



Outreach and engagement:  
**Achieving more with less**

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# What we will discuss today

- 1) What digital communications results look like
- 2) Strategy: a map for getting to your goal
- 3) Engagement & communicating the issues
- 4) Some websites that do it well
- 5) First steps: An action plan

# 2012 in Brief

## We got a **better understanding of our impact:**

analysed most popular content  
established the basis for gauging our regional footprint

## **Less content, better narratives, higher focus:**

4,000+ pages archived, 500,000 visits  
articulation of our cross practice work (e.g. Rio)  
raised profile of key business priorities (e.g. Roma)

## **We increased our visibility by:**

joining global campaigns (6.5 million opportunities to see us on Twitter)  
optimising content for search engines  
developing a community of professionals (4,000 LinkedIn + newsletter)

## **Our social media focus paid off:**

traffic dramatically up  
visits to the blog up 200%  
visitors from Facebook and Twitter stayed longer on the site





**Peter Serenyi** @peterserenyi

2m

Looking forward to talking communications at tomorrow's @OSCE event devoted to discussing implementation of the #AarhusConvention.

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# Online Presence – What did we want to achieve?

Promote the work of UNDP and increase our visibility →

Attract & engage (key & new) audiences and partners →

Advocate for sustainable development and key issues →

Showcase UNDP expertise & knowledge →



# We increased our visibility through our online channels

## In 2012

over **160,000** visitors coming over **242,000** times to more than **half a million** pages  
our publications got more than **600,000** impressions

**205** presentations got approx. **140,000** views

our photos were viewed **200,000** times

our tweets reached **6,650** followers

we connected with **750** members

we shared our content with almost **3,000** fans

over **40,000** visitors came over **60,000** times looking at almost **90,000** pages

our videos were viewed **16,249** times

**Regional website**

=

**ISSUU +25%\***

**Slideshare +126%\***

**Flickr +143%**

**Twitter +121%**

**LinkedIn**

**Facebook +131%**

**Blog +200%**

**YouTube +31%**

## In 2011

over **160,000** visitors coming over **247,000** times to more than **600,000** pages

our publications in the last 2 months were viewed almost **80,000** times (XI-XII)

our presentations got **46,400** views (IV-XII)

our photos got approx. **82,300** views

by the end of the year we had **3,000** followers

we launched our LinkedIn group in October with around **25** members

we communicated with around **1,300** fans

blog visitors looked at more than **30,000** pages

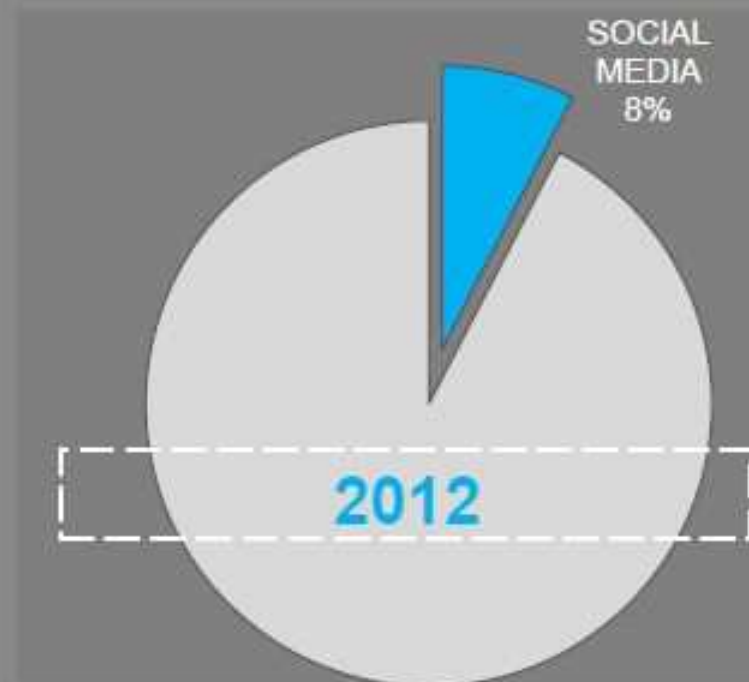
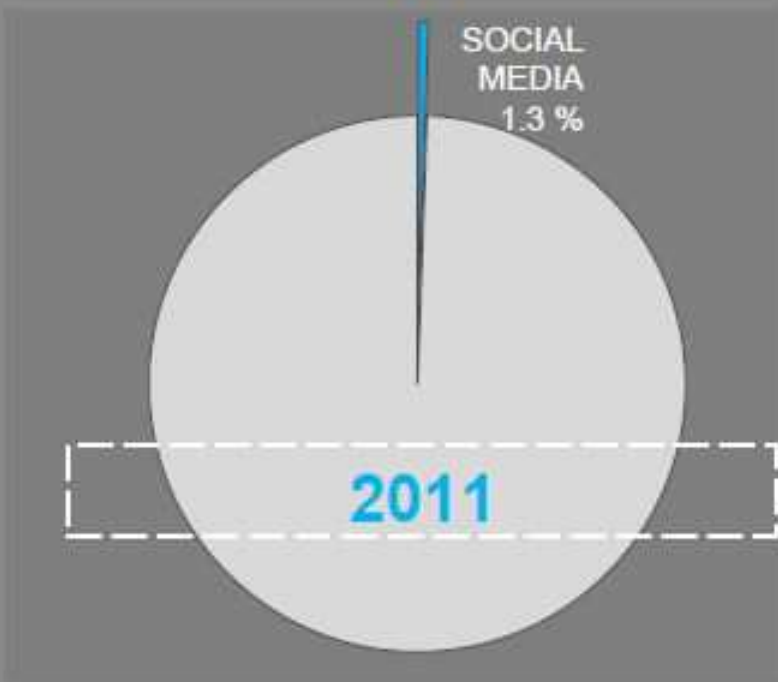
video stories were viewed **12,400** times

