

# SAMS ENGAGEMENT & COMMUNICATION STRATEGY

STAND: 27 AUGUST 2020



# Purpose and scope

**SAMS' corporate strategy to secure healthy and sustainable oceans 2020-25 explains who we are and how we plan to direct our business over the next five years.**

This sub-strategy sets out how we will use engagement and communication to deliver our corporate strategy while we keep aligning our approach to changing funder, market and government priorities.

Effective multi-directional communication ensures that our stakeholders are aware of, understand, engage with and support our organisation and objectives. Everyone at SAMS thus has a role to play in communicating with certain stakeholders and to develop their skills to do so clearly and according to brand messages.


**This strategic plan sets out how we will:**

1. Nurture an internal culture of shared values, brand cohesion, constant development and communal direction of travel
2. Enhance the reputation of SAMS as a trusted provider of marine-related research, education and enterprise
3. Strategically grow and deepen connections with relevant stakeholders to achieve maximum impact
4. Support income generation through marketing and fundraising
5. Build ocean literacy and stewardship in society



# Communications and engagement principles

*In addition to SAMS corporate values,  
our communication and engagement  
approach aims to engender trust and  
support by being...*



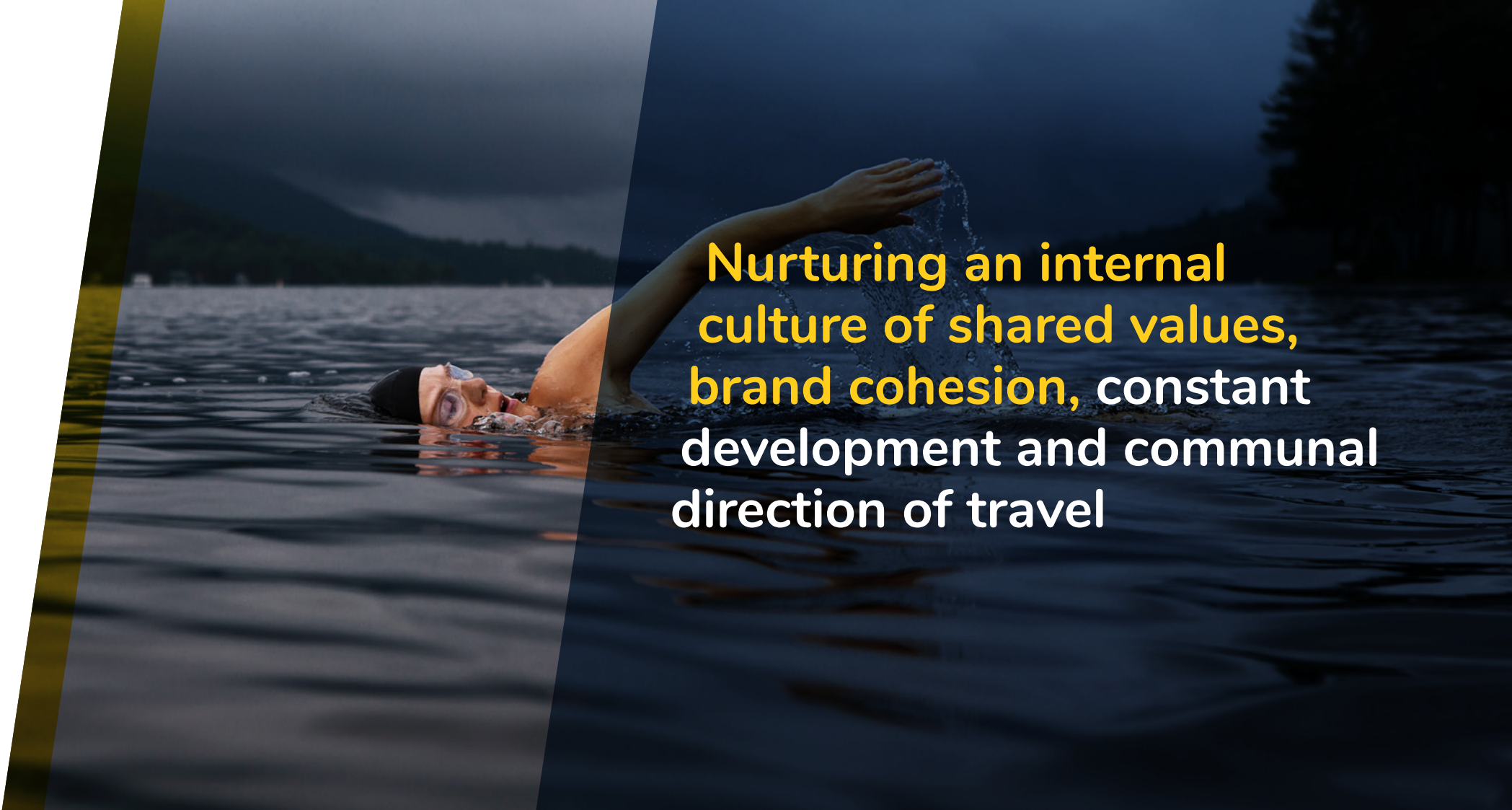
Honest  
Clear & consistent  
Competent  
Considerate  
Balanced  
Collaborative

