



Project “Fighting Discrimination, Hate Crimes and Hate Speech in Georgia”

Communication Strategy

Introduction

Communication Strategy has been prepared for the project “Fighting Discrimination, Hate Crimes and Hate Speech in Georgia” third component: Increased Public Awareness. The purpose of the communication strategy is to have the detailed plan how to implement the awareness raising campaign together with the project key stakeholders and wider public. The paper unites following topics: main objectives and goals, SWOT Analysis, defines target audience and beneficiaries, provides messages disseminated among the targets, specific activities, tools, communication channels and main Key Performance Indicators (KPIs) for the evaluation phase.

The communication strategy is specifically attached to the project “Fighting Discrimination, Hate Crime and Hate Speech in Georgia”. It is not recommended to apply the strategy to another project or the campaign.

Table of Contents

Introduction	2
Objectives	4
The goals	5
Tactical objectives	6
Campaign SWOT analysis	7
Main targets	9
Messages to convey	10
Visibility plan	10
Suggested activities	11
Channels	13
Strategy for social media	14
Evaluation and measurement tools	16

Objectives

Following aligned organisational and communication objectives give the possibility to reach project campaign core objectives:

- To raise awareness about the risks discrimination, hate speech, hate crime poses to Georgian society (and Human Rights/ Democracy);
- To support human rights education activities for action against hate speech and the risks it poses for democracy and to the well-being of society;
- To develop and disseminate tools and mechanisms for reporting hate speech;
- To build trust in redress mechanism (PDO);
- To promote diversity and tolerance and narrow down the gap between the minority groups and majority ethnic Georgians;
- To inform the general public about the rights of minority groups, importance and benefits of diversity and tolerance;
- To inform the minority/vulnerable groups (ethnic, religious, LGBTI, women and youth within minority groups) about the redress mechanisms and available services.
- To raise awareness about the Project and Council of Europe activities in Georgia and on the other hand;

The goals

Campaign communication goals must be specific, measurable and achievable for better reporting and evaluation. The campaign main goals are:

- To have minimum 30 000 followers on Facebook;
- To reach 10 000 users in a week via social media during the active phase of the campaign meaning to have more activities scheduled for a certain period of time. Two active periods during a year might be underlined: Autumn – From September to middle of December; Spring – From March to middle of June
- To gather 10 000 hashtags/ Campaign supporters online during the project active phase;
- To create a network of youth; 500 actively engaged people by the end of the project;
- To have minimum 100 attendees during the outdoor events/action days in the regions;
- To collect minimum 20-25 success stories by the end of the campaign;
- To increase the number of reports on hate speech and discrimination cases by 20% directed to Public Defender Office and Ministry of Internal Affairs;
- To make hate crime and hate speech as a part of the agenda of public authorities;
- To generate communication support from key stakeholders, professional communities and civil society activists/opinion leaders by active engagement in campaign happenings;

Tactical objectives

Each tactical objective is referred to execute core communication strategy objectives. They provide the clear need of activity planning and implementation.

- Plan and Implement different activities: outdoor activities, public lectures, conferences, competitions in order to disseminate information about the project and its main objectives;
- Provide target groups with communication/branded materials (Press release, infographic, podcast, blog posts, news updates, branded attributes, one pagers, guidelines, video stories/ads, etc.)
- Attract visitors to website – update the website in a timely manner, share information about ongoing activities
- Register on social media platforms, actively engage users by in time news updates, online challenges , and other digital products;

Campaign SWOT analysis

SWOT analysis identifies the Strengths, Weaknesses and Possible Threats and Opportunities of the campaign. This plays the vital role in strategic planning and the campaign implementation phase. Strengths must be kept and used to our advantage.

