

## Communications Plan Inform, Interact, Involve

Connecting with WACC's members worldwide through timely information and resources and increasing the public profile of WACC continue to be the organization's main communication priorities for 2019.

- I. WACC Global's website and social media platforms (Facebook, Twitter, Instagram and LinkedIn) are the main channels for communicating news updates and commentary to members and the general public, and for interacting and engaging with them.

**waccglobal.org** is updated with new posts 3-4 times a week, with staff-written news about the organization's global initiatives and commentary about matters relating to communication rights.

Posts are shared on social media. Some are shared to media outlets, a few of which have reprinted these articles. We generate most of the web content, but we also share noteworthy articles related to communication rights from other publications on our social media platforms.

*Comment* is "WACC's [weekly] take on the rapidly changing world of communications and social media." From January to July 2019, WACC has written 27 commentaries on issues such as freedom of information, digital surveillance, fake news, media reform, and climate justice. Posts related to climate change tend to have more engagement (e.g. comments and shares).

**Facebook:** We've seen an increase in our number of "friends." WACC gained 306 new friends/followers – from 2,260 to 2,566 between January 1, to July 23, 2019. It is a positive sign that we're attracting new visitors to our page. (See more Facebook Analytics at end of the report.)

**Twitter:** A 28-day summary as of July 23 showed that mentions of WACC were up by 17.9%; we acquired 20 new followers; but our tweet impressions\* went down by 23.3%; profile visits by 12.3%. This could be part of a growing trend of people abandoning Twitter for Instagram. The top tweet was the screening of *Fe en la Resistencia*, which had 2,194 impressions; followed by the photo of WACC representatives at the DW Global Media Forum, which had 1,748 impressions. A majority of WACC followers on Twitter are female (54%). The predominant language of our followers is English (73%), followed by Spanish (31%) and French (6%). (\*Impressions are the number of times a tweet shows up in someone's timeline. It doesn't necessarily mean it was actually seen).

- II. **Instagram:** WACC Global joined Instagram ([@waccglobal](https://www.instagram.com/waccglobal)) in late

February as a way of building brand awareness and educating people about communication rights in general – both in pictures and words. We now have 144 followers as of July 23, 2019, most of whom are not WACC members. Posts are updated three to four times a week (with a minimum of two posts per day).

- III. A **redesign** of the WACC Global website is in the works, which will update its look and change the content management system to WordPress. The aim is to have a website that is aesthetically pleasing (clean and clutter-free) and easier to navigate.
- IV. We are slowly **building momentum** for the 2020 Global Media Monitoring Project (GMMP), coordinated by WACC Global. The following have been launched:  
[GMMP crowdfunding campaign](#)  
[GMMP 2020 campaign page](#)  
[New GMMP logo](#)

There has been a steady stream of stories about GMMP 2020, which are posted on both WACC and GMMP (whomakesthenews.org) websites and shared on social media (Facebook, Twitter, Instagram). A [GMMP Instagram account](#) (@gmmp2020) has also been created both for brand awareness and to encourage donations to GMMP 2020. It now has 48 followers.

- V. The Fourth World Conference on Women and the adoption of the 1995 Beijing Platform for Action (BPFA) will celebrate its 25<sup>th</sup> anniversary in 2020.

WACC's ground-breaking report, *Global Media Monitoring: Women's participation in the news*, was presented in Beijing in 1995. The GMMP is directly related to Strategic Objective J. 2: Promote a balanced and non-stereotyped portrayal of women in the media.

The BPFA calls for “increased participation and access of women to expression and decision-making in and through the media and new communication technologies.”

Back then, governments made a commitment to review media policies and increase the number of programs for and by women and to promote balanced and diverse portrayals of women in the media.

The BPFA anniversary will not only be a good occasion to measure gender equality in the media through GMMP 2020, but also to see whether governments have lived up to their commitments, and to highlight the contributions that WACC-GMMP has made in 25 years. WACC should produce BPFA-related articles and suggest the same to media by suggesting story ideas and possible interviews.

- VI. We will continue to explore new ways of engaging with members on social media. Although we have gained new followers, the level of engagement

is still relatively low. Posts get likes, but very few share their opinions about articles and commentary that we post.

