



Communication charter of the Conference of INGOs of the Council of Europe

1. Aim of a communication charter

For any institution, respectful communication is an essential factor for success whether internally between its constituent parts, or externally with all the components of its environment.

This charter sets out to establish for the Conference of INGOs of the Council of Europe the references, the aims, the conditions of implementation, and the directives and principles to be observed by members.

2. References

The Rules of Procedure of the Conference of INGOs as adopted by the Conference on 16 December 2020 is the basic document to which the Charter refers.

However, there are other documents that provide a mandatory framework for the implementation of the Charter. These are:

- o [the Resolution \(2016\)3 of the Committee of Ministers](#) on participatory status for international non-governmental organisations with the Council of Europe;
- o the Recommendation CM/Rec(2007)14 on the legal status of non-governmental organisations in Europe;
- o the [Code of good practice \(revised\) for civil participation in the decision-making process](#), adopted by the Conference of INGOs at its meeting on 30 October 2019;
- o the triannual Strategic Plan of the Conference of INGOs; and
- o the communication elements contained in the triannual Strategic Plan

3. Aims of communication

This charter applies to all communications at three mutually interactive levels of communication:

- within the Conference of INGOs
- between the Conference and other Council of Europe entities
- between the Conference and the world outside the Council of Europe

3.1 Within the Conference of INGOs, given the mutual respect between the different participants, the communication policy of the Conference of INGOs aims to:

- enhance the cohesion of the members and bodies of the Conference, while bearing in mind its plural and representative character, its diversity and specificity;
- promote the participation of its members in the implementation of the triannual Strategic Plan, while taking account of the Conference's values, goals and missions;

- permit, by the sharing of information, the development of synergies, collaborations and solidarity between the INGOs of the Conference and their member organisations at the national level;
- inform the Conference of INGOs as a whole about the characteristics of the various member organisations and the specific issues addressed by them and likewise about the Committees

3.2 Between the Conference and the other Council of Europe entities, the aim is to establish coherent and discriminating communication that reflects the objectives and priorities of the Conference Standing Committee. The other Council of Europe entities are: the Secretary General, the Committee of Ministers, the Parliamentary Assembly, the Congress of Local and Regional Authorities, the European Court of Human Rights, and the Commissioner for Human Rights.

3.3 As to communication with the world outside the Council of Europe, the policy aims to:

- promote a positive, accurate, and coherent image of the Conference of INGOs;
- to communicate how the actions of the Conference, their effects and the resultant implementation are useful to civil society in CoE Member States;
- provide members with information that enables them to better contextualise and justify their choice of actions useful to them;
- consistently emphasise CINGO values, character and priority approaches in accordance with its fundamental missions;
- demonstrate knowledge of the projects and actions involved in the implementation of the strategy of the Conference;
- communicate to the competent political bodies the strengths of the Conference of INGOs and the obstacles it faces in implementing the fundamental goals of the Council of Europe.

4. Principles to be observed

In addition to the points below, this Charter should be implemented in conformity with the principles and rules outlined in the documents listed under item 2 above:

Responsibility:

- o Any member of the Conference of INGOs may directly approach any office-bearer of the Standing Committee to obtain information. It is for the person questioned to judge whether a response to this request falls within with his or her mission, to transfer the request to another office-bearer and/or to inform the Secretariat.

Transparency:

- o All acts of communication by members of the Conference must be intelligible, accessible and available for consultation both in the committees and in the Standing Committee.

Confidentiality:

- o Some information may be deemed confidential by the issuing party, who shall be responsible for specifying such items, indicating to whom they may be transmitted and for how long the information is subject to an embargo. Anyone holding such information shall be required to observe its confidentiality.

Limits to the issuing party's independence:

- o Where actions performed on behalf of the thematic committees, the Expert Council or of the

- o Conference are concerned, members wishing to contact other Council of Europe entities must do so in consultation with the President and the Secretariat.

Responsibility for providing information applies to all members of the Standing Committee. The information concerned is that which governs the affairs and the actions of the Conference and its constituent bodies.

- o A press release may not be sent on behalf of the Conference of INGOs or one of its constituent bodies except with the formal consent of the President, in consultation with the Secretariat.
- o Where an INGO of the Conference sends non-confidential correspondence that concerns the Conference to any official body, whether or not part of the Council of Europe, proper procedure requires copies to be sent to the President of the Conference, the Secretariat and, where applicable, to the Chairs of the Committees.

5. Conditions of implementation of communication

5.1 Internally

The various members of the Standing Committee acting in that role shall:

- adhere to one and the same communication policy, namely this Charter of communication;
- implement their communication in accordance with the communication elements of the 3-year CINGO Strategic Plan;

The member organisations of the Conference shall:

- observe the principles of this charter;
- assist, within the limits of their resources and according to their fields of action, in informing their members of the actions of the Conference and the Standing Committee;
- mention the Conference of INGOs in their common actions with the Conference of INGOs;
- ensure that a high quality of communication is always maintained;
- seek to promote a culture of mutual respect between individual representatives and member organisations of the Conference and the bodies of the Council of Europe;
- foster the principles of participation, collaboration and the sharing of information.

