

WORKSHOP

communications

JOIN US FOR OUR UPCOMING COMMSFORUS WORKING GROUP MEETING ON SOCIAL MEDIA STRATEGIES AND WEB-BASED ADVOCACY!

WORKSHOP HIGHLIGHTS:

SOCIAL MEDIA STRATEGY

WEB-BASED ADVOCACY **AI USE**

DIGITAL COMMUNICATIONS

SHARING STRATEGIES

FOR MORE INFO: WWW.FORUS-INTERNATIONAL.ORG



3 JULY 2024

ONLINE

REGISTER



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Ruth Polo

English<>Français

Mexico City



Carolina Valezzi

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Álvaro Martínez

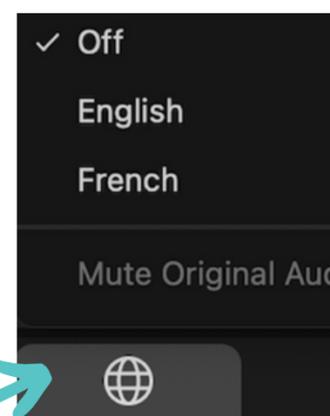
English<>Español

Mexico city

Please click on the globe button  to **select the language** in which you would like to listen to this meeting.

Veuillez cliquer sur le bouton en forme de globe  pour **sélectionner la langue** dans laquelle vous souhaitez écouter cette réunion.

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Data Confidentiality



During this Forus event, we will be using **artificial intelligence to capture key points and next steps**. If there are sensitive topics where you'd prefer to exclude AI capture, please inform the meeting host.

Data collected will be exclusively used for creating the event summary and will not be shared with third parties or employed for any other purposes.

Confidentialité des données

Lors de cet événement, nous utiliserons l'**intelligence artificielle pour capturer les points clés et les actions à venir**. Si vous souhaitez exclure l'utilisation de l'IA sur des sujets sensibles, veuillez le signaler à l'animateur.ice.

Les données collectées seront exclusivement utilisées pour créer le résumé de l'événement et ne seront pas partagées avec des tiers ou utilisées à d'autres fins.

Confidencialidad de datos

En este evento de Forus, utilizaremos **inteligencia artificial para captar los puntos clave y los pasos a seguir**. Si desea excluir el uso de inteligencia artificial en temas delicados, por favor, hágaselo saber al moderador/a.

Los datos recopilados se utilizarán exclusivamente para crear el resumen del evento y no se compartirán con terceros ni se emplearán para otros fines.

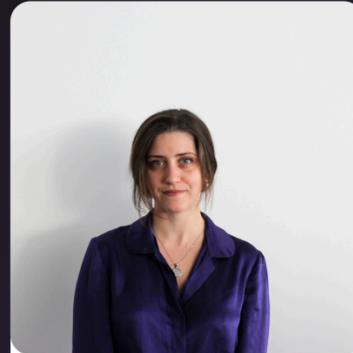
WORKSHOP

communications



**Oyindamola
Aramide**

Communications Lead
Nigeria Network of NGOs



**Camilla
Falsetti**

Communications & Media
Adviser - CONCORD



**John
Romano**

Director
TAP Network



**Elena
Marmo**

Communications &
Engagement Officer
TAP Network

WORKSHOP HIGHLIGHTS:

