

COMMUNICATION STRATEGY

EUROPEAN **YOUTH** PARLIAMENT



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BACKGROUND OF THE COMMUNICATION STRATEGY

Over the last three decades, the EYP has grown into one of the biggest educational programmes in Europe, forming a unique network for non-formal education. Thousands of young people join the organisation every year and travel to events in 40 different countries. The EYP keeps growing, and its young volunteers are making this possible. However, as a voluntary organisation, when organising our events, communication and public relations haven't always been the highest priorities. As a result, we often experience that people outside of the EYP do not understand what our organisation is – they do not know the difference between the EYP and Model United Nations (MUN) for example, and they do not understand what we are all about. The EYP is often mistakenly perceived as another simulation programme, or is often linked directly to the EU and/or the European Parliament.

Therefore, the EYP has come to realise the potential for more professional and coordinated communication within our network. In doing so,

we hope to create a more accurate and truthful image of our organisation, meet our core organisational objectives, and be able to fundraise for our events more efficiently. So far, a common set of guidelines and tools for communication in the EYP network has been laid out in the EYP Communication Manual, which maps out the corporate identity of the network. The Communication Manual is our guiding document when it comes to brand protection and our visual and language identities. However, the Communication Manual is limited in that it is only able to help us streamline communication from an output aspect by providing tools and tips on how to communicate. This EYP Communication Strategy will form the second part of our common communication identity - mapping out the content and aims for our communication. This includes aspects less visible at first glance, but that are important to what our brand is, how it should be seen in people's minds, and how we can work better together.

OUR VALUES AND INTERNATIONAL STRATEGY

The EYP's values and strategic priorities have been discussed and defined over the last two years in a strategy process involving actors at both national and international levels. The communication strategy is a natural next step mapping out how EYP can work towards the goal of communicating our values and achieving our strategic priorities through better communication. We can enhance the image of our network in a way that is beneficial to us and corresponds to the needs of international structures and National Committees (NCs) alike.

In addition, some of the values specifically mapped out in the EYP international strategy and the four pillars (adapted in 2015) are goals that can only be achieved through strategic communication. Therefore, these are also regarded here as the entry points for further discussion on the eyp brand, the target audiences that we want to interact with, as well as the short-term and long term goals for our actions.

Values of the EYP in communication



In the charter of the European Youth Parliament, nine values are defined as the core foundation of EYP - independence, nonpartisanship, democracy, pluralism, intercultural understanding, inclusion, empowerment, contribution, and cooperation. These values need to be present in the messages EYP sends to the general public through its communication. However, communicating nine values externally would mean that a wide variety of messages would need to be included, and with limited resources, it makes sense to focus external communication on the most important, or the “selling” values.

There are two values that specifically apply to the general alignment of EYP, meaning that they define how the organisation is run, who finances it, and who its participants represent:

- **EYP is independent**
- **EYP is non-partisan**

Following this thought, there are further values in the International Strategy that EYP implements directly in its structures and activities, but that the network also strives to enhance throughout society:

- **EYP is democratic**
- **EYP is pluralistic**
- **EYP fosters intercultural understanding**

Inclusion, empowerment, contribution, and cooperation are important values for communication, but since actions relating to their implementation have already been mapped out in the International Strategy pillars (and will be tackled later as part of this document), we will focus here on the values that especially need to be promoted in our external communication. The exact interpretation of the values in external contexts, will not be provided in the strategy. This will instead be communicated through the key messages that will later on be defined.

IMPLEMENTING EYP INTERNATIONAL STRATEGY INTO COMMUNICATION STRATEGY

The EYP International Strategy defines a long-term direction for the network that is implemented through a variety of measures, and recommends more focused, network-wide coordination for communication. A communication strategy by definition is an operational strategy concerned with how communication can include different stakeholders to achieve bigger strategic goals.

