



Skills Training Education Program (STEP)

Communications Plan







Background

Islamic Development Bank and its poverty alleviation arm Islamic Solidarity Fund (ISFD) established The Skills, Training & Education Program (STEP) as a partnership based.

STEP is a comprehensive and integrated initiative aimed at alleviating poverty and enhancing livelihoods for young refugees, internally displaced persons (IDPs), and vulnerable host communities in IsDB member countries (MCs). The program is tailored to augment access to education, facilitate skills development and nurture entrepreneurship incubators, as well as generate employment opportunities, including those in the green sector.

The developmental objective of the Program is to contribute to reducing poverty in IsDB MCs through supporting young refugees, IDPs and vulnerable hosting communities. More specifically, STEP will contribute to (i) increasing access to education, focusing on smart education; (ii) providing skills development and entrepreneurship incubators; and (iii) creating green jobs for the beneficiaries. By the end of 2027, the program is expected to benefit 650,000 children and youth of refugees, IDPs, and host communities. The program will also contribute to the achievement of the targets of SDGs 1, 4, 5, 8, 16, and 17.

Objectives

To effectively communicate the impact and progress of the STEP program to all stakeholders, ensuring engagement, awareness, and support for various projects and initiatives under the program.

- Increase public knowledge and understanding of the STEP program’s vision, mission, and impact.
- Highlight the program’s long-term commitment and diverse initiatives aimed at socio-economic improvement.
- Foster strong relationships with partners, donors, and beneficiaries through regular and impactful media engagement.
- Publicize individual and community success stories that demonstrate the tangible benefits of the STEP program.
- Use testimonials and case studies to humanize the impact and inspire further support and engagement.
- Strengthen the STEP brand by ensuring consistent and strategic media presence across various platforms.
- Implement branding guidelines to maintain a cohesive and recognizable program identity.
- Regularly share progress reports, impact assessments, and financial updates to build trust and credibility.
- Utilize social media platforms to reach a broader audience, engaging with the public in real-time.
- Encourage dialogue and collaboration among stakeholders through webinars, podcasts, and interactive media content.
- Use media campaigns to highlight funding needs and attract new donors and partners.
- Showcase the impact of previous donations to encourage continued and increased financial support.

Elevate STEP Profile	Enhance STEP Visibility	Enrich Stakeholder Relationships
Enhancing the visibility of STEP and recognition via extensive media coverage to bolster STEP positioning.	Amplifying STEP visibility, and promoting awareness of its mission, values, and accomplishments.	Cultivating robust connections with stakeholders and media to foster stronger collaboration and partnerships.



Key Messages

-  Breaking the Cycle of Poverty, STEP aims to transform the lives of beneficiaries by providing the tools and opportunities needed to break the cycle of poverty and build a better future.
-  Empowerment through Education and Skills Development, STEP program is dedicated to empowering individuals by providing access to education and skills training, enabling them to achieve their full potential and contribute to their communities.
-  Strong Partnerships, the success of the STEP program is built on strong partnerships with development partners, businesses, philanthropists, international organizations, and local communities.
-  Commitment to Sustainable Development, STEP is committed to sustainable development, ensuring that its initiatives have long-lasting positive impacts on the environment and the socio-economic fabric of communities.
-  Innovative Approach: STEP adopts an innovative approach, integrating education, skills development, entrepreneurship, and job creation to foster economic growth and social inclusion.
-  Inclusive and Equitable Access, STEP strives to ensure inclusive and equitable access to education, skills training, and job opportunities for all, especially the most vulnerable populations.
-  Showcasing Success Stories, STEP highlights success stories and testimonials from beneficiaries, showcasing the real-life impact and positive changes brought about by the program.





Target Audiences

Primary

- Program participants
- Partners
- Donors
- General public
- Local media
- Media of Arab and Islamic countries
- International media
- IsDB Governors and Executive Directors

Secondary

- Local and Regional officials
- Community leaders
- Potential new donors
- International audience



Channels of Communication

External Communication: Press releases, social media updates, Media coverage & interviews.

Social Media

Utilize IsDB and donors social media presence to share STEP program updates, success stories, and key messages and Open new social media accounts on X, LinkedIn, Facebook and Instagram to post updates, success stories and engage with followers using specific hashtags, and share highlights from all activity.