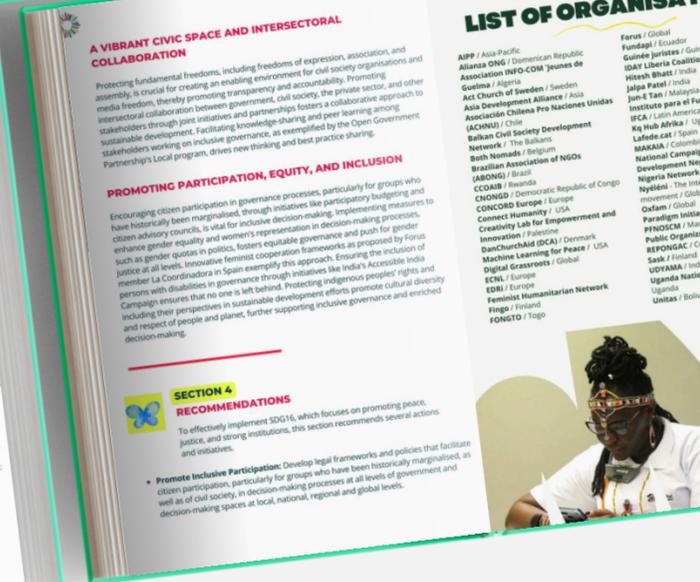
SOCIAL MEDIA STRATEGY

WEB-BASED ADVOCACY **AI USE**

DIGITAL COMMUNICATIONS



FORUS
#HLPF2024

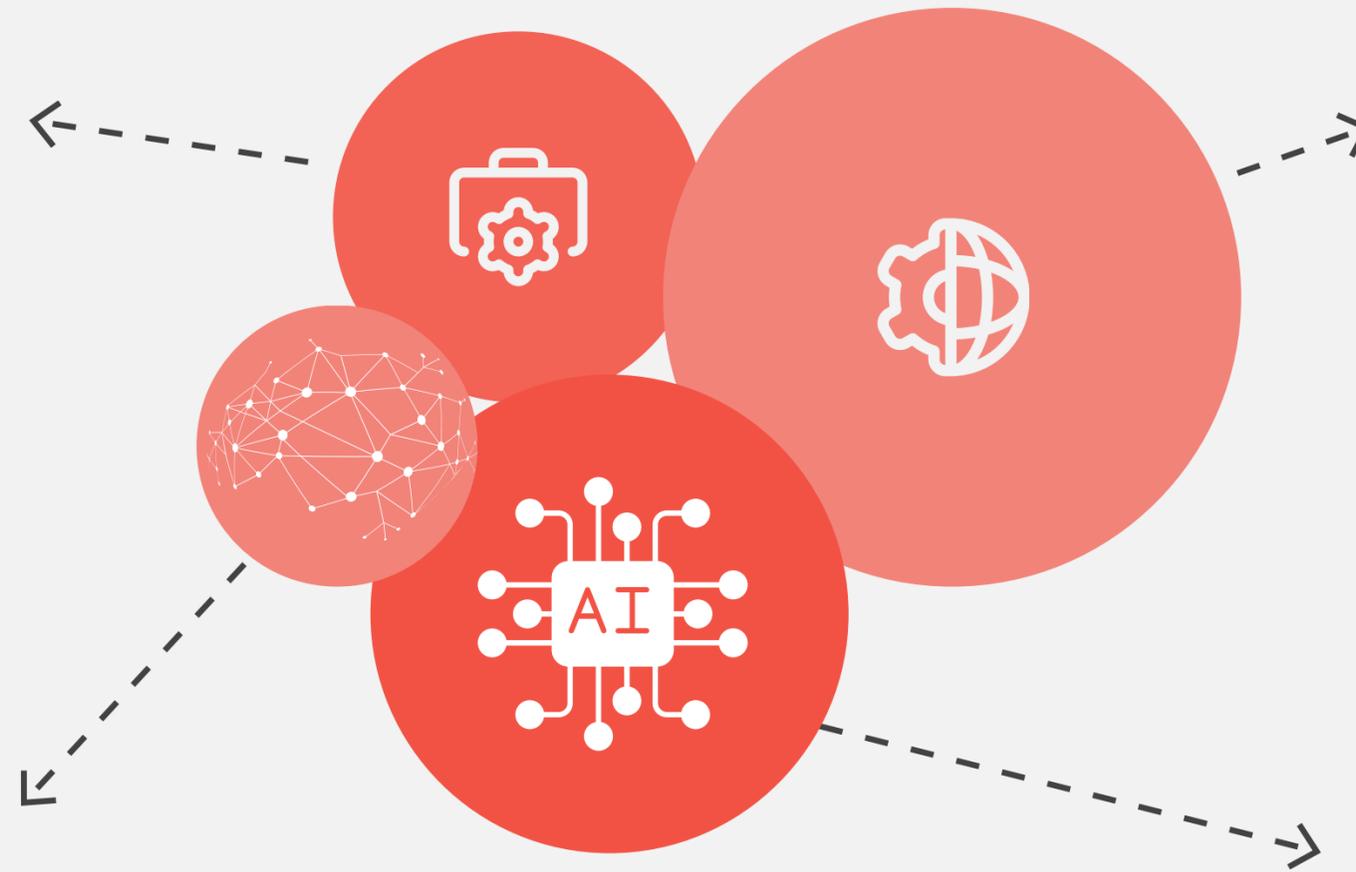




SHARE YOUR STORY, ASK YOUR QUESTIONS!

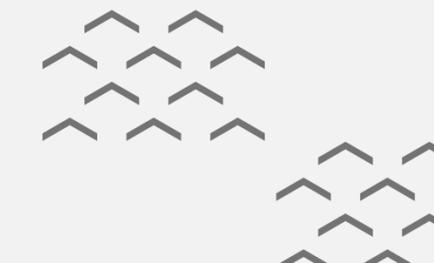
What is your experience with social media? Do you have any campaigns you would like to share?

What do you think are the risks and opportunities in digital activism



How are you applying digital communications?

What is your experience with emerging tech?



CAMILLA FALSETTI

COMMUNICATIONS & MEDIA

ADVISER - CONCORD

Camilla has four years of experience as a communicator in the NGO sector. Since 2022, she has been part of CONCORD, the European Confederation of NGOs working