A brief outline was given above on the subject of EYP's values for communication. The International Strategy, however, contains much more than this - it maps the mission and vision of the network, as well as the four strategic pillars of the EYP - inclusion, empowerment, contribution, stability and continuity. Regarding four pillars, the following linkages to communication can be drawn:

INCLUSION

As an international network, the EYP is very diverse, and its International Strategy aims to broaden participants' diversity at a much deeper level. In this new approach, diversity is not understood just in terms of regions and countries (i.e. "How many countries were represented at a session?") but also in terms of ethnicity, background, religion, colour of skin, abilities and disabilities, etc. The target groups relevant for inclusion have been defined in the International Strategy and are the audience our communication actions should target; namely young people from minorities, those residing in remote areas, students with poorer socioeconomic backgrounds, students from vocational schools, and those with refugee or migrant backgrounds. At every opportunity, these relevant groups should be given the possibility to express their needs in terms of feeling

comfortable / included in the EYP activities. In addition, inclusive wording needs to be institutionalised and adapted widely.

The main impression that needs to be in place from an inclusion point of view is that of EYP as an open and welcoming environment.

A best practice example is to critically view all pictures that are posted of a National Committee's activities and think of what kind of diversity these pictures show. Are members of various religions and ethnicities included? This question should be of course asked at a much earlier stage when selecting participants for activities. Also, are sessions designed in a way where everyone feels included? Can the call and registration forms be changed to invite more participants from previously mentioned backgrounds?

EMPOWERMENT

The network provides valuable education at all stages of participation. By identifying skills EYP volunteers can gain in various activities, it is possible to attract not only future delegates and active volunteers, but other stakeholders, such as schools and multipliers.

Communication measures should also be taken to share this competence framework in a more digestible manner, and present how EYP activities can integrate into educational experiences.

Opportunities for personal development can be exhibited through introducing personal testimonials with EYP key messages, for example.

CONTRIBUTION

The EYP has an abundance of committed volunteers at all levels of the organisation. In order to highlight the work of volunteers in the network and the power of experiences they create in EYP activities, communication measures should be taken. Here, the main target group is active volunteers.

Concretely, this means that the storytelling method should be used not just to show who

was elected President or Editor of which EYP session, but to show people's motivations in organising sessions; their most memorable EYP moments; how they changed as a person because of EYP; and so on.

Moreover, our communication strategy should strive to improve and strengthen participation in democratic processes in the network by activating EYP volunteers.

STABILITY AND CONTINUITY

A final target group can be derived from the International Strategy - the general public.

For stability and continuity, EYP needs to target public institutions, companies, nongovernmental institutions, partners, sponsors, and the press. To the general public, EYP should be presented as a credible, professional, youth run organisation.

EYP's public image needs to stay independent and nonpartisan. In order for this to happen, an understanding inside EYP of partner visibility needs to be strengthened; our corporate identity and strategic communication need to be enhanced; and our unique selling point need to be identified.

What can we advocate for?

In terms of non-partisanship and independence - two of the core values of EYP- the question of advocacy has often been debated. can a politically non-partisan network take stances on current politics and in public debates?

Can an independent organisation, by definition, even advocate for anything at all?

So far, the network has restrained itself from taking open stances for or against something, but this does not necessarily lead to the desired effect of non-partisanship. Sometimes when issues become very wide-reaching, EYP's silence can be perceived also as taking a stance; a stance for noncommentary. Not taking action, or not commenting on issues that directly affect the network's viability and its members is simply a negative reaction.

The EYP network has its values and areas of work – which means that for issues close to them, we have a defined position that is not neutral. This communication strategy therefore identifies different categories of issues/themes/topics that EYP as a network can stand for publicly since they link to preconditions for the organisation to exist. The most important part here is to understand that the stances concern topics that are relevant for our survival as an organisation and that fit within our DNA as an organisation.

