

TUDCN Global Communication and Outreach Strategy 2016-2020 (draft)

The TUDCN Global Strategy, as endorsed by the TUDCN General Meeting, highlights communication and outreach as priorities. This TUDCN Communication Strategy for 2016-2020 aims to be the reference point for the network's communication work. It includes mapping of the different objectives of this work as well as of relevant tools.

Objectives

There are two distinct aspects to the communications and outreach work of the network:

Internal – Increase trade union awareness of and engagement in the development policy-making process.

External – Ensure that there is a visibility and recognition of the contribution of trade unions to development.

Principles

The communication and outreach work of the network plays an important role in promoting inclusiveness. In light of this, a number of principles guide its communication work:

- **Multilingual:** all core material will be made available in the three working languages of the TUDCN: English, Spanish and French.
- **Inclusive:** reflects the views and initiatives of the members.
- **Evidence-based:** supported by fact-based analysis and traceable sources.
- **Result-oriented:** privilege communications focussed on achieving tangible results.
- **Gender sensitive:** promoting participation of all genders.

Target audiences

Target audiences of the network's global communication are divided according to internal and external objectives.

Internal

The internal communication targets are classified in the following way:

1. TUDCN members;
2. Trade unions;
3. Labour movement more broadly.

External

The Outreach Communications List compiles these contacts and is divided into the following categories:

- International and regional institutions
- Think-tanks, academia & NGOs
- Development media

Tools

Various tools support the communication objectives. An overview of the tools used is provided below.

Equal Times

Internal

The core tools for TUDCN's internal communication at global level are:

- TUDCN webpages ([ITUC](#), [ITUC Africa](#) & [TUCA](#))
- [Newsletter](#) – monthly highlight of the TUDCN's work
- TUDCN mailing lists (global policies, regional mailing lists, working groups)
- TUDCN Daily News Report: a daily scan of news items related to the work of the TUDCN
- TUDCN internal events: coordination meetings

External

The core tools for an external communication are:

- [TUDCN Website](#) Events – [pages](#) & [reports](#). TUDCN members' websites.
- Equal Times – [Opinions](#), [blogs](#), [interviews](#) and [articles](#).
- TUDCN publications:
 - [Thematic studies](#) – provide a deep analysis on given themes with a prolonged relevance. These have an online version as well as a printed version.
 - [Position papers](#) – react to changes within the development policy landscape within main institutions targeted (see above).
 - [Pamphlets](#) – present an overview of a specific area of work.
 - [Brochures](#) – showcase trade unions' actions in an area of work.
- [Newsletter](#) – monthly highlight of the TUDCN's work
- Multimedia ([videos](#), [podcasts](#), [infographics](#))
- Social media ([Twitter](#), [Facebook](#), [Flickr](#), [Soundcloud](#))
- TUDCN visibility items: banners, roll-ups, promotional material.
- External website: websites of CSO networks on development policy in which TUs participate, TU friendly platforms at national, regional and global level (e.g. [CPDE website](#)).

Actions

In order to achieve the communications objective, this strategy suggests the actions listed below. In order to build collective experience and avoid that they take place in isolation, it is important that they be shared within the network. A distinction is made between actions undertaken at secretariat level and by the members.

Specific objective	Target audience	Tool	Actions
Promote TUDCN publications	All	TUDCN publications, outreach communications list	<p>Global & regional secretariats: provide summary web article, highlighting key messages; promote links to study from external webpages;</p> <p>Members: link to webpage from website and in relevant articles/blogs, disseminate publications through national networks;</p>

Contribute to Equal Times	All	Equal Times	<p>Global secretariat: coordinate input of relevant content to Equal Times;</p> <p>Regional secretariats & members: propose topics and contacts for articles/interviews, contribute blogs on development work;</p>
Increase social media presence	All	Social media	<p>Global & regional secretariats: ensure regular activity and engage with development community on social media;</p> <p>Members: follow, share and promote TUDCN social media accounts;</p>
Increase subscribers to the newsletter and daily news report	All	Newsletter, Daily News Report	<p>Global secretariat: produce & promote newsletter & daily news report;</p> <p>Regional secretariats & members: subscribe, share and add reference to newsletter in own web pages;</p>
Increase visibility of TUDCN webpages	All	TUDCN global & regional webpages	<p>Global & regional secretariats: provide regular updates in news section;</p> <p>Members: promote content through networks;</p>
Promote visibility of trade union participation in major policy events	All	TUDCN position papers, webpages and visibility material	<p>Global secretariat: produce advocacy event webpage, including position paper and regular updates during event, provide sharepics of TUDCN speaking positions;</p> <p>Regional secretariats & members: promote participation, key messages and speaking positions (among networks, on social media and with external contacts);</p>
Promote multimedia content	All	Websites, social media	<p>Global & regional secretariats: produce multimedia content, share and promote external multimedia content that carries TUDCN messages;</p> <p>Members: promote relevant multimedia content and share with TUDCN secretariats;</p>
Adapt TUDCN communication material to regional/national contexts	All	TUDCN pamphlets & brochures	<p>Global secretariat: provide templates of documents on request;</p> <p>Regional secretariats & members: adapt messaging and templates to own national/regional messaging;</p>
Promote trade union messaging in CSO alliances	External	External websites	<p>Global & regional secretariats, members: contribute to the communication work of CSO alliances at different levels.</p>
Build outreach capacity of the network	External	Outreach communications list	<p>Global & regional secretariats: develop outreach communications mailing list;</p> <p>Members: send key contacts to TUDCN secretariats to add to list;</p>
Increase use of mailing lists	Internal	TUDCN working group mailing lists	<p>Global & regional secretariats: send relevant news, updates and position papers to members through working groups;</p> <p>Members: use working group mailing lists to share relevant position papers and partnerships through the mailing lists;</p>
Provide meeting documents online	Internal	TUDCN webpages	<p>Global & regional secretariats: set up and update internal meeting document webpages;</p> <p>Members: use webpages for meetings & to keep up to date;</p>