COMMUNICATION GUIDELINES

under the Raising Peace Campaign Framework

www.ccivs.org/raisingpeace
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IVS is launching Raising Peace Campaign 2015 and will be happy to all of the member of network to join us!

In 2015 Raising Peace Campaign is focused on Peace and Human Rights. All detailed informations you can find on our blog www.ccivs.org/raisingpeace and in our regular Newsletters. If you want to subscribe to our Newsletter please click here.

The aim of this document is to guide you to know how to prepare and share the informations about your planned action that will be part of Raising Peace Campaign 2015. We hope you will find it helpful and practical.
**Communication channels** mean that there are few ways in which people will know about your action. Review the bullet points beneath and think about what you can do to strengthen the impact of your voice. Try to contact some people in order to make your contact list – you can inform them about your actions. How to do that – you will find it out in the following sessions of this guidelines document.

**Most typical communication channels are:**
- Mass media (radio, tv channels, newspapers and magazines)
- Social media (Twitter, Facebook, Instagram, bloggers)
- Local network: friends, colleagues from work, family – share your informations with everyone who can spread a word
- Local authorities and local society – usually they are informed about your actions through local media, you might also get in personal contact with some of their representatives to keep them updated about your actions and to ask for support in some cases
- Ambassadors – if you have a public person (journalist, politician, blogger, celebrity etc.) that can support your project by talking about it in media and being present during your actions with some inspiring speeches – that’s perfect!

Here you can see the logos of the different communication channels on the Internet:
How to cooperate with CCIVS

In order to enhance the visibility of your action and the Raising Peace campaign, we can share with you our visibility materials – banners and infographics, our social media content – posts and tweets, standard informations about Raising Peace Campaign 2015 that you can add to your documents template and e-mail footnote.

Communication materials from CCIVS like banners, infographics and posts from our blog, FB and Twitter are all for share. We will be happy if you can use them in your blog or social network. Below you can find the basic information about IVS and Raising Peace Campaign 2015.

Standard information about IVS and Raising Peace Campaign 2015

The International Voluntary Service movement (IVS) was born in 1920, after conflicts that devasted the world. The ultimate aim of IVS is to promote a culture of Peace and to cooperate together to build peace in fair, participative and diverse societies.

The Raising Peace Campaign in 2015 focus on Human Rights and Peace in Europe and the whole world, and the role that IVS plays in its promotion. The campaign highlight the situation of human rights and the role of citizens and IVS to promote them, protect them and guarantee them. The aim of this project is to strengthen and visibilise the role of IVS organisations, activists and young volunteers by empowering them through training, influencing through advocacy and raising awareness through activism and communication.

You can send us your materials before, during and after your action that will be part of Rasing Peace Campaign 2015. Here’s the list with whom to share it.

<table>
<thead>
<tr>
<th>Materials</th>
<th>Send the communication material to: <a href="mailto:secretariat@ccivs.org">secretariat@ccivs.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (Twitter, Facebook)</td>
<td></td>
</tr>
<tr>
<td>Blogs, informations, reports...</td>
<td></td>
</tr>
</tbody>
</table>
Check list

If you are doing the communication for the first time, don’t worry, we’ve got your back covered.

Before the action

- Make contact list of all the people that you think will be interested in hearing your voice – if you don’t know how to start the list, check the Communication channels on page 4.
- Complete all the visual materials from IVS – don’t hesitate to ask what we have and what we can share with you.
- Prepare an initial document with aims of your action and expected outcome – you will know exactly what you want to communicate during the action.
- Update your website/blog and proudly announce your action – when it will start, what’s the draft programme and its aims.
- Launch your action through the social media channels – let the whole world know about your action and let all spread the word as wide as possible.
- Send us information about your action 2 weeks before it starts – how to write it, you will find some tips on page 7 and 8.

During the action

- Encourage your participants to use their social media networks to inform about the action
- Send us some informations about what’s happening during the action
- Let the local people know if there are some events they can join

After the action

- Prepare the report and share it within your contacts
- Share your pictures and videos with your local network and IVS
- Inform about the outcome of your action (social media, local media, local authorities)
- Update your website and let everyone know about your success!
How to inform about the action that is part of Raising Peace 2015?

1. Make a list of all the local media/journalists/bloggers you have contact with during your projects – they might be interested in your action and happy to talk about it in their newspaper, blog, radio or tv channel. Don’t worry if they will not answer your mails – they will come back to you when they have related topics and they will keep your contact in their database. Sometimes they have more important topics at the time when your action is taking place but it’s always good to keep them informed.

2. Prepare a short communication concept note about your action that contains: Where and when does it take place? Who is involved in it? What is the target group? What kind of results you expect from that action? The information should be no longer than ½ page in Word, Times New Roman, font 12. Please send it to the Secretariat preferably no later than 3 weeks before planned event so we can announce it on our blog and include in our calendar. Write the same information in your language and send it to the local media people. Include this information into your Newsletter and spread it among your subscribers. Don’t forget to post it on your website and all the social media channels.