Again, this doesn't mean that EYP should become a full-fledged advocacy organisation for multiple issues, or that its members should comment on developments in the wider area of human rights, freedom of expression, and political tendencies in Europe. Issues such as cyberbullying or food waste are not necessarily controversial, and doing advocacy work for these topics in our name can pose certain practical and ideological questions for us. Essentially, we encourage our participants to take the skills, understanding, and confidence they have gained through EYP to advocate for these issues through other channels, whether it be political parties, advocacy groups, etc.

EYP needs to first define what kind of issues it can and should comment on, and, as a last step, whether or not something should be directly advocated for. Our general aim for active citizenship takes on exactly this meaning.

There are areas of politics and society that directly impact the core circumstances in which EYP exists and is able to prosper. These include laws and regulations concerning non-governmental organisations, the financing of youth mobility projects, and the recognition of volunteer work in schools and universities. EYP should only issue statements if our direct circumstances are affected in some way. Statements need to be discussed by the Governing Body of EYP and should be carefully considered. It is strategically important for EYP to keep focusing on its core business, which is running a European-wide youth network through its National Committees, and not get lost in drafting statements for every topic.

ACTIVE CITIZENSHIP

Active citizenship is a form of literacy - coming to grips with what happens in public life, developing knowledge, understanding, critical thinking, and independent judgement about local, national, European, and global issues. Such citizenship implies action and empowerment, i.e. acquiring knowledge, skills, and attitudes, making decisions, and taking action individually and collectively. One topic that lies close to the DNA of our network is active citizenship. This is a way in which we can profile ourselves. Our mission statement reads: “The European Youth Parliament supports the development of young people into politically aware and responsible citizens by involving them in European political thinking and promoting intercultural understanding”. One of our aims is to: “Raise awareness of European issues, encourage active European citizenship, and motivate young people to get involved in European politics.” Thus, active citizenship as young people is something that we can confidently advocate for amongst our members.

EXAMPLES OF TOPICS RELATED TO ACTIVE CITIZENSHIP

- Promoting youth to think locally and globally
- Engaging in European, national and / or local affairs
- Contacting decision-makers and politicians
- Mobilising youth to vote and participate in public life
- Voting in elections
- Volunteering
- Engaging in politics
- Community work

As a part of our mission to inspire and empower young people to become active European citizens, we want to empower our participants to local, national, and European community members. We believe change can happen through our members, and not just to our members. EYP can advocate for ways in which young people can get engaged (the format), but not what they should engage in (i.e. the content-certain parties, activities, or issues). That remains up to our participants and members to choose for themselves. Therefore, EYP will act as a platform to encourage active citizenship, but will not dictate its content. Other than active citizenship, here are some examples of topics that EYP could and should not comment on:

| AFFECTS EYP'S CORE WORK | TOPICS | TAKING A STANCE? |
|---|---|--|
| | <ul style="list-style-type: none"> • Erasmus+ • Grant possibilities • Volunteering • Recognition of non-formal education • Youth mobility programmes • Youth participation • Dialogue with decision-makers • Role of civil society in Europe • Freedom of assembly | <p>Yes, the option exists. These subjects are directly connected with the core of our work and our values detailed in International Strategy of EYP.</p> |
| AFFECTS AN NC'S WORK OR EYP'S WORK IN GENERAL, BUT TO A LESSER EXTENT | TOPICS | TAKING A STANCE? |
| | <ul style="list-style-type: none"> • Brexit • Changes in political systems that have an impact on the work of NGOs in the country • etc. | <p>This depends on the situation, and would need consulting with the Governing Body.</p> |
| OTHER (POLITICAL) TOPICS | TOPICS | TAKING A STANCE? |
| | <ul style="list-style-type: none"> • Populism or party politics (that are not affecting issues mentioned in prior categories) • Statements made in some countries of the network on sensitive topics that could endanger or impact the ability of NGOs to prosper. | <p>No. The communication of each National Committee represents the whole EYP network. therefore, every NC needs to be aware of sensitivities where current regimes or history play role in the national narrative.</p> |

