLLOW  
THE  
MONEY**

Hopefully at the end of this Masterclass, you'll have learned:

- New skills in advocacy and strategic communication for the education sector
- How to communicate with teachers and researchers better, with methods and channels that makes it easy
- How to engage private sector to take up education as a CSR
- How to catch some fun while at it

## #JobsOfTheFuture

In 2014, ***“Digital Marketing Manager”*** was on the #JobsOfTheFuture list

- Alternative Currency Speculator - With the advent of bitcoin and other virtual money, currency arbitrage will be vital
- Hackschooling Counselor - encourages students to hack real worlds & experiment with life, not traditional educ. Paths
- Productivity Counselor - people would need help refining their lives to improve productivity.
- Corporate Disorganizer - An expert that shuffles hierarchies in companies to create start-up culture or organized chaos
- Curiosity Tutor - An Advisor in flaneuring. Someone who provides inspiration and content to spark curiosity & discovery
- Digital Death Manager - Specialist who creates, manages/eliminates content or crafts one's online presence posthumously
- Digital Detox Therapist - A counselor who separates tech stressed individuals from their devices to analog immersion zones
- Crowdfunding Specialist - An expert on crowdfunding sites who understand how to promote and attain funds for a project



**Chxta**  
@Chxta

Following



A few months ago, this thread caught my eye. It is a thread about a glaring injustice by a school in [#Nigeria](#).

Today, I'm informed that the write of the thread has been arrested, for this thread.

What is he being charged with?

[#FreeBhadoosky](#)

**Bhadmus Hakeem**  @Bhadoosky

What would you do if you find out your child's name was printed on his/her school's send forth magazine as "Debtor" because he/she didn't pay N5000 to buy the school a parting gift? A school you were paying N104,000 per term for six years? Thread

[Show this thread](#)

2:13 PM - 10 Oct 2018



**This is the Constituted Authority for Oyo State.  
Even if I don't pay salary or I don't pay this...**

**The fact is that I am the Constituted Authority.  
It does not remove that authority.**

**Follow The Money** \$ @4lowthemoney · Sep 25

#FollowTheMoney Plateau State's advocacy eventually paid off, with contractors -- Telephonical Blizzard Company Ltd., going to site. However, a return to site by @Prestonngr and team; as well as engaging with the community, revealed the following:

**Follow The Money** \$ @4lowthemoney · Sep 25

After horrendously doing a terrible work at Dawaki, Telephonical Blizzard Company Ltd., didn't officially hand over the uncompleted project to the LGEA, SUBEB or the school. They have since disappeared, according to community leaders who interacted with #FollowTheMoney team



1 5 1

Show this thread

**Follow The Money** \$ @4lowthemoney · Sep 25

#FollowTheMoney found the client of the project to be @tundefashola's FMoPWH; and it was listed as a constituency project of @YakubDogara, and initiated the #EducateDawaki campaign.

The school caters for 620 children, and the project was to cater for 1200 more children of Dawaki



1 12 4

Show this thread

**Follow The Money** \$ @4lowthemoney · Sep 25

- Workplan for the construction work wasn't adhered to by contractor
- The German flooring is hugely flawed
- No standardization in construction fittings, with low and dangling ceiling fans which can injure pupils
- The ceilings are already falling off





**SERAP**  
@SERAPNigeria

Follow

Universal Basic Education Commission (UBEC) exposes states that have failed to pay counterpart funding, making them unqualified to access UBEC intervention fund:

Un-accessed matching grant from (2005-2017) as at 30th April 2018:

1. ABIA failed to access N3,231,862.67

11:26 PM - 9 Oct 2018

158 Retweets 107 Likes



16 158 107



Tweet your reply



**SERAP** @SERAPNigeria · Oct 9

- 2. ADAMAWA failed to access N2,328,557,211.95
- 3. AKWA IBOM failed to access N1,721,001,320.73
- 4. ANAMBRA failed to access N2,328,370,211.95
- 5. BAUCHI failed to access N1,286,348,050.63
- 6. BAYELSA failed to access N3,205,126,968.71
- 7. BENUE failed to access N2,328,370,211.95

3 50 17



**SERAP** @SERAPNigeria · Oct 9

- 8. C/RIVER failed to access N1,288,370,211.95
- 9. DELTA failed to access N1,286,343,184.93
- 10. EBONYI failed to access N4,157,424,266.01
- 11. EDO failed to access N3,681, 275,625.35
- 12. EKITI failed to access N2,389,541,118.01
- 13. ENUGU failed to access N3,476,206,162.49

