

Template

# DEVELOPING INTERSECTIONAL COMMUNICATION AND MEDIA STRATEGY

## 1: Identify the issue and objectives

*For example, creating more awareness for violence against women and girls.*

## 2: Identify your audience (and get to know them)

*For example, general public, position: supportive, knowledge: basic, language: English, channels: social media.*

## 3: Construct your key message

*For example, "End violence against women and girls now! By raising awareness, we empower individuals to recognize, report, and prevent gender-based violence, fostering safer communities for all."*

## 4: Know the opposition

*For example, a traditionalist faction within a conservative community, who uphold traditional gender roles and believe that discussing violence against women challenges societal norms. They are most active on social media and at community events.*

## 5: Consider your resources

*For example, one full-time communication officer, two part-time experts on the topic, and a budget of 500 USD (for social media ads and influencers/bloggers).*

## **6: Decide on the format and channel**

*For example, interviews with experts and survivors, for social media and face-to-face meetings at events, supported by printed material.*

## **7: Engage the media**

*For example, influencer A and blogger B, to place content on their channels.*

## **8: Design your content**

## **9: Plan your activities**

*For example, from January till June, the communication officer posts 5 pieces of content per month and the programme officer attends 1 event per month.*

## **10: Evaluate and adapt**

*For example, success would be 25 social media posts, with a min. of 100.000 views per post and an engagement rate of 31%.*