

# LBG+ *your story*

LBG membership helps build and manage an effective corporate community investment (CCI) program. Reaping the reputational benefits is a natural extension of a well-run, sophisticated community investment program.

**LBG+Your Story** is part of the suite of add-ons to LBG membership and helps organisations tell their story about where and how their community investment program is making a difference. Once the impact of an organisation's CCI program is understood, the logical next step is selling the benefits to key stakeholders.

## Matching good content with the right channels

Whether it's video, graphical or written content, a company's owned and third-party channels provide a powerful means of reaching your audiences.

The rising prevalence and influence of digital and social media provides a broad suite of channels through which to tell your story. Creating engaging content that showcases your work and espouses your message has become increasingly important in an age where the battle for 'share of voice' is getting harder in a fragmented media world.

Ultimately, it's about packaging information in a way that works for the different needs and interests of your various audiences.

## How does it work?

*LBG+Your Story* offers tailored content for a company's owned channels and those of its community and charitable partners. This includes stories and case studies for company presentations, corporate websites, blogs and social media channels. It might also include video or graphical material, facilitated through third-party design and production at an additional cost.

LBG will work with LBG members to identify and craft content in a form that can be deployed almost immediately. This involves three key steps.

## A three step process

Invite your key community partners to attend a half day workshop, covering:

- **Planning:** Audit current communications activity and channels and facilitate a workshop to understand and identify potential stories and angles
- **Preparation:** Based on the outcomes of the audit and workshop, create the core narrative and key messages, including proposed tone and positioning
- **Delivery:** Ready-to-go content for LBG member-owned and partner channels and leverage through LBG owned channels.

**This package can also be supplemented by a tailored communications training module for up to three participants to equip them with the skills to tell their CCI story with consistency and impact. The content of the training module would be guided by the themes and messages emanating from the three-step process outlined above.**