2 45 13



**SERAP** @SERAPNigeria · Oct 9

- 14. IMO failed to access N2,328,370,211.95
- 15. KADUNA failed to access N1,286,343,184.89
- 16. KANO failed to access N1,286,343,184.93
- 17. KATSINA failed to access N1,286,343,184.93
- 18. KOGI failed to access N1,286,343,184.93
- 19. KWARA failed to access N2,328,371,211.95

3 45 16



**SERAP** @SERAPNigeria · Oct 9

- 20. NASARAWA failed to access N1,720,522,11.47
- 21. NIGER failed to access N3,210,126,968.71
- 22. OGUN failed to access N4,157,424,266.01
- 23. ONDO failed to access N1,286,343,184.93
- 24. OSUN failed to access N2,328,370,211.95
- 25. OYO failed to access N952,297,298.68

1 57 23



**SERAP** @SERAPNigeria · Oct 9

- 26. PLATEAU failed to access N3,205,126,968.71
- 27. SOKOTO failed to access N1,286,343,184.93
- 28. TARABA failed to access N2,328,370,211.95
- 29. YOBE failed to access N1,633,715,527.00
- 30. ZAMFARA failed to access N1,286,343,184.93
- 31. FCT ABUJA failed to access N1,286,343,185.86

2 59 26

According to Opubor (2001), communication in partnerships for education is essential for:

**Information:** providing factual statements and explanations about the common enterprise and how the various stakeholders relate to it. Examples include: (i) how a teacher redeployment program will work, who will be affected, when and where it will be applied; (ii) school enrolments by sex and region; (iii) the performance of schools on national examinations; (iv) pupil unit cost by region; (v) student-teacher ratios by region. Such information levels the playing field when it comes to information used in their dialogue.

**Dialogue and confidence-building:** ensuring that all the various points of view are expressed, providing clarifications and addressing any hesitations about the issues concerned. For example, what do mothers feel about girls' going to school all day? Will teachers lose seniority if moved to other locations? Will government's plan of returning management of primary schools to religious organizations not mean blocking certain groups from attendance? A communication strategy will provide for group meetings, person-to-person discussions, workshops, newsletters, etc. to tackle the various aspects of these kinds of situation, and ensure that major misunderstandings are removed, so that partners can be comfortable with their present and future roles.

**Consensus:** Once stakeholders are informed and have a chance to express their views, and their worries are addressed adequately, it may be possible to get agreement on lines of action, on schedules, on division of responsibility etc. For example, if targets have been set for girls' education in a community, who will ensure that girls actually show up in school? If special resources are required for this, how will they be made available? What is the role of parents and families, of religious groups, of education managers in meeting targets? Will they agree to undertake their roles? If sanctions for non-performance are to be invoked, are they understood and accepted by all? A communication strategy will seek ways of effectively managing these issues. It will keep track through monitoring feedback, of the evolution of understandings and the achievement of commonly-decided objectives.

**Advocacy:** Influential individuals and institutions may be unwilling to change habits of thinking and reacting, and may be inclined to block new ideas, if they consider them threatening or undesirable. Communication can be a means of engaging centers of power and influence to encourage them to 'move' with the times; and to lend their influence to progressive directions. For example, will village traditional rulers and family elders allow girls to continue in school rather than be married off at puberty? How can they be reassured, and thus help to reassure other influencers, that continued schooling will not breed 'irresponsible' wives and mothers? These are advocacy issues, and some of them can be controversial. There are special communication approaches for advocacy; for enhancing the support of influential individuals and groups for proposed changes, which may be in legislation, policies, regulations, programs, cultural values and behavior.

**Social mobilization:** How can the large numbers of people at the 'grassroots' and periphery be brought into supporting education reforms and programs? For example, how can the EFA 'movement' become acceptable and gain majority support in communities across nations, rather than remain only commitments that Ministers of Education made at international conferences, of no relevance to their people? Communication campaigns and structured programs can be created for involving people at different levels of society in decisions about proposed education programs

Developing a Communication Strategy  
P. O. S. T. model

<b>People</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Tools</b>
<ol style="list-style-type: none"><li>1. Stakeholder Mapping: Identify &gt;&gt; Prioritize &gt;&gt; Understand</li><li>2. Audience Analysis and Asset Audit (your current situation)</li></ol>	<ol style="list-style-type: none"><li>1. Communication Objectives</li><li>2. Statement of Purpose (Prelim research)</li></ol>	<ol style="list-style-type: none"><li>1. Communication methods</li><li>2. Workplan (how we follow the money)</li><li>3. Identify Key messaging</li></ol>	<ol style="list-style-type: none"><li>1. Communication channels</li><li>2. M&amp;E framework</li></ol>