AIMS & OBJECTIVES OF THE ORGANISATION IN TERMS OF COMMUNICATION

AIMS OF THE COMMUNICATION STRATEGY

Aims are more abstract and non-measurable, but need to be elaborated in a way that is concrete and measurable so that we can evaluate whether we have reached our aims or not. Aims point us in the direction we want to go. For the period of 2018-2021, the Governing Body of the European Youth Parliament has mapped out the following three aims, with supporting objectives:

BRAND AND PUBLIC IMAGE BUILDING, LEADING TO

- Broad brand recognition
- Broadening stakeholders knowledge of EYP
- Engaging effectively with stakeholders
- Activating passive stakeholders
- Reaching new funders and partners for our activities

EFFICIENCY IN COMMUNICATION ACTIONS

- Streamlining communication internationally in the EYP network
- Creating a clearer idea for NCs about what they can and should communicate

IMPLEMENTATION OF THE EYP INTERNATIONAL STRATEGY

- Sharing an image of an inclusive organisation and reaching target groups that are currently out of reach for EYP
- Highlighting educational and personal value to attract new participants
- Promoting the work of EYP volunteers as active young individuals

OBJECTIVES & GOALS OF THE COMMUNICATION STRATEGY

Following these three aims, the EYP can define what long-term and actionable results are required as part of our overall communication strategy. The supporting objectives, what needs to be done when implementing this communication strategy (and potential national communication strategies written by National Committees). Objectives should be SMART goals for reaching the three main aims listed above.

For image and brand building:

- Strengthening EYP's brand image by streamlining our corporate identity within the network
- Defining engagement and reach goals for all of EYP's communication channels - what numbers and, to be more precise, what results we want to reach
- Promote EYP's strategic partnerships, thus building a strong basis for more cooperation
- Increase funding acquired, which can be done through more visibility and online fundraising.

EFFICIENCY IN COMMUNICATION ACTIONS

- Plan communication actions around key events of the network ahead of time
- Lead the creation of national communication plans among our NCs
- Have a bigger impact through focused messaging and speaking with one voice
- Keep messages up-to-date
- Offer PR and communication as a standard part of any EYP capacity-building event, such as the Summer Academy or other training events
- Offer guides on advocacy and political commentary, and on issues mapped in the advocacy chapter of this communication strategy
- Decide about responsibility chains and allocations for crisis situations, and who makes what decisions

IMPLEMENTATION OF THE INTERNATIONAL STRATEGY

- Reach out to target groups mapped out in the inclusion pillar and aim to have 5 % of participants at events from the afore mentioned backgrounds
- Present EYP as having a diverse and inclusive environment through pictures, inclusive wording and activities that are offered
- Share the educational value and opportunities for personal development within EYP through communication channels
- Promote volunteering in EYP as a fun and valuable experience, add testimonials
- Use social media to activate EYP volunteers, increase and strengthen their participation in democratic processes
- Present EYP as a credible, professional and youth run organisation to improve funding and enhance partnerships

TARGET AUDIENCE / STAKEHOLDERS

EUROPEAN YOUTH

- Young people who are active in the network
- Youth that have participated in national and/or international events
- Young people who have never heard of or participated in EYP events
- Young people who would broaden EYP's diversity (as defined in the International Strategy)

LIAISING WITH EUROPEAN INSTITUTIONS FOR SUPPORT AND/OR FUNDS

- European Parliament, EU Commission
- Council of Europe
- The Organisation for Security and Cooperation in Europe (OSCE)
- The Organisation for Economic Co-operation and Development (OECD)
- The World Economic Forum

OTHER INSTITUTIONS FOR FUNDRAISING/PARTNERSHIPS

- Foreign offices and ministries, Members of Parliament (MPs) and Members of the European Parliament (MEPs)
- Embassies
- Companies (small and medium sized enterprises (SMEs), bigger companies) and foundations

SCHOOLS

- Schools that are already a part of the EYP network
- New schools

TEACHERS

- Schools that are already a part of the EYP network
- New schools
- Existing teacher networks
- Teachers new to EYP

OTHER NGOS

- Youth NGOs, such as the European Youth Forum
- NGOs dealing with and creating frameworks around non-formal education

MEDIA/PRESS

- Relevant for events such as International Sessions at local, regional, or national levels

KEY MESSAGES FOR DIFFERENT STAKEHOLDERS

WHAT IS THE KEY MESSAGE?

