



INFORMING CONFLICT PREVENTION,
RESPONSE AND RESOLUTION:
THE ROLE OF MEDIA
IN VIOLENT CONFLICT



Dissemination Strategy

INFOCORE Consortium Meeting

15-17 November 2014, Lisbon

- Audience
- Tasks
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- Discussion & Requests



Audience

INFOCORE, distinguishes five main audiences, some of which are further differentiated into specific target groups:

1 **Academia:** in communication and journalism studies, political science, sociology, conflict studies, etc.

- i. scholars and
- ii. students

2 **Media:** professional media actors in a local, national, or transnational context, inside/outside conflict areas

- i. Media Organizations
- ii. Media Professionals



Audience

3 Non-Government Organizations (NGOs): Experts and practitioners inside/outside conflict areas

- i. NGOs in media assistance and media-related peacebuilding, conflict prevention and management
- ii. Think tanks, watchdog organizations, and conflict research centers

4 Policy makers: political decision makers/executives on an international/European, national, or local level

5 General public: Lay audiences inside conflict areas, as well as the international public

- i. Social media actors
- ii. Media audiences (including social media audiences)



Audiences

Functions

1. Academic Marketing
2. Stakeholders Feedback

Marketing: Need to receive information regarding specific targets (excel sheet to be completed by members)

Feedback: how much do we want and who is receiving it and how is it going to be processed/channeled to the members



Tasks

Task 9.1. implement a structure for communication between consortium partners and associated stakeholder organizations: set up a **Policy Working Group** with advisory board members and selected associated stakeholders [months 1-36]

Task 9.2. summarize main findings of the **Dissemination Needs Analysis**: identification and survey of the most important stakeholders [months 1-36]

Task 9.3. **Four stakeholders Seminars**-Brussels: media, NGOs, policy makers, academics; [months 17-18] - **May/June 2015**

Task 9.4. **Policy Synthesis Seminar** in Brussels: presentation of policy options to relevant stakeholders [preparation: month 19-26, seminar: month 26] **Feb 2016**

Task 9.5. **Three Local Dissemination and Validation Workshops**: [months 24-33]- **December 2015- September 2016** - Burundi, Skopje



Tasks p. 30

Task 9.6. Brussels **Final Dissemination Conference**: [month 36] – **December 2016**

Task 9.7. direct dissemination tools dedicated **to stakeholders**: develop targeted information material (**policy briefs, guidelines, reports, resources** etc.) , [months 1-36]

Task 9.8. direct dissemination tools & press strategy dedicated to the **general public**: , [months 1-36]

Task 9.9. dissemination in **academia**; conferences; guest lectures; teaching activities; provision; publications [months 1-36]

Task 9.10. **coordinating the integration and identification of stakeholder-relevant lessons from INFOCORE's results** [months 31-36]



Deliverables p. 31-32

D9.1) INFOCORE Website & Social Media Presence:

INFOCORE's online activities comprise a **classic web page** and a social media presence. In addition, it will render transparent the respective progress and main stages of the INFOCORE project, and provide access to all research reports, publications, proceedings, and policy briefs (as far as they can be made available through open access). www.infocore.eu

The social media presence focuses more on providing pointed, reduced and highly accessible findings and recommendations. It links to the background material provided on the web page wherever this is appropriate, to allow interested audiences to access additional information. Thereby, the active social media strategy also serves to advertise and popularize the INFOCORE web page. Both the web page and social media activities will **alert** users to the possibility of subscribing to INFOCORE's mailing list, and announce upcoming events of interest to the respective stakeholder groups.



Deliverables

D9.2) **Dissemination Needs Analysis:**

The Dissemination Needs Analysis identified and surveyed stakeholders (academic/non-academic researchers, policymakers/decision makers, international organisations, civil society organizations, media/media associations) and analysed their stakes/needs with regard to INFOCORE.
[month 9]



D9.2 results: Interest in the work of INFOCORE

More than 70% of respondents expressed an interest in the role of journalists and their relationship with audiences, authorities, and political actors.

More than half of respondents are interested in both the role of audiences (citizens/public) as targets and sources of information, and the role of NGOs in media and communication.

84% of respondents expressed interest in learning how journalists contribute to and influence news and conflict news production/process.



D9.2 results: Interest in the work of INFOCORE

Interest in **political media strategies** earned a high rating for all those surveyed.

More than two-thirds of respondents are interested in INFOCORE's work **for strategies to assist media** in the different stages of conflict prevention, management/resolution, and reconciliation. More than half expressed interest in the attitudes of audiences towards conflict-related news.

An interest in **how NGOs can influence media and public communications** of conflicts was expressed by approximately 70% of respondents, while 58% would like more information about how NGOs can provide reliable, relevant and timely knowledge about conflicts and conflict prevention/resolution strategies. There is also a strong interest in how different actors **use social media in** conflicts and how social media can be used to develop and disseminate conflict-related content. Less than half of respondents were interested in how social media is used in news production and dissemination.



D9.2 results: Dissemination Preferences and Uses

Most people preferred to be updated on the work of INFOCORE via newsletters, research briefs, and mailing lists.