Here are some ideas to increase reader engagement/raise WACC's profile:

- Start bi-monthly newsletter (content includes news articles, Comment and submissions from members)
- Create short informational videos/profiles of WACC regions that they can easily share with their members and networks
- Q and A with WACC regional chairs about their regions, plans, priorities, views about communication rights in their contexts
- Q & A with WACC General Secretary, Deputy Secretary General, program managers about WACC priorities, etc.
- Submit Letters to the Editor when timely issues arise
- "People want to engage with content that will make them smile, make them think, or improve their lives." (e.g. What communication rights is and is not – visual aid)
- Invite FB friends/followers to do something: e.g. Define Communication Rights in 5 words (best ones will be shared on Instagram with their name/country/region)
- Hold photo contest: Ask members to submit photos around a theme. Select a few winners and feature them on social media.

As in any endeavor, all our communication efforts can have a multiplier effect if WACC membership will have a "buy in," i.e. engage with the information materials and dutifully share them to their own networks. Doing so will not only allow our messages to be shared as widely as possible, but hopefully, attract new members and donors, especially during this period when communication rights are under siege around the world.

---

## **FACEBOOK ANALYTICS**

### **When WACC fans are mostly online:**

Days: Monday, Friday, Thursday

Time: 6-10 a.m.

Daily page engaged users: average of 32

## **ANALYTICS**

WACC posts that tend to do well:

- When friends/followers are asked to participate or share some information for action;
- Quotes (e.g. about communication rights) that they can share – because these reflect their own beliefs and views;
- When WACC is doing something that is deemed prestigious and/or international: e.g. WACC-Signis Award at Berlinale
- People stories and profiles (e.g. WACC honorary members, election of new officers)
- WACC projects – esp. if the photos are good
- WACC activities and photos of staff

**POPULAR STORIES: from November 1, 2018 to July 11, 2019**

*WACC Ad for consultancy services* : 9,500 reached; 241 engagements  
*Would you or your organization like to take part in gathering data about how women are represented in the news?* 6,600 reached; 365 engagements  
*Quote: Without access to information, citizens cannot hold their government accountable:* 1, 600 reach; 48 engagements  
*Time for a communication revolution (Comment):* 1,842 reached; 167 engagement (post was boosted)  
*WhatsApp calls time (Comment):* 1,351 reached; 98 engagements (**post was boosted**)  
*WACC-Signis joint award to documentary about migrants:* 1,300 reach; 31 engagements  
*Communication rights must go beyond freedom of expression (Julienne Munyaneza interview):* 1,221 reached; 65 engagements  
*New WACC president (in French):* 1,200 reach; 67 clicks  
*International Women's Day story:* 1,173 reach; 55 engagements  
*Project to equip women and girls with ICT skills to tackle child marriage, gender-based violence in Zimbabwe:* 1,164 reached; 88 engagements  
*Photos and text (Guatemala project):* 1,063 reached; 279 engagements  
*WACC must discern its role in addressing 'weaponization of information' (Dennis Smith):* 937 reached; 33 engagements  
*WACC initiate responds to growing Venezuelan immigration to Colombia:* 929 reached; 52 engagements (post boosted)  
*Can migrants make themselves heard in the age of national populism?* 876 reached; 50 engagements  
*Stephen Brown re-elected:* 846 reached; 100 engagements  
*Text post: We work with those denied the right to communicate because of status, identity, or gender:* 822 reached; 58 engagements  
*Shrinking public spaces story (Philip Lee speech at WACC-CEC event in Helsinki):* 813 reached; 52 engagements  
*All living beings have right to communicate (Young-cheol Cheon interview):* 741 reached; 113 engagements  
*Shrinking democratic space, rise of far-right populism (Kanyoro interview/WACC honorary life member):* 730 reached; 36 engagements  
*Interfilm and Signis pay tribute to Berlinale chief:* 731 reached; 37 engagements  
*Media freedom is the safety net for democratic accountability (shared link re: Global Conference on Media Freedom):* 707 reach; 23 clicks  
*'New window' opens for Delhi's migrant women, girls:* 703 people reached; 35 engagements  
*Embert visits WACC office:* 699 reach; 73 engagements

*Why are Indigenous and minority languages important (Comment)* 683 reach; 41 engagements  
*Cameroon journalist jailed:* 658 reached; 29 engagements  
*GMMP ad (You can help, Please donate now)* 650 reached; 16 engagements  
*Text and photo post: The communication rights of refugees must be respected...* 642 reached; 64 engagements  
*WACC Caribbean elects new NEC:* 635 reach; 55 engagements  
*New Mexican government should prioritize protection of journalists:* 551 reached; 13 engagements (**post boosted**)  
*Text and photo post: Today, June 21, is Indigenous People's Day in Canada* 534 reach; 15 clicks

*Media key to achieving gender equality (Sarah at UN CSW): 529 reached; 49 engagements*

*Hillary Nicholson on GMMP: 515 reach; 30 clicks*