Key messages are direct translations of strategic intent - they emphasize an aspect (capability, achievement, or value) that the organisation wants to become associated with in the minds of important stakeholder groups. Key communication messages should be relevant and appropriate to their audience. For instance, you might speak to partner institutions and schools more formally than you would when speaking to young people. Regardless of the language it is very important for there to be a continuity across the messaging. All of your stakeholders should be able to understand what kind of organisation EYP is. Our messaging, then, needs to always link back to our key organisational objectives and values.

EXTERNAL MESSAGES

AUDIENCE

- **Youth**

WHAT THEY NEED TO KNOW

- What is EYP?
- What young people gain from it: knowledge, friends, travel, experiences, etc.
- How to join the network

KEY COMMUNICATIONS MESSAGES

- The EYP is a hub where you can meet other young, passionate people and create friendships across borders.
- The EYP operates in 40 countries throughout the European continent, and welcomes young people from all backgrounds. Those joining should have an interest in European affairs, and be open to a new world of discussion, friendships, and possibilities.
- The EYP educates, equips, and engages young people in European affairs, languages, and cultures.
- In the EYP, there's a place for you, no matter if you're interested in debating, facilitating group work, taking on and managing projects, or visualising our events through text, videos, or photos.
- The EYP gives young people the space to lead and create something of their own.
- Through their participation in the EYP, young people learn project management, budgeting, public speaking, delivering convincing elevator pitches, NGO management, and leadership.
- The EYP is a hub for passionate young Europeans. Through our non-formal educational practices, we shape young people's potential to take on societal issues. In the EYP young people create friendships across borders, are awarded responsibility based on their merits, not their age, and gain skills for life.
- The EYP, is the perfect platform for young Europeans who want to expand their skill sets, network and knowledge.
- In the EYP, young people get to experience Europe in all its diversity by meeting youth from different backgrounds, cultures, and countries.

EXTERNAL MESSAGES

AUDIENCE

- **Institutions / Partners**

WHAT THEY NEED TO KNOW

- EYP is a strong youth network, encouraging education and civil engagement
- EYP is professional
- EYP is focused on youth from all socioeconomic backgrounds, cultures, and religions
- EYP has an extensive reach across Europe
- The network is run by young people and is responsive to youth's needs

KEY COMMUNICATIONS MESSAGES

- The EYP acts as a catalyst for young people to develop themselves and provides them with the tools and skills needed to engage in society.
- The EYP encourages and provides young perspectives on political developments in Europe. Every year, the EYP empowers thousands of young Europeans to become politically-aware, active citizens; ready to take on and impact their societies.
- In the EYP, young people get to lead and take responsibility, providing their peers with wonderful learning experiences.
- At the European Youth Parliament, our aim is to create active citizens. Our participants become problem-solvers and young leaders. Through our programme, young people gain skills for life, and learn how to debate, cooperate, build cultural understanding, demonstrate leadership, and gain expertise about institutional frameworks and topics.
- We are a hub for passionate young Europeans. Through our non-formal educational practices we've shaped young people's potential in taking action in their communities. We create active citizens, problem solvers, and young European leaders.

EXTERNAL MESSAGES

AUDIENCE

- **Schools / Teachers**

WHAT THEY NEED TO KNOW

- EYP as a form of education
- EYP as an activity to engage youth

KEY COMMUNICATIONS MESSAGES

- The EYP is a non-formal educational programme that, through interactive international youth events, empowers young people to understand and experience Europe. Through the EYP, young people attain skills for life and learn how to debate, cooperate, build cultural understanding and demonstrate leadership. In the EYP, learning happens when young people open up to other perspectives, and seek to learn from their peers across Europe.
- For the EYP, teachers and schools are vital partners. By creating relevant and engaging non-formal educational experiences for young people, EYP can complement education in the classroom.



