

Definitions of strategic communications

I. The first is just a sentence we took from the Wikipedia definition:

*Strategic communication is getting **the right message, through the right media, to the right audience at the right time and with the right effect.***

Key in this definition is getting everything right, whatever that means.

II. SPIN's definition is:

*Strategic communications is an art – the art of presenting ideas clearly, concisely, persuasively and systematically in a timely manner to the right people. Strategic communications is about maximizing available resources and **positioning your organization to be proactive instead of reactive.** It's about advancing **your mission and actualizing your vision.***

SPIN adds in the idea of being **proactive** and having communications linked to your **mission** and **vision**.

III. Another definition:

*Strategic communications is much more than a set of tools. It's also a **process** guided by the relentless pursuit of answers to deceptively simple questions. What do you want to accomplish? Who has to think or act differently for that to happen? What would prompt them to do it?*

- Frank Karel, Founder of The Communications Network

What's added here is the concept that strategic communications is also about a **process**