Internal Factors	
Strengths	<ul style="list-style-type: none">- Project duration gives an opportunity to keep the audience updated during the years;- Representing publicly trusted Human Rights organization;- Have already built the relationships with key Stakeholders (Public, NGO's, and other Institutions)- Have a media Interest;- Project has no direct competitors;- Having financial resources for campaigning and delivering quality products;
Weaknesses	<ul style="list-style-type: none">- Working on sensitive topics that may bring negative feedback to the organization;- On the other hand duration of the campaign might be a weakness as well – The target audience has to be updated with different activities all the time; Similar events must be avoided and people has to be kept interested in happenings;- Lack of Government will to support the campaign pre election period of the parliamentary elections might be the backbone of the ruler party and supporting the topics that are no publicly accepted will have a direct effect on ratings;- Project may not have strong public support; According to the preliminary findings of the CRRC public survey about appreciation and awareness of the discrimination policies in Georgia, a slight majority of people (56%) think diversity is positive for the country. Attitudes towards religious minorities, migrants from countries outside Europe, and LGBT people are generally more negative.- No Media presence because of the starting phase of the project ;- Low level of public awareness activities about Council of Europe activities. Sometimes it is mixed with European Union.

	<ul style="list-style-type: none"> - Project does not have Social Media presence and followers; (On the other hand, that might be a strength as well, people are interested in new activities and happenings); - Non – existence of technical equipment (Photo camera, microphone, etc.) - Not enough Human Resource for implementing the campaign. (The person mostly concentrated on managing social media and the website, visits the regions, records the stories, etc.)
External Factors	
Threats	<ul style="list-style-type: none"> - Campaign misinterpretation by some radical groups in the country may gain public negative feedback; - Protest rally of several groups against minorities in the country; - Unstable political situation in Georgia; - Not investigated cases related to discrimination in the country; - No proper timing of the events/campaign; - Some happenings in the country may overlap with the project activities; - Mixing the project with other projects that are supported by Council of Europe.
Opportunities	<ul style="list-style-type: none"> - To create the community of people who care about the discrimination and are actively engaged; - To involve and effectively engage the Government; - To create more communication channels and opportunities for alleged victims; - To disseminate more human stories to public; - To give the possibility to youth organizations to run and implement awareness raising campaigns; - To build a capacity for targets to engage others in activities for changes; - To generate high Media interest. - To raise awareness about Council of Europe activities in Georgia

Main targets

General public but mainly focusing on youth up to 30 years – Men and women who like changes, are involved in different activities in their city/town, are active users of social media, especially Facebook. Have their views on different political, social background and other happenings in the country. They are students, like socializing, attending different events in the city they live: open days, public lectures, festivals, summer schools, etc.

Alleged victims of discrimination – Women and men who are not informed about their rights, and the ways how to protect their rights, Or they know, but feel skeptical and have lack of trust in the government;

NGOs and Civil Society activists – Actively engaged in promoting and defending human rights; who directly work on above mentioned topics, can be media speakers and opinion leaders in their groups. In this case the main target may not be already public known elite NGOs but the NGOs based in regions reaching targets that are not covered by others.

Public relations departments of project stakeholders (Ministries) - They are mainly press office representatives who keep in touch with media and form relationships with them. Could give a support in spreading information with their targets and give a support in co-organizing some thematic events;

Media - One of the main target group which engagement helps to spread the information. Journalists not only based in Tbilisi but in regions as well.

Messages to convey

The Campaign slogan – **I choose equality** – is easy to remember and simple. It is a continuous action of No Hate Speech Movement Campaign which has already the existed platform. As checked the campaign is not affiliated with any negative happenings or actions, in addition the campaign is not widely known in Georgia. That gives us the possibility to use the platform and slightly modify (Slogan, Logo).

Based on CRRC findings the campaign could have the following dynamics, it could start with more messages on diversity and tolerance, and then in middle it could focus on specific minority groups (LGBTI, religious minorities). With this the society will be prepared gradually. But messages during the whole campaign must remain the same.

The main slogan **I choose equality** can be communicated with other supplementary messages: General, I – message and We – message:

- Diversity Matters;
- Equality Matters
- We condemn discrimination;
- No Hate;
- Know your rights.

