

Ad hoc Working Group on Communications Status report

as of 28 September 2017

1. The ad hoc Working Group on GFMD Communications is presently co-chaired by Mexico and Morocco, with team members, Australia, Bangladesh, Ghana, Tunisia, Turkey, and United Arab Emirates.
2. On March 29, the WG met for the first time to discuss and finalize the **updated Terms of Reference** (TORs) and the proposed work plan of the WG, with the following key elements:
 - a. *Scope of work* - the report of the ad hoc WG in Dhaka provides a good basis to focus the work of the WG. There are short/immediate term and long-term recommendations (see list provided in the TOR).
 - i. *Short-term*: present an interim report on the progress achieved at the Berlin Summit;
 - ii. *Long-term*: come up with a communication strategy and present a more comprehensive report will be presented at the 11th Summit in Marrakesh.
 - b. *Responsibilities and expectations of members of the group* - These range from participation in scheduled meetings to getting inputs from the capitals, such as comments or feedback of a communication measure or activity that is being tested. The WG members' feedback would be crucial as we try to test and implement some of the recommendations.

In concrete terms:

- i. WG members can ensure that they have subscribed to the GFMD social media accounts; retweet GFMD messages; check out GFMD Facebook and You Tube accounts, etc.
 - ii. WG members may be invited to participate in a focused group discussion, to test or bounce off some of the ideas on how to draw up a communications strategy for the GFMD
 - c. *Membership of the group* – it is open-ended; other interested countries may join in the WG.
 - d. *Duration of work* – while it is co-terminus with the Co-Chairmanship, there is a possibility for any member country to step out, for whatever reason. This is to acknowledge that a member's capacity and availability may change over time.
 - e. *Work Plan* – This is to be elaborated after the Berlin Summit. The objective is to take advantage of GFMD activities, events and related processes in order to generate visibility and promote the work of the GFMD.
3. The WG Co-Chairs echoed the outcomes of the March 29 Meeting (See **Annex A** for the full minutes) to the Steering Group and Friends of the Forum during the second GFMD preparatory meetings held on April 4 in Geneva. The updated TORs were presented and subsequently adopted.
 - a.

- b.
 - c. and activities. The draft guidelines for GFMD social media usage have been drafted (see **Annex B**).
 - d. The Support Unit has also developed a scheme to reclassify the entries in the PfP Policy and Practice Database (PPD), in order to align the thematic areas and tags with the 2030 Agenda and GCM themes. This is now being implemented.
 - e. The GFMD 2017-2018 Co-Chairs came out with a newsletter in February, April and July. This periodic newsletter will be continued throughout the Co-Chairmanship period.
 - f. A GFMD Mobile App has been developed and launched to promote interactive debates at the Berlin Summit. This App will be used for future GFMD activities as well.
 - g. The Co-Chairs and the Support Unit have met informally with IOM Media and Communications Department to have an initial discussion on where IOM could possibly assist the GFMD. The following suggestions have been made:
 - i. Prepare press notes for IOM for distribution to IOM's current mailing list of over 100,000;
 - ii. Create live videos of GFMD events, interviews, etc. via Facebook
 - iii. Get GFMD Twitter account to be "verified" by Twitter (i.e., to be recognized as an authoritative source of information)
 - iv. Support the GFMD in developing a communications strategy in the near future
 - h. The GFMD Co-Chairs received a proposal from the UN Alliance of Civilizations (UNAOC) to support the GFMD in improving its communications by, inter alia:
 - i. Developing strategic messaging and content for Social Media in the preparation of and during the GFMD Summit
 - ii. Increasing GFMD's Social Media follower count
 - iii. Increasing the number of top influencers that follow GFMD on Social Media
 - iv. Increasing traffic on the GFMD website
 - v. Ensuring that Social Media conversations are of the highest quality and focus on the main themes of GFMD
 - vi. Building a report of activities following the Summit
 - vii. Providing advice on various tools and vendors to help maximize online reach.
4. At the Tenth GFMD Summit in Berlin, the GFMD Co-Chairs Germany and Morocco reported on the progress made since Dhaka. The Moroccan Co-Chair pledged to continue strengthening GFMD's communications, particularly in the framework of the GCM and 2030 Agenda processes.
 5. As of 28 September, the GFMD **Facebook Page** has over 3,550 followers and has reached 4,400 people in the last 28 days—a 59%-increase compared to the previous period. The GFMD **Twitter Account** has also been verified recently. This lets people know that the account is authentic—allowing it to reach a broader audience, build a credible online brand and establish itself as a trusted and high quality source of information. The GFMD Twitter Account has been continuously expanding with over 1,800 followers and has earned 39,900 impressions (*i.e. number of times a GFMD tweet is delivered to others' Twitter streams*) in the last 28 days—a 190%-increase compared to the previous period. Meanwhile, the GFMD **Youtube Channel**, with its 26 videos, has recorded over 9,000 views, garnering 300 views per video on average.
 6. The GFMD Co-Chairs would like to pursue a key recommendation from the 2016 report to consider developing a **positioning and communications strategy** for the GFMD in the long run. As an initial step, a suggestion has been made to organize a retreat of the ad hoc WG members, to be facilitated by expert agencies like IOM and/or the UNAOC. There the ad hoc WG members will be invited to make suggestions and share their insights based on their national and personal experiences in developing and implementing a communications plan.
 7. In 2015, the GFMD Support Unit developed a **draft Elements of a GFMD Communications Plan** (see **Annex C**). This may be considered by the WG members at the next meeting (to be scheduled):

- How should the WG go about in developing a GFMD communication strategy? There are five main elements of a communication strategy:
 - who should be the **spokesperson(s)** for GFMD?
 - what should the **messages** be?
 - through which **medium (how)** should these be distributed?
 - **Who** delivers the messages?
 - **When** and **how often** should these messages be delivered?
- Any communication strategy / plan will require expert support and resources. How should we proceed? If there are costs involved, how will these be covered?
- Who would be GFMD's ideal partners in developing a communication strategy?
Examples:
 - IOM
 - UNAOC
 - Civil society
 - Private sector
 - IOE
- How can GFMD develop linkages with relevant processes? (IOM, GMG, GCM, HLPF, HLD, etc.)

8. The ad hoc WG also needs to review the draft Work Plan (see **Annex D**) as of 28 September 2017.