\*estimated number of views for 12 months

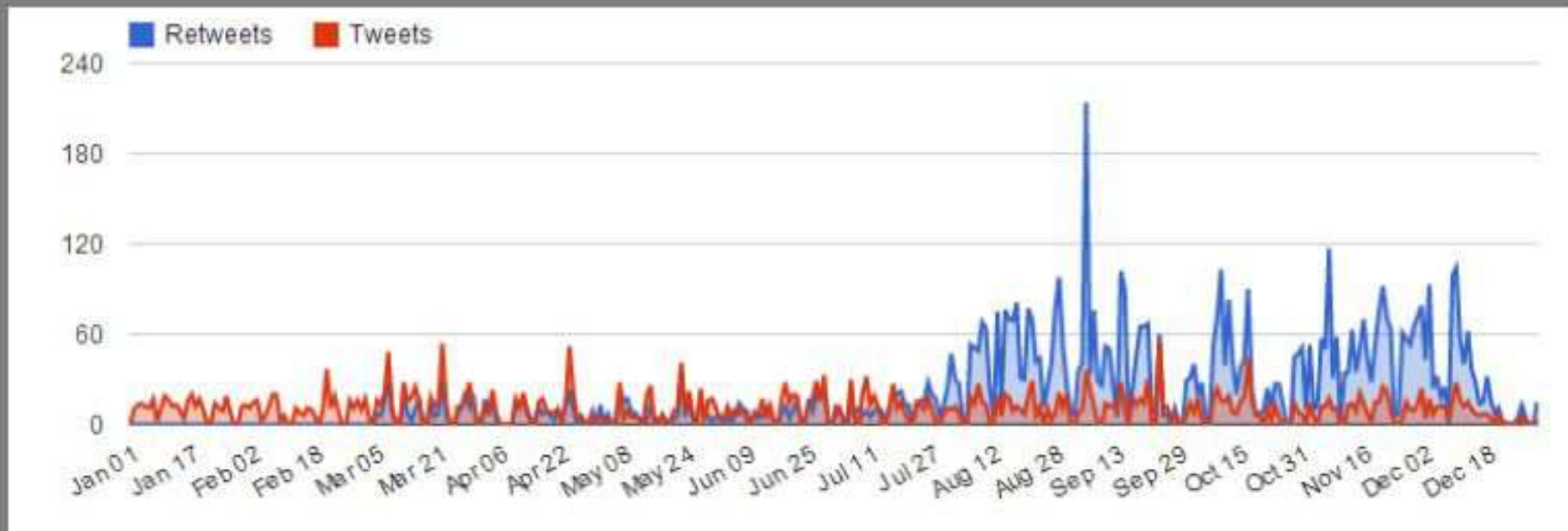
## Social media are an increasingly significant source of traffic for our site

