

**9 TIPS ON**  
**HOW TO WORK WITH**  
YOUR COMMUNICATION TO  
MAKE A DIFFERENCE



# 1. COUNT HEADS!

- ◉ Don't underestimate the value of keeping track of which people you choose to present.
- ◉ Create KPIs – and measure your progress!
- ◉ Who is visible? And who ISN'T?

SOURCE: ÅHLENS FASHION CAMPAIGN FROM 2017 – *DOES CLOTHES HAVE AN AGE*



## 2. PREPARE A PLAN AND STICK TO IT!

- ◉ Find editorial themes that help you fulfil your strategy.
- ◉ Create your own lists, prizes and events. They boost familiarity with your organization and generate credibility.



# 3. DARE TO FIGHT

- ◉ Dare to care! There are all kinds of ideas and opinions in your organization. Don't simply choose the safe option; rather, let people who own the issues internally take precedence over those with a higher position or rank.
- ◉ The people you choose to showcase say a lot about you as a company! It really does matter which people you choose to make visible.

A group of five diverse people (three men and two women) are standing in front of large, white, 3D letters that spell out the word "TEAM". The man on the far left is wearing a black t-shirt and pants. The man next to him has red hair and glasses, wearing a grey hoodie. The woman in the center is wearing a denim jacket. The man on the far right is wearing a white suit. The woman on the far right is wearing a black dress and a cap. The background is a plain, light-colored wall.

# 4. FIND THE NEW EXPERTS

- ◉ Find out who your internal experts are. Don't be afraid to highlight them. They constitute an invaluable resource!
- ◉ Dare to choose atypical people who may not be used to communicating. Help them with that part.
- ◉ External experts? Choose others than the "usual suspects" and the best-known/established names.
- ◉ Stick to your guns – the example/story/person is out there.



## Alla älskar hennes skitdåliga robotar

Simone Giertz, är uppfinnaren som inte bryr sig. Hon bygger robotar som inte gör som de ska, eller som är dåliga på sitt jobb. Och Youtube-världen hyllar henne som en kunglighet.



# 5. PROACTIVELY KEEP AN EYE OUT FOR SMART PEOPLE!

- ◉ Which external experts do you want to be associated with – and perhaps work with? Imitate? Invite in for an inspirational talk? Include in panel debates? Employ? Keep an eye on news feeds and social media, check out lectures, etc.
- ◉ Continuously seek out people to collaborate with. That way you can act quickly when the opportunity to work together appears. Or have the best possible experts at your event. That's how new ideas are born – which will help your company shine.



## 6. PLANT A SEED EARLY

- ◉ Invite people in and work actively with them to raise your profile among other/new groups.
- ◉ Let employees be mentors. Welcome study visits. Get involved in initiatives such as My Dream Now, Mentor Sverige, ÖppnaDörren, United Invitations. And offer your contact details to make things easier for young people seeking summer jobs.

### 3 Fotografering kvinnor

#### Undvik att:

- Ta henne ur sitt sammanhang.
- Plåta henne i privata kläder på arbetet (om arbetet kräver arbetskläder).
- Förminska henne i bild genom att bara fotografera uppifrån.
- Endast använda typiskt kvinnliga poser. Fundera på om du hade bett en man posera på samma sätt.
- Endast låta henne se gullig ut (exempelvis ha huvudet på sned eller le in i kameran).
- Framställa henne som inaktiv/passiv.
- Bara låta henne göra lekfulla saker.



#### Gör i stället:

- Fråga henne vilken känsla hon vill förmedla och försök fånga den. Ofta är personer som blir fotograferade ovana och litar mycket på fotografens omdöme.
- Visa henne i sitt sammanhang. Där hon arbetar/är verksam, tillsammans med relevanta saker och i relevanta kläder.
- Fotografera även framifrån eller underifrån.
- Våga använda andra poser än de traditionellt "kvinnliga". Testa gärna typiskt "manliga" poser och se vad som händer.
- Låt även kvinnor se allvarliga och arga ut ibland.
- Låt kvinnan göra saker och vara aktiv i bild.
- Visa människan och låt personligheten synas i bilden.

### 4 Fotografering män

#### Undvik att:

- Skildra män som aggressiva, dominanta och känslökalla, som de ofta tyvärr framställs.
- Bara fotografera snett underifrån och framifrån.
- Använda typiskt manliga poser som förstärker pondus eller signalerar makt. Som till exempel att stå med armarna i kors eller med benen brett isär.
- Alltid låta män ha kostym, skjorta och slips på bilderna.
- Ta bilder med hård skugga i ansiktet.
- Låta mannen stå stelt rakt upp och ner.
- Bara använda dova och mörka färger.



#### Gör i stället:

- Be även män att le. Låt dem få vara varma och glada personer. De kan också titta rakt in i kameran.
- Fotografera även uppifrån.
- Testa klassiskt kvinnliga, mjukare poser.
- Våga använda mjukt ljus och mjuka skuggor.
- Använd även ljusa och starka färger.
- Mannen får gärna ha på sig vardagskläder om det är relevant.
- Låt honom göra något roligt och lekfullt på bilderna, utan att förlöjliga.

# 7. WATCH OUT FOR PITFALLS!

- ◎ Think about how you highlight people. How do you portray them – in which contexts/on which grounds? How do they appear in photos?

Download the guide: [spoonagency.com/news/10574/](https://spoonagency.com/news/10574/)





## 8. CREATE NEW NETWORKS.

- Don't underestimate the importance of being present in new contexts, taking time to attend different events, or visiting interesting parties/schools/hubs. Simply being on site – and being seen there – makes you more credible. You can pick up on new needs and thoughts at the same time as highlighting the image of your company among new groups.

A fashion campaign featuring four models standing in a row against a plain, light-colored background. From left to right: a man with grey hair and a beard wearing a light-colored turtleneck sweater and a white scarf; a woman with long blonde hair wearing a light blue blazer over a white shirt with a pink tie; a woman with long dark hair wearing a grey turtleneck top and a grey cardigan; and a man with a beard wearing a grey sweater and a tan skirt. The text '9. MORE THAN JUST MALE VS. FEMALE' is overlaid in large white letters across the middle of the image.

# 9. MORE THAN JUST MALE VS. FEMALE

- ◉ Remember that diversity also has to do with young/old, born here/born abroad, urban/rural, head office/local branch, etc.

SOURCE: : ÅHLENS FASHION CAMPAIGN FROM 2017 – *BREAK THE CLOTHING POWER STRUCTURE*

# ASK ME!



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