Visibility plan

Awareness raising campaign can be divided by different phases:

First Phase “Working together”: The project runs and implements activities that aims to spread general information about the campaign and planned activities. Inviting experts experienced in campaigning, gathering all beneficiaries together, working on messaging, specifying and underlining:

- Why the campaign is important;
- Why do we need targets engagement and involvement;
- How do we see the target engagement and support;
- What kind of activities are planned and how are we going to manage/implement the campaign;

The duration of First (preparation) phase can take several months September to January (considering Christmas and New year holidays in the country).

Second Phase “Networking”- Active engagement of targets by running and supporting various activities such as outdoor activities, festivals, events in the regions, etc. This unifies the active phase of the campaign Spring and Autumn of 2019.

Third Phase “Ambassadors” – The phase when campaign gets some independence, main message is taken away, and activities are implemented by our targets, local NGOs, youth, civil society activists, etc. The phase can start in 2020 when the project will have enough evidence that campaign is widely known, and has supporters to be managed in a certain level of independence.

Fourth Phase “Evaluation” – Summarizing overall performance of the campaign, including its efficiency and sustainability. Find the main Key performance indicators in evaluation and measurement tools. To implement the awareness raising successfully evaluation the campaign has to be evaluated every year. The main Key performance indicators must be used during the campaign active phases as well to monitor the progress.

Suggested activities

Campaign Launching

Campaign Launching might happen in March or May 2019.

Special events for Media - Once there is a communication strategy and the work plan is approved, it will be important to organize informal meetings for journalists in Tbilisi and regions so that they are aware of the campaign and help with visibility. The topics to be underlined during the meeting:

- What is the aim and the purpose of the campaign;
- What kind of activities are planned;
- Where do we see media involvement;
- Are there specific events related to media? In order to increase their quality of products we can run **media contest**: the best blog post, article, TV and Radio product based on stories of alleged victims of discrimination. It can be planned together with the organizations that work on media ethics;

Outdoor Events - Open days, Human Rights festivals, participation in summer schools, public lectures, and contests planned and implemented. Covering the regions where mostly the discrimination cases come from.

University based cities could be the main target, more efficient to reach our target groups. These events will help to spread the information, main messages and happenings. The venue, attributes and the format must be agreed in advance and described in the work plan.

Video ads – In order to build in trust, the project could assist the Human Rights Department of the Ministry of Internal Affairs and Public Defender to publicize well its work, sending a message to the public that Government reacts to the incidents of hate crime. Apart from this video ads on the work of Human Rights Department and/or, short messages of different opinion that fight against hate crime is a priority to them should contribute trust building and more reporting on hate crimes.

Social Experiment – The social experiment has one of the successful outcomes when delivering the message to public. By having and recording one we can show how the people react when discrimination happens. The topic needs to be chosen and planned carefully. Can be planned by project grantees.

Document stories – For main activities we can document stories (short video/photo stories of participants of camps, participants who conveyed their knowledge to their peers, people who have used “We Can” to produce alternative narratives, etc.)

Blog posts and Video Blogs – Blog posts might be addressed directly to problem, we can run some digital diaries with the stories of alleged victims but to show the real people behind the scene: who care, love, feel, have goals. Video Blogs can be recorded during the outdoor activities.

Joint Activities with main Stakeholders -The Ministry of Education has provided the list of their already ongoing activities which could be used for the purposes of campaign. Events could be used and integrate the tolerance related issues. Thematic events can be planned with other project partners as well. Communication channels and project positioning must be agreed in advance with PR departments.

Online quizzes – How discriminative are you or how discriminated are you? Or how well you know your rights? Online Quizzes are most frequently used by social media users, which will increase the engagement and make more people aware about the rights during the discrimination cases. Quizzes can be published regularly and attached to action days;

Digital Products – Infographs, One Pagers, short guidelines, posters, stickers, describing the project, delivering the main messages, and spreading the information;

Street Art - Project can gather artists who care about the human rights, and plan activities. Paintings will be addressed to main messages of the campaign #NoHate;

Social Media Challenges – Essay, Photos and other contests on the themes such as ‘equality’ ‘diversity’ and etc. People will be asked to submit their photos on thematic topics online. The most liked photos can be published on Facebook and on website. The topics can be changed every two weeks.