## Strategic comms & engagement objective 1

The collegiality, openness and support among SAMS staff – often referred to as the SAMS family – is among the most valued aspects of being part of the organisation. This also often applies to students, trustees and SAMS members.

### To harness the full potential of goodwill of our people we will endeavour to ...

- improve multi-directional communication pathways to inform, celebrate success, develop ideas, and implement and adapt our institutional strategy (intranet, bulletin, meetings, webinars/seminars, meetings, surveys, emails, social media and news updates)
- enable staff and students to contribute to corporate and science communication as well as public engagement through training and mentoring
- encourage staff and students to communicate and engage through recognition, evaluation and reward
- provide opportunities and support for staff and student involvement in fundraising and marketing

A swimmer in a black cap and goggles is seen from the chest up, floating in a lake. The swimmer's right arm is raised, splashing water. The background shows a dark, hazy landscape with mountains and trees under a twilight sky. The overall mood is serene and focused.

**Nurturing an internal culture of shared values, brand cohesion, constant development and communal direction of travel**



Enhancing the reputation  
of SAMS as a trusted  
provider of marine-related  
research, education and  
enterprise

## Strategic comms & engagement objective 2

To further improve our reputation for excellence we will...

- review, distil and unify the SAMS brands to clearly represent the organisational personality and purpose in word, look and functionality and define the brand relationship with UHI (link to updated guidelines)
- further enhance the quality, quantity and reach of our news stories and thought leadership articles based on positive media relations (future link to media strategy) and PR campaigns
- maintain and constantly develop our digital media channels including websites, social media platforms, and digital publications (future link to digital strategy)
- develop a comprehensive crisis communications plan including how to handle critical press / social media coverage (future link)