on sustainable economy and international cooperation. She is passionate about climate and social justice and believes that communications play an essential role in mobilizing networks and communities to maximise impact—and they can be real fun too!





European Confederation of NGOs working on
sustainable development and international cooperation

THE DG INTERNATIONAL PARTNERSHIPS BRIEFING BOOK **LEAK**

A successful social media campaign and
the power of mobilising the network

Introduction

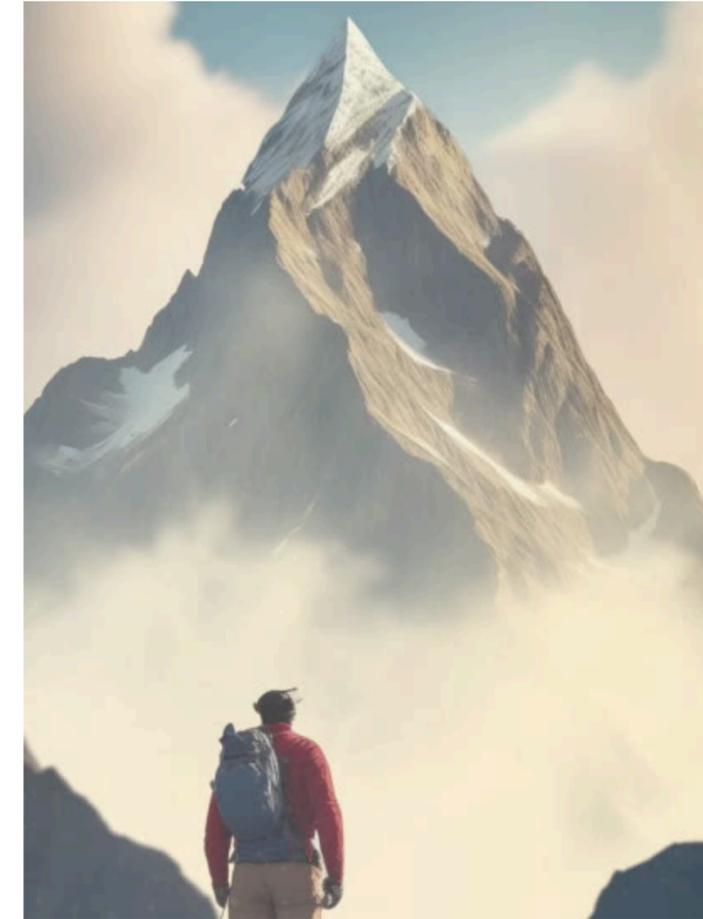
The logo for CONCORD is displayed in a large, bold, sans-serif font. Each letter is a different color: 'C' is red, 'O' is orange, 'N' is yellow, 'C' is pink, 'O' is green, 'R' is red, and 'D' is orange.