Small Grants for NGOs – The way to reach more targets. The small grants will be a tool to support community actors set up awareness raising activities or campaigns in their

communities and will mark the Action Days on thematic priorities regarding discrimination and will include organizing living libraries as well.

Channels

Online and Traditional Media – Above defined activities help to generate the relationship with journalists and media producers. Journalists must be informed about the happenings and upcoming events in advance especially in regions via sending announcements and media advisories. Project has to have at least one person who will give an interview underlining the campaign main messages in advance. On the other hand, success stories or interesting topics has to be shared as well to generate high level of publicity. Project representatives and youth activists can be invited to popular non-political TV-shows.

Social Media – Campaign has to have its own social media platforms. Facebook is the most demanded social media platform in Georgia. The campaign can manage its' own page to have every news, video, poster or other relevant digital product up to date. See the social media strategy below.

Social Media Ads – We can advertise influential digital media products that can attract more users on Facebook. The advertisement can be targeted that will help us to reach main stakeholders. On the other hand we can use so called Google Ads advertise specific words: discrimination, no hate, etc. in order to increase the number of visitors at our website. With that google search engine will show up our pages in the beginning.

Traditional Media Ads – Videos recorded, so called “Testimonials” can be shown by traditional media as an social ad. According to regulations National Broadcasts are committed to show 30 seconds ad related to social topics for free.

Website – The campaign will create a new website which will be a hub for all communication material. Important news updates will also be shared on office website and project page.

Action days - Project team has to be up date and try to take part in every activity related to their topic or host the event on their own in order to make content and “catch” media attention.

Strategy for social media¹

1. Facebook

Content: A variety of content and visuals will be used for posts to stand out. Whether posting about events, publications, new statistics or speeches, the post should have real content, not bland announcements, or the title of a meeting. The best bit of information should always be up front, like a headline, and the focus should be on the person/people, the decision, the change. Images are almost obligatory and moving images trump static.

Posts could include:

- Quotes from participants at events, with their photo where ever possible
- Facebook live from events
- Personal stories
- Links to videos or photos, to a good article
- Questions to encourage engagement and link to the answer
- A call to action

The aim is to create content that that influencers can and will want to use and share, this will create a community to support the campaign objectives.

Facebook posts that concern the awareness-raising component/I choose equality campaign should be posted first by the campaign FB account and then shared by the Georgia office FB account.

Tone - the social media posts should have a personal voice, informal and brief. Content should avoid dry statements, try for headline punchiness not corporate formality.

Keywords and hashtags # - the account will use good trackable keywords and hashtags to tap those searching Facebook. The hashtag #Ichooseequality should always be used on the campaign posts, plus a thematic/topical keyword relevant to the post.

The @address function - the @ symbol will create an instant link to a specific Facebook account of a @person or @organisation. A list of partner organisations (and people) and other relevant people/ organisations “influencers” on the topics of the campaign, will be prepared, their accounts should be followed, and they should be tagged on relevant posts.

¹ All social media content under the campaign should meet the [Council of Europe guidelines on use of social media](#)

Promote - the project team will talk about the social media accounts at campaign events, add the FB account address to promotional material and business cards, add a link to e-signatures. Colleagues, partners and participants should be encouraged to follow and actively support the campaign by sharing posts.

Engage - the project team will follow what is being said about the campaign and around the topic and engage in a dialogue. For instance, a daily search on Facebook to find posts that mention #Ichooseequality, like and share them, again this builds community around the campaign. Share posts from others which are relevant to the campaign themes. Cross-promotion is key.

Short URLs - Short urls should be used, they can be generated using bitly.com. Where relevant the reader should be guided back to the campaign website (when online) by posting a link to pertinent content.

