

# Communications Support to Thematic Working Group - Frequently Asked Questions (FAQs)

Communications and engagement is integral to Health Systems Global (HSG) and the work of the Thematic Working Groups (TWGs). HSG supports the TWGs in their regular communications activities and outputs to connect, engage and share with different audiences. The HSG secretariat is readily available to support TWG communications; and have provided a clear outline of communications activities/outputs to consider; the support that is already provided and where there may be a need for additional support.

## 1. Communications Support

How and where are the TWG activities and outputs communicated?

TWGs are expected to communicate their outputs and activities via their own channels both individually and as a group. Each TWG manages its engagement with its members (e.g. via LinkedIn, Google Groups, newsletter, email, Twitter, or a combination).

HSG can also share and promote TWG content through multiple channels, including:

- TWG landing webpage and individual TWG webpages on the HSG website - [www.healthsystemsglobal.org/twg](http://www.healthsystemsglobal.org/twg)
- HSG website news and commentary section - [www.healthsystemsglobal.org/blog](http://www.healthsystemsglobal.org/blog)
- HSG monthly Newsletter
- HSG social media (Twitter; Facebook; LinkedIn)

What communications support can each TWG expect?

- Each TWG has a point of contact within the HSG communications team for general communications support
- **General communications support on an ongoing basis includes:**
  - o Promotion of TWG messages, activities and outputs through HSG channels (website; social media; newsletter)
  - o Advice on how to engage with TWG members (further guidance below)
  - o Profiling TWGs at the Biennial Symposium
  - o Editing and uploading new content on the TWG pages on the HSG website
  - o Creation of webpages for TWG elections (please note: allow 5 working days for the page to be created once the request has been made and page content is confirmed. However, we will endeavour to get the page created as soon as possible and will try to be flexible where the request is particularly urgent)
  - o Suggesting opportunities to engage and share messages (i.e. events; key dates) with TWG membership, the HSG membership and more widely
  - o Editing and uploading of TWG member blog posts (provided blog posts have been written according to HSG blog SOPs)
  - o Support for hosting and promoting webinars:
    - Set-up and moderation of webinars (support provided by Nanuka Jalaghonia [hsg\\_secretariat@curatio.com](mailto:hsg_secretariat@curatio.com))
    - Promotion of webinars before and after the event and, if required, communicating during the webinar
  - o Providing advice on communications strategy and quarterly meetings.

What if the TWG has specific idea or task that may require more than the general level of support?

- Approach your communications point of contact who will advise if it comes under the 'general communications support' or if it will require additional resourcing/time

**Additional support could refer to activities such as:**

- Support in developing communications skills and capacity training (i.e. through face-to-face; webinar; online)
- Support for specific regional events/activities
- Creation of communications products (i.e. policy briefs, research summaries, flyers for a specific event)
- Online profiling and promotion of content beyond basic support (i.e. creating a bespoke platform/tool to display products, Vox Pop videos, editing video content).

How can you incorporate communications into your plans for the TWG?

- When creating your TWG annual plan, identify opportunities to share and talk about your research with different audiences (in many cases this may already be happening; however, it will help to be clear and explicit about these opportunities to plan accordingly)
- Include outputs and activities to engage different types of audiences in your TWG annual plan (this could include blogs; social media; meetings; webinars etc)
- Be open to suggestions from the communications team in ways to promote your work and messages (the suggestions can be ad hoc; but the nature of these opportunities to engage often are).

## 2. Specific activities

What is a webinar?

- Online meeting (seminar, conference, training, etc) that participants can join by phone or via web-link from their computer, tablet or smartphone using headsets and microphones
- Webinars are one of the key ways for TWGs to disseminate knowledge, discuss methods for research, or for translating evidence to action
- HSG has developed clear guidelines for hosting webinars – which are readily available from the HSG Secretariat
- You might find these links useful:
  - o [The benefits of webinars and how to get started](#)
  - o [Making the most of webinars](#)

How to increase TWG member engagement?

Each TWG will have different types of members, to one another and within the TWG. There will be members that enjoy receiving information from the TWG, but are unlikely to engage; members that are 'time poor' or are not sure how to engage but would like to, and those that are very active.

There are a number of things that the TWG can do to engage these different types of members:

- Conduct a short survey to understand how your members would like to engage; resources and topics they are interested in; and how they like to receive information – you could use [Typeform](#) or [Survey Monkey](#)
- Engage and target specific individuals on social media and offline to engage, where there are relevant points to their work – this may incentivise them to participate or comment
- Write a topical blog and follow up with twitter chat or debate on LinkedIn or GoogleGroup

- Initiate a topical or specific discussion within your TWG to facilitate active debate and discussion
- Encourage your members to post the questions they may have and seek group guidance
- Invite specific members to engage in ways that are relevant to them; either through writing a blog or targeting a question for them to answer in a group discussion.

#### How can we facilitate more cross TWG work?

- Co-write a blog post on a topic that overlaps your topic areas (ensure you share this widely)
- Reach out to your peers in other TWGs to plan for and organize joint events such as: twitter chat, joint LinkedIn discussion, joint session at the symposium, webinars etc
- Identify opportunities to meet up and connect with your TWG counterparts where you may be, or members will be, attending events.

### 3. General information

#### What are the rules governing the funds received from HSG?

- The funding provided by HSG Secretariat is the same amount for each TWG
- Each TWG will decide how best to use the fund for the benefit of the TWG, and in line with the HSG organizational objectives
- Decision on how to use this fund is sole discretion of the TWG, however such decisions shall be made transparently within the TWG and should be communicated to TWG members
- TWG leadership is accountable for the use of funds primarily to TWG members and also to the HSG Board

#### Who do I contact?

- For communications support in the first instance, please contact your TWG communications point of contact
- If you have any questions on logistical, secretariat or funding or about setting up and running a webinar, please email Nanuka Jalaghonia [hsg\\_secretariat@curatio.com](mailto:hsg_secretariat@curatio.com), making sure to copy in your TWG communications point of contact (re: the webinar).