# People

## *Stakeholder Mapping/Analysis:*

- Identify all stakeholders

policy makers  
academia

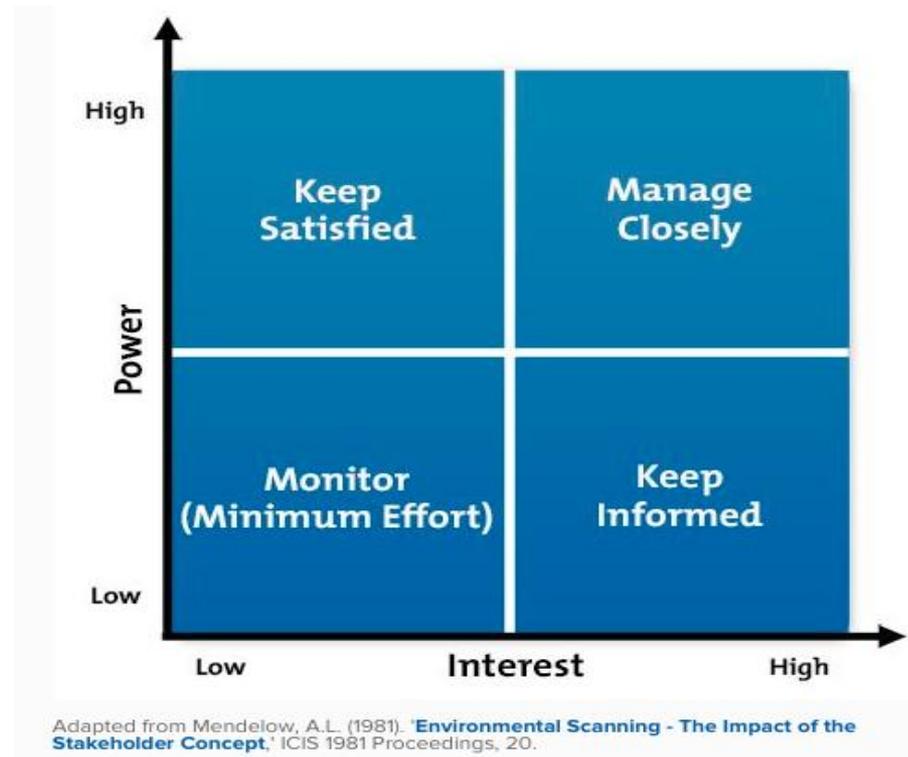
media  
researchers

community  
partners

Students  
regulators

- ***Prioritize these Stakeholders***

- ***Understand the KEY stakeholders:*** (interests, availabilities, influence, their motivation, etc)