Traffic from **Twitter** and **Facebook** was **2.5 higher** than in 2011:

- approx. **9,000** visits to our website came from Twitter (3,600 in 2011)
- approx. **7,700** visits to our website came from Facebook (3,100 in 2011)



## We increased our visibility by joining worldwide campaigns



### Most successful twitter campaigns:

**#UNDPinAction** (5 September) - we participated in global event

**#15IACC** (7 November) - we participated in global anti-corruption event

**#UNDPVoiceCount** (10 December) - Twitter takeover campaign with Human Rights Advisor



# We encouraged colleagues to comment on key media outlets

Toni Popovski, Francesco Checchi comment on World Bank blog

## Using Social Media for Good Governance

SUBMITTED BY JUDE HANAN ON MON, 04/14/2013 - 15:16



I agree  
 SUBMITTED BY FRANCESCO CHECCHI ON FRI, 03/14/2013 - 11:56

Thanks for the post!  
 Could not agree more on the potential of social media for good governance. I hear often from colleagues in the Arab region about the social media revolution and how these tools can promote democracy; but I think in many ways in the region where I work (Eastern Europe and the CEE) things have progressed faster in the analysis and concrete application of these tools for promoting good governance (I refer to developing contexts); looking at effectiveness and efficiency of the public administration for example or at the fight against corruption. A study that we produced in 2011 on social media for anti corruption (<http://bit.ly/W4D2GA>) kick started a wealth of URDP activities in the region (and beyond I think). What is next? to me your point 3 is particularly interesting (social media in government saves time and money). I am a bit skeptical about the engagement of citizens on the bases of universal values, especially in this region; governments that utilize social media becomes more effective in providing

clear from the current body of work being produced is that it was the use of social media that acted as the catalyst for change in an already unpredictable environment. The use and availability of social media easily created connections between prominent thought leaders and activists to ordinary citizens, rapidly expanding the network of people willing to take action.

Marija Novkovic writes for the Guardian

## Transparency hub

### Rein in 'romantic' enthusiasm for the Open Government Partnership

Celebrating the OGP on its first anniversary is to be warranted but with there is much more to do when it comes to citizen participation

By Marija Novkovic  
 Guardian Professional, Friday 2 October 2013 09:54 GMT  
[Sign up to our newsletter](#)



Millie becomes a regular World Bank blogger

The screenshot shows a World Bank blog post titled "People, Spaces, Deliberation" by Millie. The page features a header with the World Bank logo and the title. Below the title is a sub-header "Exploring the interactions among public opinion, governance, and the public sphere". The main content area includes a large image of a group of people in a public space, a smaller image of a classical building, and a section titled "Policy Makers and Network Science: Time to Bridge the Divide". The page also has a sidebar with navigation links like "Home", "About", "Contact", and "Subscribe by email".

# Multimedia channel engagement to promote key activities – such as the Renewable Energy Challenge

## Spreading the word via Twitter



## Ongoing conversations on Facebook



## YouTube video told the story



## Country offices helped spread the word on their websites



# We created cross-practice narratives

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## Overview

Research & Publications

Follow up to Rio+20

My World - Vote now

Мой Мир - голосуй сейчас

Sustainable energy for all

UNDP NESTA renewable energy challenge

Innovation for sustainable development

# The Future We Want

## Do you want to help set global development policy?

With the Millennium Development Goals set to end in 2015, the United Nations is asking **everyone** to contribute to setting the world's post 2015 global development agenda.

In addition to a **global survey** (via web, SMS and paper) and **consultations** on specific development issues (such as inequality, water, jobs, health, energy and more), United Nations offices in 54 countries are **reaching out to citizens** - including 13 countries in this region (Albania, Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Montenegro, Serbia, Tajikistan, Turkey, Turkmenistan, Ukraine) and Kosovo\*.