European Confederation of NGOs working on
sustainable development and international cooperation

- Based in Brussels
- Membership led organisation
- 58 members that represent over 2600 organisations

Main challenges in our communications

- Scarce resources
- Very technical - non sexy content
- We play in a crowded field:
competition for visibility
- Difficulties in mobilising the
network



... then the leak arrives

- POLITICO leaks the briefing book for the next college of the DG for International Partnerships
- Extremely worrying document
- A sell-out of International Cooperation

SCOOP: EU's PLAN TO "BATTLE" CHINA'S BELT AND ROAD: The EU should refocus its strategy for spending hundreds of billions in development aid in Africa, Asia and Latin America on hard economic concerns, according to an internal document prepared by the European Commission's DG for international partnerships, *obtained by POLITICO's Eddy Wax and Koen Verhelst.*

Our social media campaign



DG INTPA Briefing Book

TOTAL WORD COUNT: 9390

COMPETITION AND RIVALRY: 16

INVESTMENT: 36

CRITICAL RAW MATERIALS: 14

HUMAN DEVELOPMENT: 0

POVERTY REDUCTION: 1

RULE OF LAW: 0

CONCORD

🔍 DG INTPA's Briefing Book for the next Commission ✕

ERROR 404

poverty reduction, promotion of
democracy, human rights and equality

NOT FOUND

CONCORD
European Confederation of NGOs working on
sustainable development and international cooperation

How to mobilise the network

- Communications kit:
 - Background
 - Key messages
 - Target audience and objectives
 - Social media copy and visuals

Communications kit: DG INTPA's leaked draft briefing for the next Commission

In light of [DG INTPA's draft Briefing Book](#) which has been leaked by Politico, we are calling on our membership to support our efforts to raise awareness of the issues with this document. The contents of the document are very alarming for our sector and have the potential to severely undermine international cooperation by prioritising EU interests rather than sustainable development and the fight against inequalities.

In this comms kit, you will find...

1. Background
2. Key messages
3. Target audience and objectives
4. Social media copy and visuals
5. Press release

1. Background

The document, which was [leaked by Politico](#) on Monday 22nd April, is understood to be an internal Commission document prepared by DG INTPA as a briefing for the future Commissioner and the future mission letter from the Commission President to the Commissioner.

