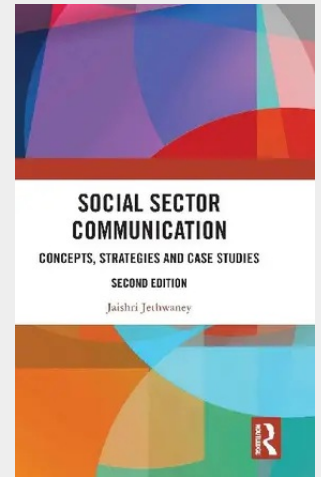


Social Sector Communication

Concepts, Strategies and Case Studies

Communication, advocacy, and outreach are germane to the success of any organisation working in the social sector. This book provides a robust conceptual framework that is required to understand the demands of the sector and suggests strategies and tools for those engaged in social sector communication. This book not only highlights the theoretical underpinnings, practice, and skill of social sector communications in India but also provides an understanding of various skills and approaches required in communication including social marketing, media advocacy, social mobilisation, grassroots communication, and corporate social responsibility (CSR). With the aid of case studies, it offers suggestions on how to plan campaigns; write a concept note, field report, and press release, and effectively use social media to achieve developmental programme goals. This revised edition discusses the different perspectives of NGOs and programme implementers and helps in understanding the corporate–NGO interface vis-à-vis CSR projects. This book will be useful to students of social work, business, and management preparing for roles in social enterprises. It will also be of use to working professionals in the social sector.

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