## Audience Analysis and Asset Audit

### PEST, SWOT and Competitor Analysis

#### Demographic

- Age
- Gender
- Income
- Education
- Location

#### Behavioral

- Needs
- Wants
- Personality
- Values
- Culture
- Interests

#### Expertise

- Certifications
- Training
- Professional Licenses

#### Status

- Job title
- Seniority
- Accolades
- Awards



WHO	WHERE CHANNEL/ENVIRONMENT	WHAT CONTENT/SENTIMENT	WHEN DATE/FREQUENCY	WHY PURPOSE/PERFORMANCE	OPPORTUNITY 1=CHALLENGE 5=OPPORTUNITY
COMPANY	<b>Twitter</b> <ul style="list-style-type: none"> <li>- Text</li> <li>- links</li> </ul>	<b>Sharing headlines from website</b> <ul style="list-style-type: none"> <li>- Plenty retweets</li> <li>- Few shares</li> </ul>	3 tweets daily	<b>Drive traffic to website</b> <ul style="list-style-type: none"> <li>- Few visits</li> <li>- Few unique visits</li> </ul>	XXX <ul style="list-style-type: none"> <li>- Few visits</li> <li>- Some conversions</li> </ul>
	<b>Pinterest</b> <ul style="list-style-type: none"> <li>- Text</li> <li>- pictures</li> </ul>	<b>Create Boards</b> <ul style="list-style-type: none"> <li>- Few follows</li> <li>- Some board views</li> </ul>	5 Board pins daily	<b>Build reputation and popularity</b> <ul style="list-style-type: none"> <li>- Few follows</li> </ul>	X <ul style="list-style-type: none"> <li>- No conversions</li> <li>- Few follows</li> </ul>
AUDIENCE/CONSUMER	<b>Twitter</b> <ul style="list-style-type: none"> <li>- Comments</li> <li>- questions</li> </ul>	<b>Seeking help</b> <ul style="list-style-type: none"> <li>- Negative brand experiences</li> </ul>	10 mentions daily	<b>Complaints</b> <ul style="list-style-type: none"> <li>- negative</li> </ul>	XX <ul style="list-style-type: none"> <li>- Negative comments</li> <li>- Few shares</li> </ul>
	<b>Instagram</b> <ul style="list-style-type: none"> <li>- Photos</li> <li>- Text</li> <li>- hashtags</li> </ul>	Sharing photos <ul style="list-style-type: none"> <li>- Positive brand experiences</li> </ul>	2 posts daily	Praise <ul style="list-style-type: none"> <li>- positive</li> </ul>	XXXX <ul style="list-style-type: none"> <li>- Positive comments</li> <li>- No brand presence</li> </ul>
COMPETITOR	<b>Twitter</b> <ul style="list-style-type: none"> <li>- Photos</li> <li>- Videos</li> <li>- Text</li> <li>- Hashtags</li> <li>- Live feeds</li> </ul>	<b>Sharing meme photos</b> <ul style="list-style-type: none"> <li>- Some likes, plenty shares, comments</li> </ul>	3 tweets hourly	<b>Drive to website/sales on twitter</b> <ul style="list-style-type: none"> <li>- Visits</li> <li>- Unique visitors</li> </ul>	XX <ul style="list-style-type: none"> <li>- Lots of positive comments</li> </ul>
	<b>Instagram</b> <ul style="list-style-type: none"> <li>- Photos</li> <li>- Hashtags</li> <li>- text</li> </ul>	<b>Sharing photos</b> <ul style="list-style-type: none"> <li>- High shares, likes, comments</li> </ul>	3 posts daily	<b>Engagement</b> <ul style="list-style-type: none"> <li>- Views</li> <li>- Comments</li> <li>- shares</li> </ul>	XX <ul style="list-style-type: none"> <li>- Lots of positive engagement, follows</li> </ul>

# Objectives

***Communication Objectives:*** Do you have an organizational, operational and/or policy objectives? Do not forget to align with internal legal policies which will provide guidance and protection for the work to be done, and the people to carryout the work.

***Statement of Purpose (Prelim Research):*** It is very important to answer the basics – why, when, how, where, who

# Strategies

***Communication Methods:*** Decide what method of communication is best for you to reach your various audiences between oral, written and/or audio-visual.

***Workplan:*** what is the flow of how you will carry out your work? At Follow the Money, we have Steps to follow the money for volunteers, and also for communities. Develop yours, and stick to it, till the end. This is also very essential for measurement and impact evaluation.

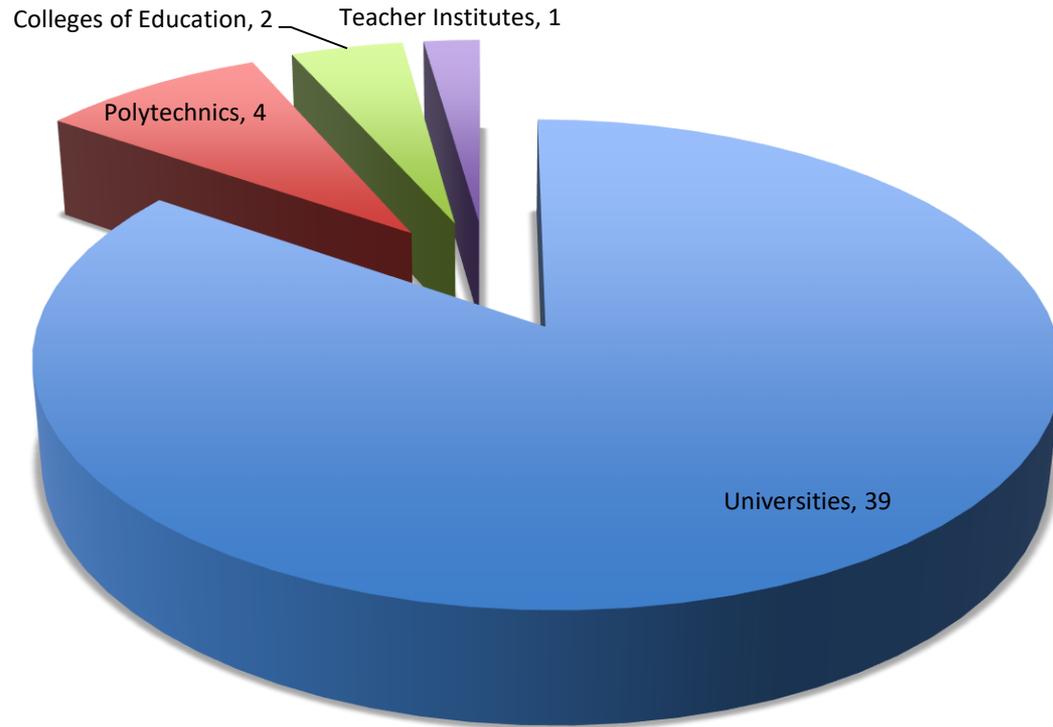
***Identify Key Messaging:*** What kinds of messages ring home to your key stakeholders, across your various audiences? They might be similar or completely different across audiences, but very important for communicating what you do.