There is a real push to include as wide a variety of people in the global conversation, including young people and groups that are often left out of typically closed door decision



## We managed to mobilize partners and resources

- Blog post '**Hidden Montenegro – foursquare 4 development?**' by Milica Begovic

- picked up by Montenegro's **IT community** and featured in on a number of tech magazines and fora
- UNDP in Montenegro was **invited to speak** at a technology conference
- UNDP is now **collaborating** with a number of new partners to make the project a reality
- UNDP submitted an idea in a scaled up version to the European Commission, and got project approval (exceeding \$300,000) - applying new tech for tourism development

- Blog post "**I paid a bribe, so what? An experience from Kosovo**" by Alexis Franke

- Got huge traffic on Twitter (119 mentions)
- Kallxo.com featured on [Ushahidi blog](#)
- Ushahidi picked Kallxo.com as deployment of the week
- UNDP is now collaborating with a **new donor** on the project

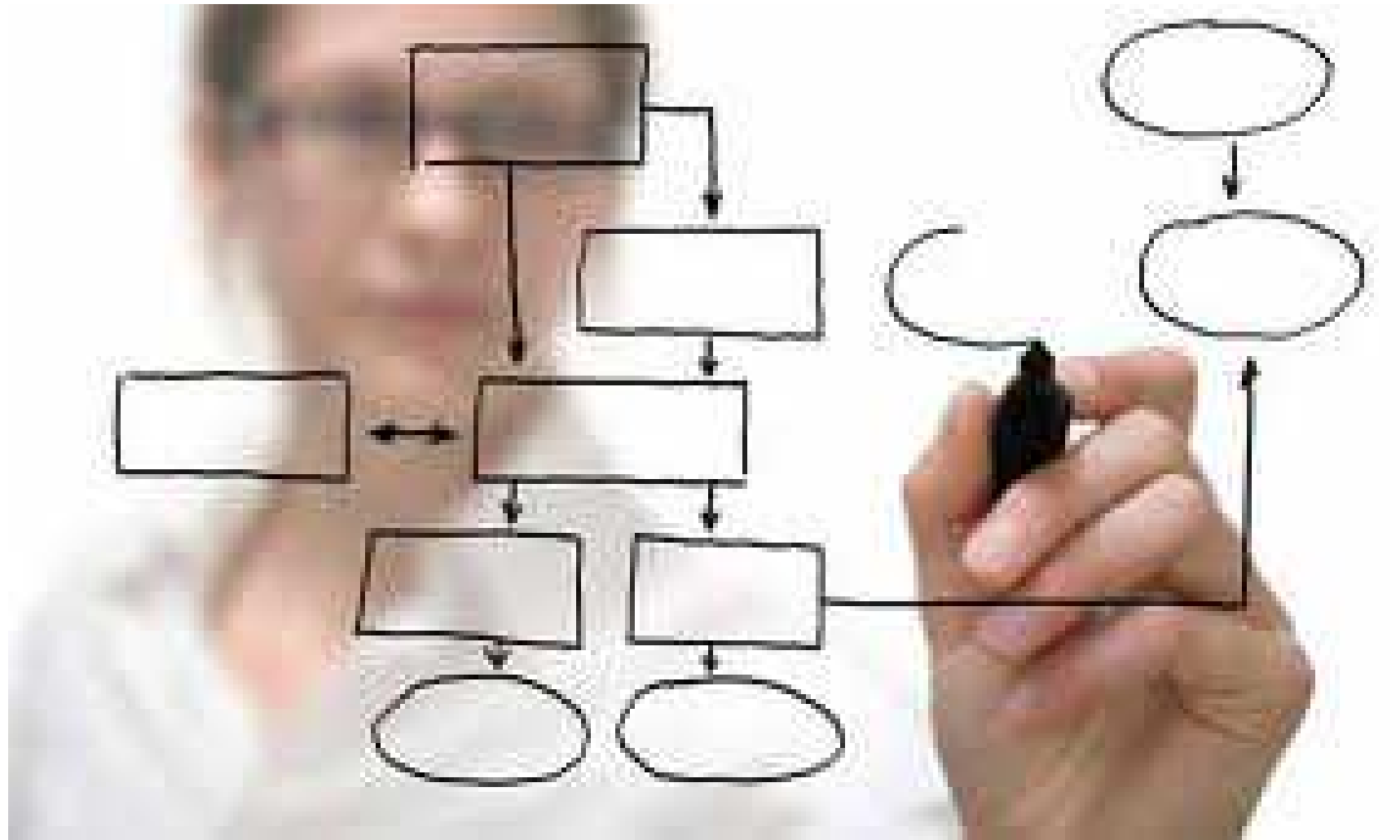


## We built a community of around 4,000 development practitioners

- **3,000** people followed our newsletter and **1,000** people joined our LinkedIn group
- In LinkedIn, 30% of members hold senior positions
- 40% of our LinkedIn members come from international organizations and NGOs
- Most members are located in: Slovakia, Uzbekistan, Ukraine, US, Serbia and Austria



# Why strategic communications?



# The process

- Think
- Prepare
- Do
- Improve

Courtesy of “Ripple”

# Think: Your Organization

- What is your vision, what is your mission, what are you doing and why?
- What kind of institution are you? What *can* you do?
- Who are your 'competitors' out there? What is your unique value proposition?



# Think: your network

- Who are your target audiences?
- Who should know about your work?
- Who do you need to engage with to address your issues?
- Who are you trying to affect/influence?

# Think: Networking

- How can communications activities help you achieve your objectives?

# Think Networking (2)

- What are you trying to achieve with each audience?
- What are your communications goals?

# Think: Not Working

- What is not working for you?
- What communications-related challenges are you facing?

# A planning worksheet

Item	Network	Office 1	Office 2
Overall objective			
Situational analysis			
Stakeholder analysis <ul style="list-style-type: none"><li>• Primary target audience</li><li>• Secondary target audiences</li></ul>			
Communication objectives			
Key message(s) per audience			
Appropriate channels for each audience			
Activities, outputs and milestones			
Resources available (capacity, budget, time)			
Processes to support activities			
Capacity development plan			