The majority of respondents would like to discuss findings in an interactive environment. **A workshop** is the preferred format among our respondents.

Organisations foresee using the findings of INFOCORE to improve a range of activities including general **awareness, communication activities/strategies, project and advocacy activities/strategies, and further academic or professional research**.

There was a request for the findings to be published in additional **languages** (e.g. French, Arabic, Spanish) for wider distribution.



Deliverables

D9.3) **Proceedings: Stakeholders Seminars:**

The Proceedings from the four Stakeholder Seminars (with policy makers, with media professionals, with NGOs, and with academics) *summarize the main concerns raised by the respective stakeholder groups, their reactions to the preliminary findings from INFOCORE's research and concrete suggestions for improving the utility of INFOCORE's analysis toward maximum utility for the specific stakeholder groups.* It will synthesize a set of criteria and tasks that feed back into the targeted analysis of data gathered in the RTD WPs, and define the targets to be met by dissemination materials produced for and in the subsequent dissemination activities. These proceedings will be disseminated to all participants and associate stakeholders, and put onto INFOCORE's web page for anyone else who might be interested. [month 19]



Deliverables

D9.4) **Policy Briefs: Policy Synthesis Seminar**

The key results from the Policy Synthesis Seminar will be at least two targeted, policy-oriented recommendations produced at that seminar based on INFOCORE's analysis as well as the associated and unassociated stakeholders' inputs. These policy briefs will address salient concerns identified at the preceding Stakeholder Seminars, and give concrete recommendations for media practice, political action, NGO work, and the direction of further academic research. These policy briefs will be disseminated to all participants, associated stakeholders, stakeholders on the mailing list, and the general public (via INFOCORE's online activities).
[month 27]



Deliverables

D9.5) **Proceedings: Local Dissemination and Validation Workshops**

Local Dissemination and Validation Workshops: The proceedings will collate the feedback and further input gathered at the three Local Dissemination and Validation Workshops over the preceding months. In addition, they will detail the respective dissemination activities and provide information on the targeted delivery of important recommendations and background information to relevant stakeholders. [month 33]



Deliverables

D9.6) Proceeding: Brussels Final Dissemination Conference:

The proceedings will collate the feedback and further input gathered at the Brussels Final Dissemination Conference.

In addition, they will detail the respective dissemination activities and provide information on the targeted delivery of important recommendations and background information to relevant stakeholders, and specify future dissemination activities to extend the impact of INFOCORE's results beyond the project duration [month 36]



Need to discuss

Form based on the different dissemination medium and audience

Opportunity Cost: dissemination should not come at the expense of research

Attribution: different for different forms (academic/journals: names, policy briefs: institutions, general public: Infocore)

Quality Control: decision making process different for different communication activities

Timing: deadlines for newsletters, etc but most important for the workshops and other event

*Possible **regional related conferences in Brussels** in cooperation with Mecodem: Africa, Balkans, Middle East*



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Dissemination Strategy
Social Media

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Social media strategy

Social media:

- added-value dissemination channel among others defined by our broader dissemination strategy

Our aim:

- increase the visibility of the project
- inform the public
- share reports, press releases and statements with journalists and stakeholders
- engage with specific, identified audiences and stakeholders.



Social media presence

- Facebook
- Twitter

Special events

- Created at any time during the project's activities if considered to contribute to the project's visibility (e.g. conference or workshop, press conference, seminar)

Official channels

- The established Facebook and Twitter profiles will serve as the main official channels of the project throughout, and raise awareness of related social media activities.



Code of conduct

Necessity

The level of sensitivity of our conflict cases calls for increased attention to the interactivity we can afford to allow

Online discussions

Online discussions on current conflicts must be tightly constrained to maintain the objective and independent profile of the consortium, and prevent the abuse of our profiles by third actors

Level of visibility

Posts and updates allowed by external users will be controlled and monitored by the administrators



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Target groups

Cautious selection of target groups and single users

Neutrality

High standard of objectivity among all INFOCORE's members

Consistency

Online communication is aligned with offline communication

Restrictions

Inappropriate and offensive language will be banned

Copyright

Acknowledgement of input and authorship rights will be fully respected



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What we should have in mind

What is confidential?

Include press releases, videos and other media related material

Include news and events related to the areas the project is dealing with



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What we write for social media should...

Be easy to understand and share

Include hyperlinks so people can find out more

Come across as conversational and engaging

Prompt action, asking our audience to do or think of something.

Come across as relevant so people think this matters to them.



Language

Avoid EU jargon like 'work packages' or 'deliverables'

Use relevant & intriguing info at the beginning of our post (possibly ask a question)

Keep messages short but relevant

Provide enough context so our message can stand alone

Avoid acronyms that people may not know

Tone should be natural and casual, but still professional



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Build an audience

Invite e-mail contacts

Invite our friends to like our page

Ask our friends to invite their friends

Share our page



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Promotional tips

Add our page url in our emails/business cards

Put a link on our personal Facebook profile

Map 'allies' – search to establish which of our partners are already on social media & connect