# Tools

Communication Channels: Based on the work done from People to Objectives to Strategies; you should be able to identify the most relevant form of media, to effectively communicate with your audience.

- **Massive Open Online Courses (MOOC)** for multi-stakeholders as a tool for information, advocacy, skillshare and social mobilization. National Open University of Nigeria [NOUN] and Commonwealth of Learning [COL] partnership
- **Infographics** and cartoons are very important for advocacy, seeking consensus, education and informing your audiences, and can be used to target young and savvy, analytical, semi-formal or even informal audiences.
- **Townhall Meetings, Community Outreach, Focused Group Discussion** are great channels for reaching rural communities offline.

- **Radio** have remained a hugely important with rural, semi-literate and illiterate



- **Social Media – twitter, facebook, newsletters, whatsapp, blogs, reddit, websites – is a trending channel of communication today, and for the future.**

## NIGERIAN UNIVERSITIES ON TWITTER

Rank	Followers	University
1	20,967	Covenant University 
2	11,284	American University of Nigeria 
3	9,585	Ladoke Akintola University of Technology 
4	8,011	University of Ibadan 
5	7,064	Akwa Ibom State University 
6	5,830	Federal University of Technology, Akure 
7	5,020	Landmark University 
8	4,444	University of Lagos 
9	4,375	Benson Idahosa University 
10	4,309	University of Port Harcourt 
11	4,211	Federal University of Agriculture, Abeokuta 
12	3,487	Afe Babalola University 

Rank	UK University	Power Score	Kred Influence	Kred Outreach
1. – (1)	 <p><b>Nottingham University</b> The official University of Nottingham Twitter, a pioneering university that transforms the lives of our 45,000 students at campuses in the UK, China, Malaysia.</p>	100.0	960	9
2. – (2)	 <p><b>Sheffield University</b> Top 5 UK university for best student experience and top UK students' union for 10 consecutive years - THE Student Experience Survey</p>	98.9	955	9
3. – (3)	 <p><b>Plymouth University</b> Latest University news, events, research and information on our courses. Apply to Plymouth: @PlymUniApply Residence Life: @PlymUniResLife Alumni: @PlymUniAlum</p>	97.2	950	9
4. – (4)	 <p><b>Salford University</b> Official Twitter for University of Salford, giving you all the insider info Online 9:30-5:30 Mon-Fri FB: https://t.co/jWnEIUIPeK IG: salforduni SC: salforduni</p>	96.0	945	9
5. – (5)	 <p><b>The Open University</b> Open to people, places, methods and ideas. The Open University provides high-quality university education to all.</p>	94.3	957	8
6= – (6)	 <p><b>Loughborough Uni</b> The official Twitter for Loughborough University, a UK top 10 University with an unbeatable student experience and excellence in teaching, research and sport.</p>	93.8	942	9
6= – (6)	 <p><b>University Of Birmingham</b> Founding member of the Russell Group, University of Birmingham is a global university in the heart of England #hellobrum</p>	93.8	942	9

### ***M&E Framework:***

How are you going to measure the impact of what you are communicating? If it doesn't connect to your objectives, does it even make sense? For example, when the UBE set out to communicate online and offline from 2001, it sought for public awareness, as well as massive enrolments in to public schools. Do you think it succeeded?

The devil is always in the details. When evaluating, look at what the numbers say. Which audience is your message reaching most? Why is it reaching them most? What do you appeal to, for your message to reach them well? What does it translate to for your objectives?

Start. Stop. Start – When you measure and evaluate, be able to stop sometimes. Know what you need to stop doing, and why you ought to. Be able to say, if you will need to do A/B testing, or completely switch communication strategy, communication method or communication channel.