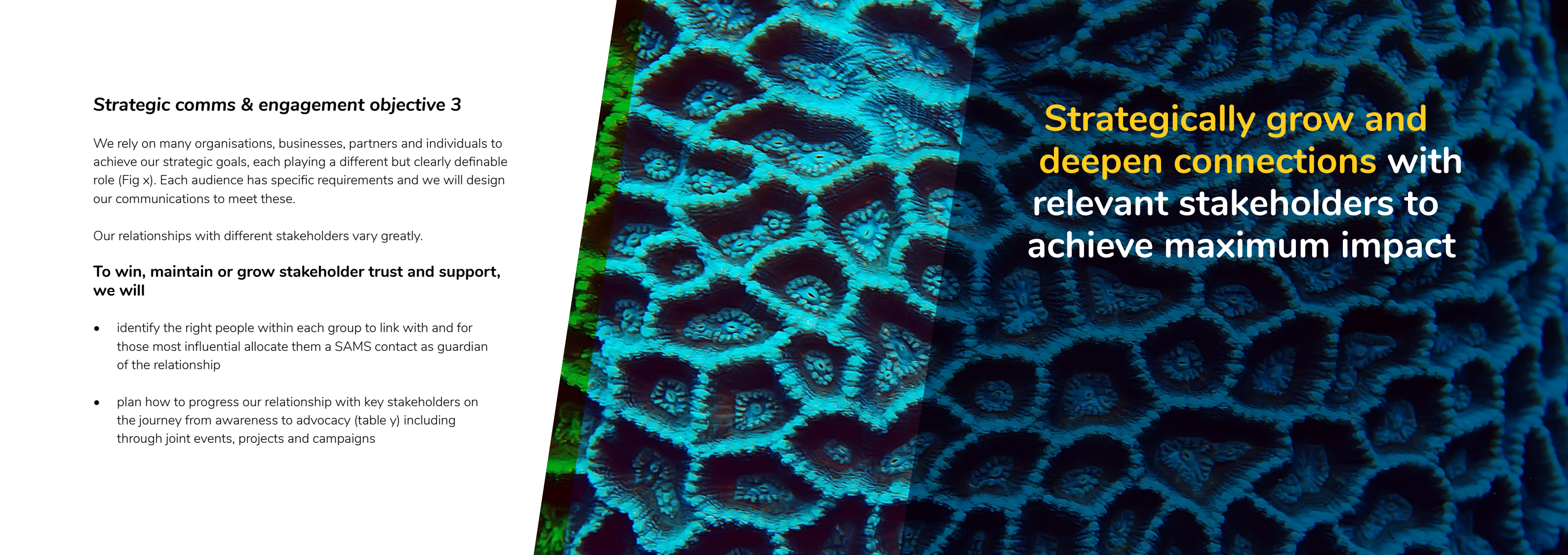
### **Strategic comms & engagement objective 3**

We rely on many organisations, businesses, partners and individuals to achieve our strategic goals, each playing a different but clearly definable role (Fig x). Each audience has specific requirements and we will design our communications to meet these.

Our relationships with different stakeholders vary greatly.

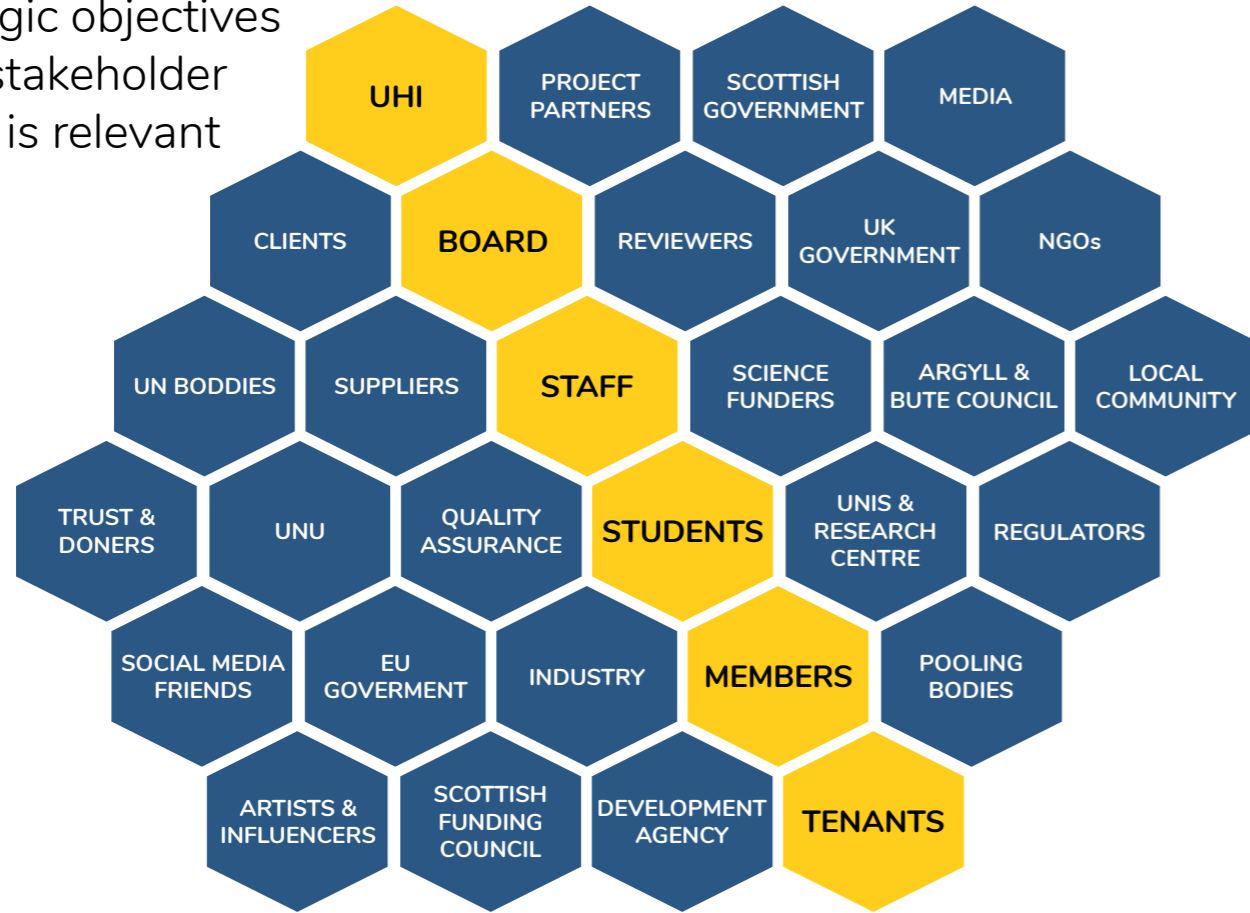
#### **To win, maintain or grow stakeholder trust and support, we will**