Who the campaign follows - social media channels are public information and the account should not be following someone controversial or irrelevant.

Timing - minimum of three posts a week, to keep followers engaged. Though quality and relevance of posts is preferred over quantity. During weeks with 'action days' increased posting could be expected.

Challenges - not all comments will warrant a response. Superficial or argumentative criticism on social media should be ignored. If criticism is raised in an objective or influential way, it is possible to find a way to diplomatically respond. If it is a serious attack, alert the Head/Deputy Head of Office. Any unacceptable comments should be deleted.

Community - regular research should be undertaken to see who is posting relevant content: on discrimination, tolerance etc. They should be followed, and the campaign account can share relevant posts, again this it to create a community. The campaign community could be made up of partners, journalists, academics, NGOs/civil society, and more widely, the general public.

Planning - social media content should be planned at least a month in advance. Planning will be based around the 'action days' agreed with the project stakeholders, as well as activities of the project.

2nd Tue of Feb	Safer Internet Day
8 March	International Women's Day
21 March	International Day for the Elimination of Racial Discrimination
8 April	International Romani Day
2 May	Anniversary of adoption of anti-discrimination law (2014)
9 May	Europe's Day

17 May	International Day Against Homophobia, Transphobia and Biphobia
22 July	European Action Day for Victims of Hate Crime
12 August	International Youth Day
24 August	Day of adoption of the Constitution
21 September	International Day of Peace
October	Tbilisoba
9 November	International Day Against Fascism and Antisemitism
8 November	Birthday of Ilia Chavchavadze
16 November	International Tolerance Day
25 November	International Day for the Elimination of Violence against Women
10 December	Human Rights Day

Effective planning will also include which posts would benefit from **paid boosts**. Paid boosts will ensure posts will reach more of the population, in particular, it is the only way on Facebook to go against algorithms to reach members of the public who are not interested in anti-discrimination/equality, and later in the campaign it could be useful to craft targeted posts to reach specific minorities/vulnerable groups.

2. YouTube

As the campaign will produce a large amount of video material, a [YouTube channel](#) has been sent up to gather and promote the videos produced by the campaign but also to link to other relevant videos produced in Georgia (by partners and civil society).

Evaluation and measurement tools

This topic presents main Key Performance Indicators (KPI) that will help in communication strategy evaluation part. The campaign will measure its outputs, out-takes and outcomes.

Output - physical product: a booklets, press releases, video ads, digital stories, podcasts, infogaphs, etc.

Out-take – “Take aways” as a result of a particular piece of communication activity.

Outcome - changes in attitudes, behaviors or opinions, difficult to measure.

Specific KPIs are following:

- The number of interviews, news stories in **traditional and online media**. (TV, Radio, Print). On the other hand the quality of broadcast must be taken into consideration: When and how the news was published; was the main message delivered? Who was interviewed? What was the duration of interview; Was it positive, neutral or negative?

- **Measuring Web Analytics** – the quantity of daily, weekly and monthly visitors; The main source that attracts people to website: Social media platforms or News agency websites;
- **Social Media** – The number of hashtags used, videos viewed, people engaged digital products shared, news commented and liked. The quantity of clicks on digital products provided; The content of comments and emotions used; The number of followers on online platforms;
- **Other Activities** – the number of people attending public events, the number of NGOs taking part into call, the number of ambassadors attract and activities planned;

Final Evaluation has focus on the success of communication strategy. Have we reached those targets? Were there actively engaged; Do more people know about the campaign and what was their involvement;

It is recommended to plan the exact activities in advance. The following topics must be taken into the consideration:

- The timing – when do we plan outdoor and indoor activities;
- Which regions are going to be chosen in the beginning and why?
- Are we ready to go public?
- Have we prepared all the materials?
- Do we think that our stakeholders are properly informed in advance to have their strong support?
- Etc.

The communication strategy will provide its visibility plan frame that has to be updated together with a project work plan.