3. During the event please make few good quality pictures and if possible – make short video where the participants are sharing their experience. Ideally the pictures are not posed but natural, captured during your action. Make sure that all the people in the pictures agree to have it published to the public. We can include pictures and video in our blog and spread among our social media channels.

4. A short summary/report after the action which includes the information of what you were doing, who was participating and what you achieved. The information should be no longer than one page in Word, Times New Roman, font 12. Send it as soon as possible after the action so we can share it with our stakeholders. Write the same information in your language and send it to local media people. Include this information – probably in a shorter version - into your Newsletter and spread it among your subscribers. Don’t forget to post it on your website and all the social media channels.

5. During your action don’t hesitate to propose posts for our FB and Twitter, we will be happy to inform our network about your action results.
VIA’S CLIMATE FOR PEACE WORKCAMP IN BELGIUM

VIA’s KEMP work camp took place in Belgium 17th - 30th of August 2014 - volunteers were searching for the solutions for a more peaceful climate and a real change in their life.

During the workcamp seven participants from Spain, Germany, Croatia, Switzerland and Belgium were debating about their daily habits. They reconsidered their consumption of water, recycling, composting and food in order to make them more environmentally conscious in their everyday life. Different social and cultural backgrounds of the volunteers brought real diversity in the debates. Each participant could learn about the habits in other families and countries. It offered the possibility to understand problems of other communities, which made them realize the worldwide impact on the environmental issues.

The aims of the workcamp activities were to exchange the opinions on the subjects of climate, peace and justice. Volunteers watched short videos about climate change and shared their thoughts and feelings with the others.

The participants also had several informal discussions about volunteering and what it means to them. They exchanged the reasons why they volunteer and how they have been involved in promoting peace in their communities. Last but not least, the volunteers filled out Raising Peace Postcards with optimistic messages regarding peace and environmental awareness. Everyone was happy to send them to their friends and families.
How to create good & catchy messages

• Communication is more than being able to speak or being able to put words together in the proper order. It is the ability to let someone know about your need, to tell someone about an event, to describe an action and to address the message according to the other person knowledge. It may happen that the same words mean different thing for different people. To prepare a good text sounds like a challenge, but in fact it just needs some empathy and open mind of the author of text/information/post. Now keep calm and start writing.

• Use simple language and short sentences – that is much easier for a reader. Remember that the reader doesn’t know as much about the topic as you do, so try to explain the idea and vision behind your action in a clear, transparent way in a short words.

• If you have any graphic form to present the outcome of your action – use it. Almost everyone nowadays prefer the visual communication than written one, but it doesn’t mean people don’t read anymore. Just make both – short, catchy text accompanied by good graphic. That will make your text more readable and interesting.

• Think of to whom you want to address the information and what is your target group – media will need some more informative text, your followers on Twitter are looking for more catchy line to quote while your Facebook followers are seeking for some nice visual content or some deep line posted in a graphic form to share on their timeline. Try to adapt your message and use different type of tools.

• You can use a little help while preparing the information by asking yourself five basic questions:
  - Who is making this action?
  - What is the challenge? What is going to happen / happened during the action?
  - When is this happening / has it happened?
  - Where does / did it take place?
  - Why is your action important?

• Frame your story around the larger goal of your organisation. Remember, that with this information you try to make a wider audience be aware of your organisation and future actions as well. Be short and specific – try to tell the organisation goals in two / three sentences.

• Use the real comments of the participants or beneficiary of your action – there is nothing better than real experience that can be shared with the others. Ask the people you quote for permission first.

• Remember about the pictures – they are perfect to present the real results of your activity and their happy, satisfied beneficiaries. Always ask people present on the pictures for the permission to publish it.

Tips on how to create catchy messages:
use graphics! Here is an example.
Make it #socialmedia

• Use hashtags such as #RP #RaisingPeace #CCIVS #IVS etc. when posting about your action on Facebook, Twitter, Instagram etc. - hashtags are interactive and eye-catchy

• When publishing photos tag the persons/volunteers involved if they have Twitter or Facebook accounts - this can help involve more people by spreading the action

• During the action - share with your participants/volunteers the organisation’s and CCIVS’s blogsite, Twitter account, Facebook – we will be sharing your posts and information’s so all your participants/volunteers can share easily the info with their friends and indeed spread the word about the action

• While posting photos on FB write catchy, short and direct tittles - longer text will be very good for your blog posts

• Add the link of your blog or CCIVS Raising Peace blog, using www.bitly.com to shorten the link

• Publish on your blog, Facebook and Twitter new materials when your stats show the most views: day of the week and time of the day

• It is also possible to program the publications on Facebook and Twitter (http://tweetdeck.twitter.com) in order to publish them when the most people consult the page even if after office hours

You can check the annex of this guideline that is going to guide you through #social media #hashtags #tweeter world and make it all so easy for you! So don’t worry and make it #social.
The Raising Peace Campaign is supported by:

Council of Europe

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