The results

2

56

64

12K

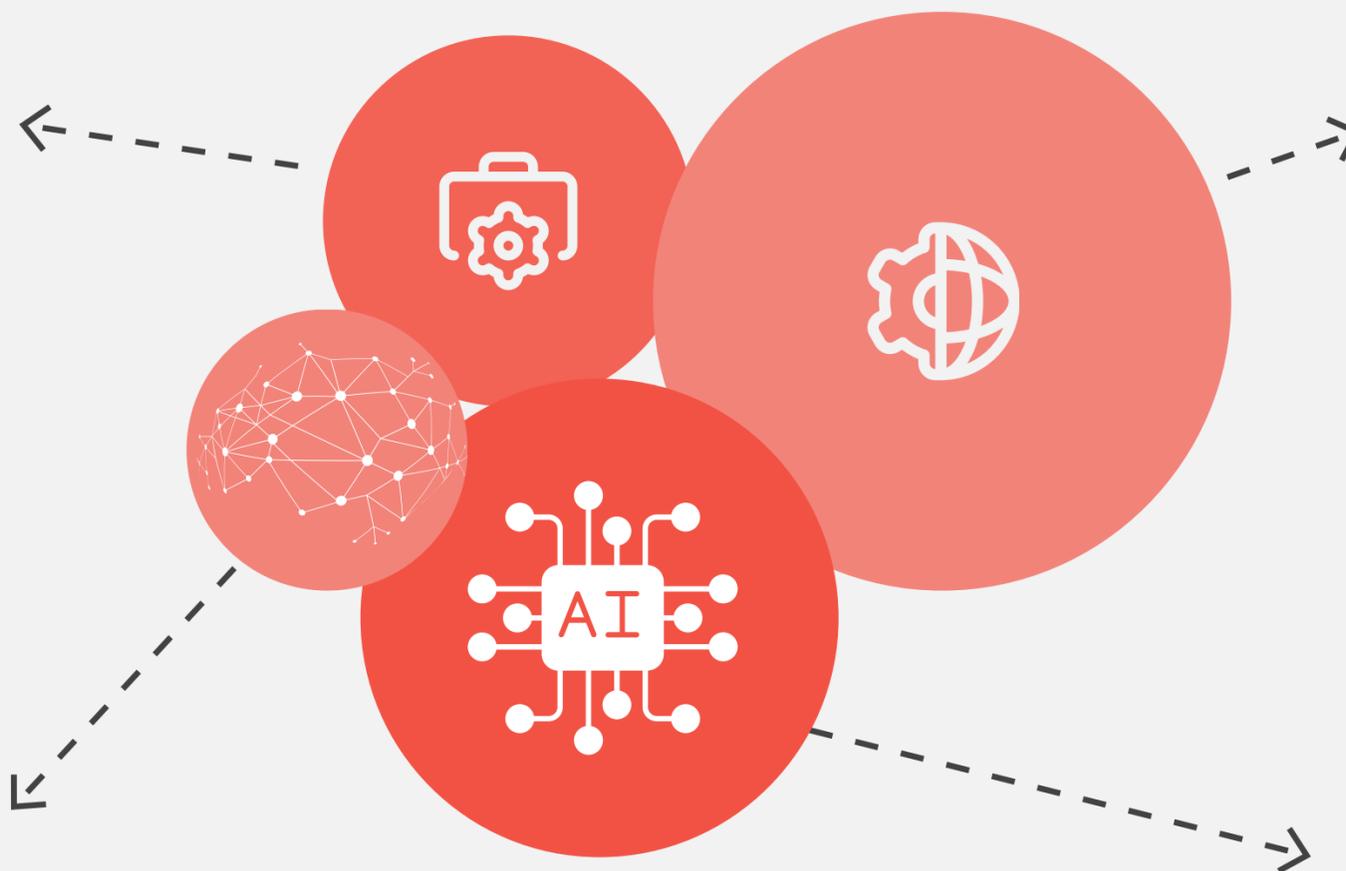
- Reached over 12 K people with one post (normally 300-500)
- Gained 150 followers in one week (we had gained 200 in the whole 2023)
- Increased performance since then

Lessons learned

- Importance of a quick reaction (surf the wave)
- Simplify messages as much as possible, visuals can be a great help
- Mobilise the network!! Takes time, but pays off: huge difference in performance when we prepare communications kits and we don't

SHARE YOUR STORY, ASK YOUR QUESTIONS!

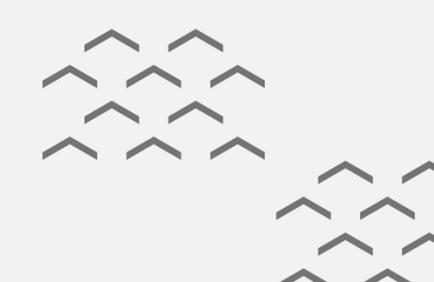
Emerging tech and social media



How can we use digital and web-based advocacy, share your examples!

Ethical considerations of social media platforms

What role do online platform play in the civil society sector?



OYINDAMOLA ARAMIDE COMMUNICATIONS LEAD NIGERIA NETWORK OF NGOS

Oyindamola Aramide is the Communications Lead at Nigeria Network of NGOs where she provides strategic organisational and communications support to the Network on projects and programs. As a development communicator with 7 years experience, she works to ensure the protection of civic space and brings attention to pertinent societal issues, especially the sustainable development goals.