Dedicated Website Section

Update the IsDB website with a dedicated page for "STEP Program" and update all the content

Local & Regional Media

Arranging media interviews and providing an overview, its mission, and its long-term goals and addressing socio-economic challenges through education, skills development, and job creation.

Press Release

To inform the public, stakeholders, and media about the latest developments, achievements, and upcoming events and maintain transparency.

Podcast

Include the STEP program in IsDB's recently introduced panel-style podcast where programs and initiatives are discussed.

Social Media

-
- Hiring a Communication Agency
 - Creating Social Media Accounts on X, LinkedIn, Facebook and Instagram
 - Creating a Content Calendar
 - Establish Reporting Metrics
 - Create a Reporting Schedule



STEP Program Communications Playbook



The Message Manual

This message manual is designed to improve communications across the STEP program. It will guide ongoing efforts to increase awareness about STEP and its impact on lives in IsDB member countries, while also amplifying and protecting our donors' brands.



Branding Guidelines

Branding guidelines are created to ensure consistency and strength across all STEP program communications. They provide a framework for maintaining a unified brand identity, enhancing awareness, and protecting the integrity of our donors' brands.



Communications Guidelines

Communications guidelines aim to streamline and enhance all STEP program communications. They serve as a roadmap to increase awareness, ensure consistency, and protect the integrity of our donors' brands.



Social Media Guidelines

Social media guidelines are designed to optimize and unify all STEP program social media efforts. They provide a framework for increasing awareness, ensuring consistent messaging, and protecting the integrity of our donors' brands across all platforms.



Success Stories Guidelines

Success stories guidelines are designed to effectively capture and share impactful stories from the STEP program. They provide a framework for highlighting achievements, increasing awareness, and protecting the integrity of our donors' brands.



Testimonials Guidelines

Testimonials guidelines are created to effectively gather and present impactful testimonials for the STEP program. They provide a framework for showcasing success, increasing awareness, and protecting the integrity of our donors' brands.

Quarterly Visibility Report for Communication and Outreach Activity

The purpose of this quarterly visibility report is to provide a comprehensive overview of all communication and outreach activities conducted over the past quarter. This report aims to highlight key achievements, engagement metrics, and areas for improvement to ensure the continued effectiveness of our communication strategies.

01

Media Coverage

Summary of media mentions, press releases, and news articles.

02

Social Media Engagement

Analysis of activity across all social media platforms (Facebook, Twitter, LinkedIn, Instagram).

03

Events and Campaigns

Description of major events, campaigns, and outreach initiatives.

04

Content Creation

Overview of content produced, including blog posts, newsletters, videos, and infographics.

05

Key Metrics & Performance

Media Coverage, media mentions, Reach, impressions of press releases, analysis, Engagement rate, followers, growth rate, likes, shares, comments, retweets, content analysis, Website Traffic

06

Highlights & Achievements

Overview of the most successful campaigns and initiatives, including key takeaways and impact.

07

Testimonials & Success Stories

Quotes and stories from individuals positively impacted by our programs.

08

Challenges

Description of any challenges faced in communication and outreach efforts.

Recommendations

I strongly recommend hiring a professional communications agency to develop and implement the Communications Playbook and manage our social media channels, including the creation and maintenance of a comprehensive content calendar. This agency will bring specialized expertise and focus, ensuring a consistent and impactful communication strategy.

To oversee the implementation collectively, I propose forming a joint team comprised of representatives from all partner organizations. This team will work closely with the agency to ensure alignment with our goals and objectives.

Additionally, it is essential to allocate resources for necessary logistical support. This includes appointing a dedicated program coordinator responsible for managing all activities, logistics, and follow-ups. Given that our staff is already handling several similar projects, this role is crucial for ensuring smooth operations and effective coordination.

Furthermore, we should hire a branding company to create a new logo and develop a fresh branding strategy. This will ensure a cohesive and modern representation of our program, enhancing our visibility and appeal to stakeholders.

As part of the scope, the communications agency should also be responsible for preparing a Quarterly Visibility Report for Communication and Outreach Activity. This report will provide a comprehensive overview of our communication efforts, key metrics, and impact, enabling us to continuously improve our strategies and demonstrate our progress to stakeholders.

By taking these steps, we can enhance our communication efforts, ensure brand consistency, and effectively manage the various logistical aspects of our initiatives.

Subversive Challenges
颠覆性的挑战

Class struggle: unequal and unstable social relations
革命: 革命



THANK YOU