Opportunities and support for allies			
Monitoring plan and indicators			

# Prepare Messaging

- What is the key message you have to convey to each audience?
- What is the barrier you have to overcome?

# Messaging: Molding

- What channels should you use to reach each audience?
- What products/services/outputs do you plan to produce?

# Do: Resources

- What budget do you have?
- What capacity (skills + time) do you have to carry out your activities?
- What can you do yourself, and where do you need to hire external capacity?



# Do: Roles and responsibilities

- Who will carry out what activity?

# Do realignment

- What is your implementation plan?
  - What activities?
  - What outputs?
  - What milestones?

# Learn and improve: Capacities

- What could have been improved?
- Where did you lack skills and capacities?
- Capacity development needed?

# LinkedIn: An opportunity?

**LinkedIn** Account Type: Basic | Upgrade Peter Serenyi Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search for people, jobs, companies, and more... Advanced

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## International Development Professionals in Europe and Central...

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### Latest Discussions

**Justyna** Unfollow

**Do you think that innovations created by users could change the way we think about development projects?**  
We have launched a user innovation site for development (<http://userinnovation.undp.sk>). The idea behind this endeavor is that there is ...

**User innovation: a treasure box for development?**  
[europeandcis.undp.org](http://europeandcis.undp.org)  
Some say that all problems in the world have already been solved and that the real challenge is to find and scale the solutions. While this might be a slightly too optimistic version of reality (or maybe I am not optimistic enough?), there's...  
posted 21 hours ago

[See more »](#)

### Manager's Choice

**Jasmina Belcovska Tasevska** See all »

We aim to create a web-based governance knowledge hub. Can you share examples?

### Latest Updates

**Artur Kholiavin** has joined the group.  
Send message • 4 hours ago

**Justyna Krol** started a discussion: Do you think that innovations created by users could change the way we think about development projects?  
Like • Add comment • 21 hours ago

**Irfan Shahid (Sharia Consultant|Mufti)** has joined the group.  
Send message • 1 day ago

[See all updates »](#)



# International Development Professionals in Europe and Central...

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Share group

Summary

Demographics

Growth

Activity



MEMBERS

973

COMMENTS LAST WEEK

0

SENIORITY



LOCATION

14% Slovak Rep...

STARTED ON

October 6, 2011

FUNCTION

20% Program a...