SOCIAL MEDIA CAMPAIGN BY NNNGO ON COVID-19 VACCINATION (2023)

SHARING A CAMPAIGN BY NIGERIA
NETWORK OF NGOs



PROJECT GOAL

Improve Community Perceptions on Existence of COVID-19 and Amplify their
Voices

COMMS CAMPAIGN GOAL

Create and Sustain Project Visibility for Project Duration and After



COMMS CAMPAIGN OBJECTIVES

Create awareness on covid-19
vaccine

Amplify voices and stories of the
most impacted communities

Project key barriers to COVID-19
vaccines, diagnostics, and
treatment equity

OUR TARGET AUDIENCE



- **NGOs** who work in different communities across the country and aid our access into hard-to-reach areas- These were members of the network so reaching them was easy using social media, physical meetings, phone calls etc.
- **Citizens** (Especially those in hard-to-reach communities, vulnerable groups etc.) - town halls, radio programs, social media in hopes that those that could access it would get messages on there etc.
- **Policy Makers** - Who could push for a pandemic treaty which would prepare our country for future pandemics and lessen the suffering of citizens in future. - letters, policy briefs, traditional media platforms, social media etc.

COMMUNICATIONS STRATEGY

- We needed to engage different media platforms especially since one of the groups in our target audience was hard to reach communities/vulnerable people.
- We engaged members of the Network who deal directly with the vulnerable daily and got access to specific communities where we organized several town halls.
- We focused on curating stories from vulnerable groups within these communities.
- We knew that real life stories from the experiences of people would give our messages the force it needed to reach those in power who could then push for a change in process.
- The footages were developed into short videos, infographics, flyers and shared across our social media platforms using a calendar to time when, how and the frequency of posts.

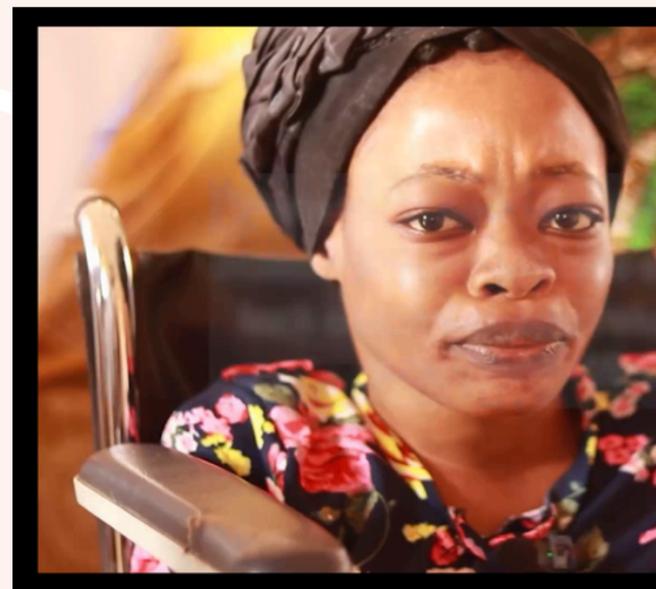
PLATFORMS WE ENGAGED



- Facebook - Typically our audience engage more on Facebook so it's usually the first platform on our list.
- WhatsApp
- Text Messages
- Twitter
- Instagram

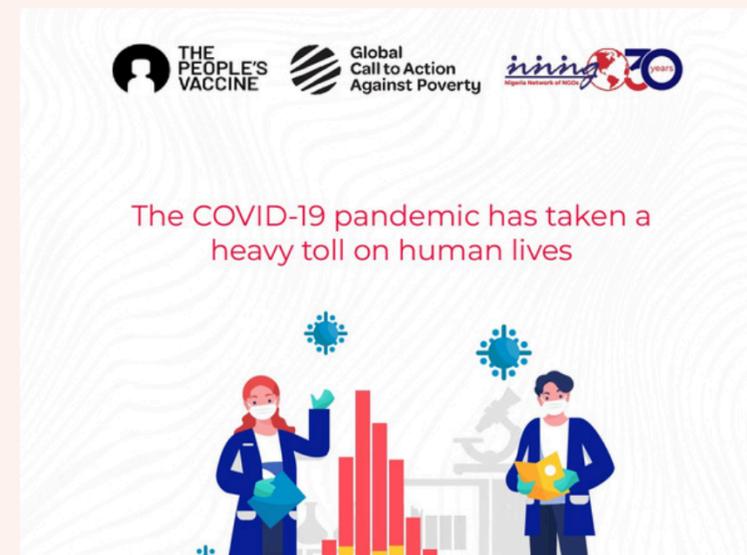
CONTENT USED

- Videos (Talking Heads, one-minute information videos, reels)
- Flyers
- Pictures
- Short Narratives (Which were incorporated into captions of videos, photos and flyers)