EXAMPLE INTRODUCTORY TEXTS OF THE EYP

*“Not just volunteering, but growing as a person.
Not just debating a topic, but shaping society around it.
The European Youth Parliament is an international network
promoting education, civic engagement, and intercultural
dialogue in over 40 countries”*

—

*“European Youth Parliament is a peer-to-peer network
that values freedom of thought and expression by encouraging
youth to shape and express their own opinions.
Its mission is to support the development of all the participants
into politically-aware and responsible citizens and promote
international understanding, intercultural dialogue,
and diversity of ideas and practices. By taking part in the
European Youth Parliament’s activities, young participants learn
ways to engage in their communities; from a local
up to a European level. European Youth Parliament brings
together young people to debate pressing topics of our time.
All activities are driven by youth; who work together in a spirit
of solidarity and open-mindedness”*

INTERNAL MESSAGES

AUDIENCE

- **Existing members**

WHAT THEY NEED TO KNOW

- Impact
- Upcoming events
- Open calls

KEY COMMUNICATIONS MESSAGES

- We want to engage our members in a youthful yet professional tone that doesn't sound too formal. Avoid using language such as "It is our utmost pleasure to announce" and instead choose something like "We are happy to announce". Avoid using abbreviations in calls to keep members who might not be familiar with the terms being used.

EUROPEAN YOUTH PARLIAMENT COMMUNICATION METHODS / CHANNELS

WHAT ARE OUR KEY COMMUNICATION METHODS ?

As the media landscape continues to evolve radically, there are many basic assumptions that need to be challenged when deciding what channels we should use. The once youth oriented platforms such as Facebook and Instagram are now being used by all target groups. More than ever now, communication across our channels is widely accessible, proving that all our messages should be cohesive, professional, and carefully thought through.

COMMUNICATION METHODS THAT WE CURRENTLY USE

- ▶ Websites:
 - eyp.org
 - NC pages
- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ Snapchat

- ▶ Schwarzkopf Foundation Annual Report
- ▶ Brochures
- ▶ Fundraising materials
- ▶ Invitations

- ▶ Press releases
- ▶ Newsletters
- ▶ Emails
- ▶ Members Platform
- ▶ Facebook groups:
 - Sessions!
 - EYP Opportunities
 - EYP Governance

For each audience identified in a target section,
we have indicated the key communication
channels below:

EXTERNAL CHANNELS

AUDIENCE

KEY COMMUNICATION CHANNELS

Young people

- Social Media channels: Facebook, Instagram, Twitter, Snapchat
- Websites: eyp.org and NC sites
- Newsletters

Institutions / Partners

- Websites: eyp.org and NC sites
- Printed material: reports, brochures, fundraising materials
- Press releases
- Facebook (other Social Media channels are more responsive for younger target audiences)
- Newsletters

Schools / Teacher

- Websites: eyp.org and NC sites
- Printed material: reports, brochures, fundraising materials, invitations
- Press releases
- Social Media channels: Facebook, Instagram, Twitter, Snapchat
- Emails
- Newsletters

Media

- Press releases
- Websites: eyp.org and NC sites
- Printed material: reports, brochures, invitations
- Social Media channels: Facebook, Instagram, Twitter, Snapchat
- Emails
- Newsletters

INTERNAL CHANNELS

AUDIENCE

Young members of the network

Teachers and schools that are part of the network

KEY COMMUNICATION CHANNELS

- Member Platform
- Social Media channels: Facebook, Instagram, Twitter, Snapchat
- Websites: eyp.org and NC sites
- Emailing lists
- Newsletters

