**TUDCN communication strategy 2015-2017**

TUDCN General Meeting, Florence, 27-29 April 2015

**Principles and goals of TUDCN regarding communication and outreach**

* + **Information**: to show the development community and the general public what TUDCN does and says.
  + **Networking**: create synergies with development actors, particularly at decision-making level.
  + **Solidarity**: show support and raise awareness of issues related to decent work and development cooperation.
  + **Transparency**: present TUDCN as an open and transparent network with many interesting messages to share.
  + **Multilingualism**: all our content (or almost) is available in EN-FR-ES.
  + **Dissemination**: anything susceptible of being disseminated should be disseminated.
  + **Planning**: we factor in the communication aspect in upcoming activities and publications to be launched.
  + **Mainstreaming**: Trade Unions as actors of development cooperation and education, at all levels of policy-making and decision-taking.
  + **Coordination**: with ITUC, TUAC, ITUC regional organisations, GUFs for the dissemination of messages and material (Newsletters, social media messages, etc.). Coordination as well with partners when organising joint activities (e.g. European Commission, ILO).
  + **Accountability and evaluation**: measurement of communication success, in terms of readership, sharing rate and feedback.

**Different channels of communication**

* + TUDCN [website](http://www.ituc-csi.org/development-cooperation): a lot to be done to improve it, but we’re working on it! **Suggestion: affiliates and partners can add a link (with logo) to TUDCN.**
  + TUDCN [Newsletter](http://www.ituc-csi.org/tudcn-newsletter-april-2015?lang=en): newer, faster and prettier! Now published on a monthly basis. S**end your contributions in a rolling basis, so we can prepare translations on time.**
  + TUDCN Twitter ([@TUDCN\_RSCD](https://twitter.com/TUDCN_rscd)): more activity and reaction. Goal: 500 followers by the end of 2015. **Suggestion 1 (if applicable): open a Twitter account! Suggestion 2: Joan volunteers to give a webcast training/write a guide for new Twitter users and how to get the most out it.**
  + TUDCN Facebook ([/TUDCN.RSCD](https://www.facebook.com/TUDCN.RSCD)): new page since March 2015. Goal: showcase main activities and publications, but less reactive than Twitter. **Suggestion: follow us on Facebook and share our messages!**
  + TUDCN [video](https://www.youtube.com/watch?v=yRLkmbmKp50): great promotion tool. **Suggestion: subtitles in other language versions.**
  + TUDCN publications:
    - Position papers: we launched a new format and dissemination strategy. Pro-active use of TUDCN visual strategy and colour palette
    - TUDCN participation in consultations: same as above
    - TUDCN brochures: we’re working on a new design
    - TUDCN press releases
    - TUDCN event reports
  + Working groups (Working groups, distribution lists). **Suggestion: to create a WG Communications, liaising the TUDCN Communication and Outreach Officer with communication officers from SSOs, affiliates and/or partners**.
  + Equal Times: a global news, opinion and campaign website about work, politics, the economy, development and the environment. Published in EN-FR-EN, supported by ITUC. **Suggestion: send article suggestions of hot issues in your countries/regions, in order to disseminate them to a global audience**.