2019 Communications Report

XVth General Assembly
Udaipur, India

The ICCA Consortium

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Main Means & Team

- Newsflash
- Forum mailing list
- Key information mailing lists
- Facebook page
- Twitter account
- Videos and publications
- Regional and thematic mailing lists
- YouTube
- WhatsApp groups

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2 Videos:
ICCAs and the ICCA Consortium
Conserving territories of life

In three languages

Watched 9000+ times on YouTube

Boom on Social media
2 Policy Briefs

Dec 17th: Launch
The base of our information exchange:

- Permanent, in the Website
- Mailing lists, internal and external
- Social media: Facebook, twitter

Monthly Newsflashes
Social Media

• The **Consortium visibility** on social media is **increasing**!

• Facebook: + than **2000 followers**.

• Twitter: + than 1500 followers. Btw **30K-45K tweets impressions per month**!

• Activity: diffusion of newsflash articles + re-posting posts of Members & Allies.

=> **Don’t forget to tag us in your posts!**

• Youtube: **14,000 subscribers**
A Communication Assessment

• **Call for Contribution, Comments**

• Are some experienced Members interested in pursuing this assessment and helping us elaborate the 2020 Communication Plan?
A Communication Assessment

- **Mapping of the communication forces** within Membership, with the help of the regional coordinators
- **Mapping of the communication forces** within partnerships
- **Clarification of funds the Consortium wants to dedicate to Communication**, to be able to identify what is possible next year
- **Organising an improved connexion between top staff and Council AND communication staff** to be updated on strategic orientation and priorities in communication
- **Elaboration of the Communication PLAN** with clear priorities, and in the context of the regionalisation.
- **Draft a clear social media strategy** with clear targets based on the communication plan: What are our goals? Who is our target?
Toward the Regionalisation!

- Strengthening the communication at local and regional level
- Enhancing and harmonising regional platforms to communicate
- Assessment of the Membership communication expertise and capacities