CONTENT SHARING STRATEGY

- Creating and Using a Comms Calendar - A comms calendar helps everyone on the team know posting plans, dates, what platforms, who the target audience is, when the posts need to be boosted etc.
- Creating and Using a Comms Chart - The chart helps to know what specific content is going on what platform.



CAMPAIGN LINKS

1. <https://www.instagram.com/reel/Cr-yefvltjk/?igsh=YmlvczF2OXQ3YWV0>
2. <https://www.facebook.com/share/v/SbJN6B4PdNxbqw4D/>
3. <https://www.facebook.com/share/v/yGJPkpjZZhEZK6Za/>
4. <https://www.facebook.com/share/v/YZYULtZZngpnGeFG/>
5. [Yesterday, September 14th 2023 a... - Nigeria Network of NGOs | Facebook](#)

- <https://www.facebook.com/share/v/aJsFumtzSaZGoWhS/>
- <https://www.facebook.com/share/v/Cxymu1zwXbPBNj3L/>
- <https://www.facebook.com/share/p/UHUnx6DdwXXK1eDC/>
- <https://www.facebook.com/share/p/2rjXZneKSJhjrAgc/>

THANK YOU



Oyindamola Aramide
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www.nnngo.org

JOHN ROMANO & ELENA MARMO - TAP NETWORK #SDG16NOW CAMPAIGN

#SDG16Now is a global civil society campaign to support accelerated action towards SDG16+ around peaceful, just and inclusive societies. At the halfway point to the 2030 delivery date for the SDGs and the 2030 Agenda, governments and the international community must seize upcoming opportunities (including the Summit of the Future, World Social Summit and Financing for Development Conference) to reinvigorate commitments and financing for SDG16+, to bring progress towards the SDGs back on track.



16 DAYS FOR #SDG16 NOW

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
23	24	25	26	27 COMMIT TO 16 DAYS FOR #SDG16 NOW <small>UNITE FOR PEACEFUL, JUST & INCLUSIVE SOCIETIES</small>	28 MOBILIZATION DAY	29 JOIN THE MOVEMENT
 30 DAY OF CONNECTION	1 SHARE YOUR SDG16 TARGET STORY	2 DAY OF PEACE 	3 DAY OF JUSTICE STORYTELLING 	4 DONATE FOR 	5 DAY OF ACCOUNTABILITY FOR BETTER INSTITTIONS #SDG16 NOW <small>UNITE FOR PEACEFUL, JUST & INCLUSIVE SOCIETIES</small>	6 LEAD WITH #SDG16 NOW <small>UNITE FOR PEACEFUL, JUST & INCLUSIVE SOCIETIES</small>
7 CREATING CULTURES OF PEACE	8 DEMAND FOR 	9 DAY OF INCLUSION 	10 LINKING & FINANCING SDG16	11 DAY OF ACTION FOR #SDG16 NOW <small>UNITE FOR PEACEFUL, JUST & INCLUSIVE SOCIETIES</small>	12 #SDG16 FUTURE: WHAT COMES NEXT?	13

 16 DAYS

 HLPF

JUNE / JULY

SCAN HERE





Thank you for your participation!
Merci de votre participation!
¡Gracias por su participación!

Thanks to the **interpreters Ruth Polo, Carolina Valezzi, Guillermo Casillas** and **Alvaro Martínez** for enabling effective multilingual communication & dialogue within the Forus network.

Consult upcoming Forus events

Consulte los próximos eventos de Forus

Consultez les prochains événements de Forus

<https://www.forus-international.org/events>

www.forus-international.org
contact@forus-international.org