**Join the conversation.**

**Because it is happening all around us.**

# Good example of starting a conversation

## Post2015.org – what comes after the MDGs?

A HUB FOR IDEAS, DEBATE AND RESOURCES ON WHAT COMES AFTER THE MILLENNIUM DEVELOPMENT GOALS (MDGS)

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LATEST POST



### UN-NGLS announces consultation on post-2015 reports

POSTED BY POST2015 : JUNE 26, 2013

The UN Non-Governmental Liaison Service (UN-NGLS) has recently launched a consultation on four key post-2015 reports, offering civil society the opportunity to formally contribute critical analysis. Contributions will be synthesised and delivered to the Secretary-General and Heads of State and Government at the UN General Assembly in September, and will serve as the basis for ... [Continue reading »](#)

SELECTED #POST2015 TWEETS

- RT @susan\_nicolai: Opening session on building #post2015 agenda that lasts - heard about Haiti experience, chronic poverty and environmenta... 1 week ago
- RT @susan\_nicolai: Session on education covered gender equity, quality, youth engagement & sustainable development - #post2015 @odi\_develop... 1 week ago
- Q. What will it take to achieve universal and sustainable access to infrastructure services #post2015? @Andrew\_W\_Scott 1 week ago
- RT @jonathanglennie: At ODI conference in NY #post2015 WB rep just outlined financing options, failing to mention capital flight, tax haven... 1 week ago
- Draft report of the Thematic Consultation on Growth and Employment in #post2015: open for comments! wp.me/p2kjtP-OI 2 weeks ago

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# Capturing success





# Communicating results

## Moldova: Big Plans for Biomass

The kindergarten in the village of Ermoclia has declared its independence. Energy independence, that is. Instead of struggling to keep students warm with expensive imported gas, the kindergarten now heats up with locally produced biomass fuels made from readily available agricultural wastes such as straw, corn stalks and sawdust.

It's good for the children and the environment too. And the cost of heating the school has fallen by half. It is the first public institution in Moldova heated with biomass energy through a UNDP project to increase its use. Moldova has big plans for biomass.

“(We are at) the beginning of the large-scale use of biomass fuels,” affirms Deputy Prime Minister and Minister of Economy Valeriu Lazar. “Besides reducing the consumption of imported energy sources, we are introducing agricultural residues into the economic cycle. These will no longer be perceived as wastes, but as a new business opportunity and source of income.”

# Communicating results (2)

## Belarus: Embarking on a New Approach to Managing Resources

Bare, dry soil. Scarce vegetation. A deafening silence, interrupted only by the howling of the wind. Devastated by poorly managed peat extraction practices, Belarus' Bartenikha fen mire had suffered an environmental collapse that might have taken decades to reverse.

Instead, UNDP began working with national and international partners to fast-track the reclamation of Bartenikha and 14 other damaged mires in Belarus. Impressive progress with rehabilitation led to agreement on a comprehensive set of new national environmental, forestry and land-use regulations for the sustainable long-term management of all mires.

Today, Bartenikha is once more a sanctuary for native plants and wildlife, with a green carpet of cypress and bottle sedge that stretches as far as the eye can see. The air is saturated with the songs of birds and the piping of frogs. Wild boars tread through dense reeds.

# Websites



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SUMATRAN ELEPHANTS AND TIGERS ARE RAPIDLY LOSING ONE OF THEIR LAST S

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the request... disappear... and torture of... campaign for a... campaign against

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## FragDenStaat.de strengthens the Freedom of Information - FOI requests at record

Over 6000 requests have been made to the federal Freedom of Information Act 2012, of which more than a third over the web portal FragDenStaat.de. The press release from us.

[Read the blog entry](#)

# Suggested website improvements

- You are largely about outreach and engagement, but your websites take a more organizational approach
- It is not clear what the issues are around which you are engaging
- It is not clear what action people are to take when they visit your website



# An action plan

- Develop clear communication strategy with terms of reference for all communications functions in your office
- Fix/expand the spokes (Twitter, Facebook, LinkedIn), then your websites
- Move from organizational web presence to an issue-based presence
- Move to web based model based on engagement

# The 'preconditions'

- Communications shouldn't be seen as an afterthought after you have done a number of activities
- In order to demonstrate results, you need to think and plan strategically
- Invest in communications (otherwise it won't happen!)



**Thank you!**