- identify the right people within each group to link with and for those most influential allocate them a SAMS contact as guardian of the relationship
- plan how to progress our relationship with key stakeholders on the journey from awareness to advocacy (table y) including through joint events, projects and campaigns

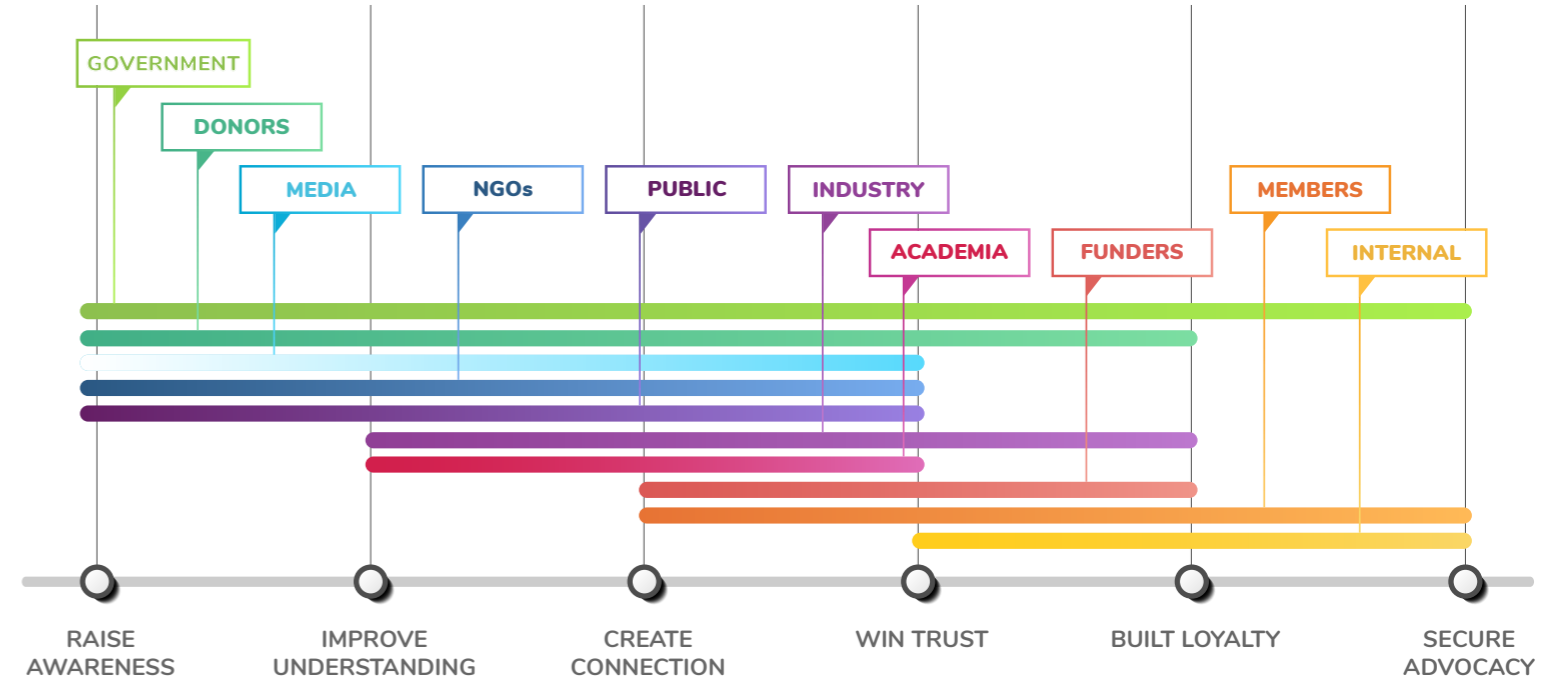


**Strategically grow and  
deepen connections with  
relevant stakeholders to  
achieve maximum impact**

Strategic objectives  
each stakeholder  
group is relevant



Start and end point of our stakeholder groups  
relationship with SAMS from 2020-2025





## Support income generation through marketing and fundraising

### **Strategic comms & engagement objective 4**

#### **We will help SAMS achieve its financial targets by**

- Developing and running effective student recruitment campaigns in collaboration with UHI ([link to future recruitment plan](#))
- Broaden and grow the customer base for SAMS' commercial products, services and facilities ([future link to marketing plan](#))
- Set up the structures and platforms for fundraising, develop donor relationships and run successful fundraising campaigns ([link to future fundraising campaign](#))
- Operate a successful SAMS merchandise shop (digital and in the OEC) to support outreach activities and build brand awareness