- Member Platform
- Social Media channels: Facebook, Instagram, Twitter, Snapchat
- Websites: eyp.org and NC sites
- Emailing lists
- Press releases
- Printed material: reports, brochures, invitations
- Newsletters

Responsibilities within the network

National level:

National Committees (NCs)

International level:

International Office(IO), Governing Body(GB), Board of National Committees(BNC),
International Sessions and other international e vents (+media teams)

The EYP is comprised of 40 National Committees, its international bodies (the Governing Body, the Board of National Committees, and the Councils) as well as the International Office. Altogether, over 3,500 people are actively shaping EYP every year. Coordinating this group and how it talks about the EYP is a great challenge. Although National Committees have agreed on a charter, an international strategy, and core values, both interpretation and implementation vary from country to country and from one team to another.

The NCs are autonomous organisations that have chosen to be part of the EYP network for several reasons. One benefit of joining the EYP network is the ability to use the recognised and trademarked EYP logo and name. For an external person, having the words “European Youth Parliament” in the organisation’s name signals that this organisation is part of the associated set of values and activities that the international umbrella organisation represents. This can be both a benefit and a restriction: since 40 organisations are dependent on the brand, the brand also needs to be protected from potential harmful actions.

Another aspect to consider is that, from an outside perspective, the differences between NCs are minimal, and they are all seen as part of the same EYP brand. The EYP network needs to be aware that, although there are different realities and contexts for different NCs, for externals, NCs are all part of the same image.

For the reasons listed above, the IO, the GB, the NOCs and the NCs should all be bound by the same rules for communication.

For example: NC ‘X’ cannot post on their Instagram about the housing situation in their country since advocacy on this subject is not part of on the EYP agenda.

Monitoring and measurement

With all this being said, how will we know when objectives of this strategy have been met?

With a thoughtful approach that keeps our goals and objectives in mind, we can successfully measure what matters. In order to consistently monitor these outcomes, the NCs should focus on:

OBSERVATION

Observing various target groups to see how they are responding to key messages during participatory discussions, public forums, on social media comments, and in online reviews.



CONTENT ANALYSIS

Assessing the quality and tone of media coverage and reviewing the content of specific programming that reaches a target audience.



SURVEYS: ONLINE AND IN-PERSON

Surveying pre-determined groups (for example, a group of 10 policy makers).
Surveying a sample of external audience..



QUANTITATIVE DATA COLLECTION

Activity Metrics - Helping evaluate the process of producing and sharing key messages.
Reach Metrics - assess the size of the audience and whether it's the right group for our key messages.
Engagement Metrics - Measuring when and how the audience engages with our key messages.



THE DEVELOPMENT OF COMMUNICATION PLATFORMS

Observing current Social Media trends and their relevance to our communication methods.

SUMMARY

Communication is at the core of every organisation. It dictates the organisation image, portrayal, direction, and success. When drafting this communication strategy, our organisation has been asking ourselves: “What is our common ground?”. With this EYP Communication Strategy, we wanted to provide NCs, project managers, and the network with needed communication tools. With this document we are certain that we can increase stability and continuity in our communication efforts. This communication strategy maps out common denominators and outlines core aims and principles of the EYP network that can be used for the network to amplify itself.

The EYP Communication Manual was the first communication tool provided to the EYP network. The Manual maps out the corporate identity of the network and provides guidelines on brand protection, and both visual and language identity. This EYP Communication Strategy is the second part of our common communication identity; focusing on the content and aims of our communication.

The goal of our communication efforts is to make the network and NCs more conscious about the possibilities and the limits of our communication. Just as with the EYP International Strategy, success relies on implementation by National Committees. Several NCs are already working on their own national communication strategies. The Governing Body and the International Office is happy and open to assist NCs in drafting and creating their own national communication strategies. Several NCs raised the point of needing support regarding communication strategies in the spring BNC meeting 2017. We therefore want to reiterate our intent to be available for support, help, and guidance in all of our joint communication efforts.