## Strategic comms & engagement objective 5

- Re-develop and grow SAMS as a membership organisation for the 21st century (link to future membership plan)
- Operate a successful Ocean Explorer Centre with events that involve the local community
- Deliver STEM training both locally and further afield through the development of an online Ocean Explorer portal for school engagement and training (link to future STEM strategy)

A photograph of two young girls playing in the ocean. The girl in the foreground is wearing a blue one-piece swimsuit and has her arms raised, holding a small black object. The girl behind her is wearing a colorful patterned swimsuit. They are surrounded by white foam from the waves. In the background, other people are visible swimming in the blue ocean.

**Build ocean  
literacy and  
stewardship  
in society**

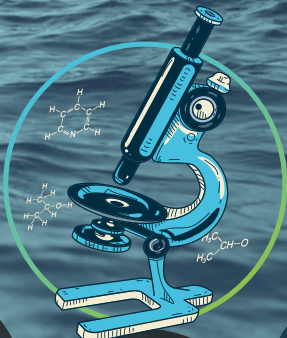
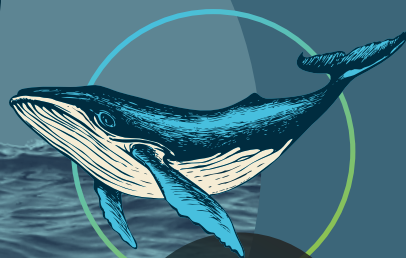
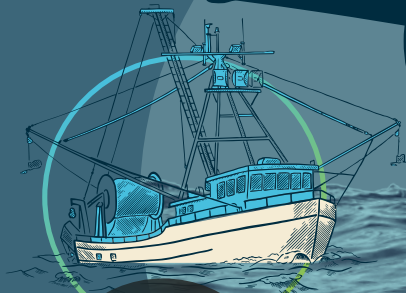
# Towards an Ocean in Balance

Blue Economy

Ocean Conservation



#OceanInBalance



## PROVIDING SOLUTIONS

translating research into innovation & sustainable blue economy

## IMPACT AND INFLUENCE

working with partners, influencing policies, business practices & agendas

## RESEARCH EXCELLENCE

supporting the needs of Scottish & UK governments

## EDUCATION FOR A BETTER FUTURE

delivering inspirational training from nursery to PhD

## EFFICIENT OPERATIONS

enabling research with outstanding professional services & infrastructure