5.2 Externally

The various members of the Standing Committee acting in that role shall:

- maintain contact with all stakeholders of the Conference of INGOs in order to determine their expectations;
- build up a coherent, comprehensive image which accurately reflects the work of the conference;
- target the areas requiring more intensive communication;
- choose the preferred channels to disseminate the image and the messages of the Conference of INGOs;
- strictly observe the principles of the Charter so as to guard against incoherence and invalidation in the communication and image of the Conference of INGOs as a whole;
- ensure that communications are implemented in accordance with the CINGO social media communications policy 2024 (see Annex).
- implement the action plan in accordance with the 3-year CINGO Strategic Plan.

- the content of CINGO pages on the official Council of Europe website must be given to Secretariat for publication

5.3 CINGO Committee websites:

- the creation, management and decommissioning of Committee websites is based on the voluntary work by the respective Committee members;
- costs to be borne by the Committees are raised and transmitted to the OING-Service Association, who operates on behalf of CINGO as the owner of the website. The Association – budget permitting - helps with part of the costs;
- The (legally responsible) signatory of the contract with the web-hosting company needs to be Board member of the OING-Service Association. For practical reasons it should be one of the ex-officio Board members from the CINGO Standing Committee, such as the President.
- When selecting a web-hosting company, its registered offices should be in an EFTA or EU Member State. The suffix of the domain name should be .eu
- Special attention must be given to the Privacy Policy and the publication of personal data and members' comments/contributions on the site including a formal consent registration by these contributors. For guidance go to the [GCPR website](#).
- Committee members understand that the website contents are officially overseen by the Council of Europe Communications Unit.

5.4. Social Media Accounts

- Members will refer to the CINGO Social Media Communications policy 2024 (see Annex).

6. Compliance with communication ethics

In cases of non-compliance with this Charter, the President and the Secretariat are entitled to challenge the issuing party or parties and all concerned. In the event of non-compliance, the Standing Committee shall refer to the documents listed under article 2 (above).

However, it does not rest with them to settle possible disputes, especially as they themselves issue numerous messages and may also be challenged by the members of the Conference as to their compliance with this Charter. In the event of a dispute, the Verification and Dispute Committee shall adjudicate.

If the issue persists, or if the Verification and Dispute Committee does not consider itself competent to adjudicate, the case shall then be referred to the Appellate Committee.

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ANNEX

Social Media Communication Policy

2024

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Objectives:

Social media communication policy is in alignment with the principles outlined in the Communications Charter <https://rm.coe.int/16806440b6> the Conference of INGOs of the Council of Europe (CINGO) seeks to bolster its social media presence through a meticulously crafted strategy. Conference of INGOs of the Council of Europe aims to enhance its social media presence through a strategic approach designed to raise awareness of its work, engage with its target audience, and increase overall follower and engagement rates. This strategy focuses on leveraging various social media platforms, including Instagram, Twitter, LinkedIn, and Facebook, to disseminate educational, promotional, and interactive content. By maintaining a friendly yet formal tone, the Conference of INGOs of the Council of Europe seeks to connect with INGO leaders, young professionals working in INGOs, civil society organizations, and human rights activists and advocates, providing them with valuable insights into the Conference of INGOs of the Council of Europe 's mission, activities, and achievements. The strategy encompasses a diverse range of content themes, such as educational posts about how the Conference of INGOs of the Council of Europe operates, promotional materials for upcoming events, highlights of key accomplishments, and interactive sessions like Q&As and polls. With a consistent posting schedule and a focus on user-generated content, the Conference of INGOs of the Council of Europe will not only increase its visibility but also foster a sense of community and active participation among its followers. Regular monitoring and evaluation of social media metrics will ensure that the strategy remains effective and aligned with the Conference of INGOs of the Council of Europe 's goals, enabling continuous improvement and adaptation to the evolving digital landscape.

Conference of INGOs of the Council of Europe Social Media Rules and Regulations

The purpose of these rules and regulations is to ensure the Conference of INGOs of the Council of Europe 's social media presence is professional, informative, and aligns with the organization's values and objectives.

- 1.Account Management: All social media accounts are the property of Conference of INGOs of the Council of Europe. Accounts shall be managed by designated social media administrators appointed by the Conference of INGOs of the Council of Europe and only authorized personnel shall have access to account credentials.
- 2.Content Guidelines: Content should be relevant to the Conference of INGOs of the Council of Europe 's mission, activities, and interests of the target audience and all information shared must be accurate and verified. Maintaining a friendly yet formal tone. Posts should be professional, respectful, and inclusive. All posts should be written in English and French with clear and concise language.
- 3.Engagement: Delete or hide comments that are offensive, irrelevant, or violate these guidelines.
- 4.Confidentiality: Do not share confidential or sensitive information about the Conference of INGOs of the Council of Europe or its members.
- 5.Compliance: Comply with all relevant laws and regulations, including copyright, data protection, and privacy laws.
- 6.Crisis Management: Have a crisis management plan in place for handling negative comments, misinformation, or other social media crises. Address issues swiftly and transparently, providing accurate information and, if necessary, issuing official statements.

Official Platforms :

1. Instagram
2. Twitter
3. LinkedIn
4. Facebook

Content and Themes :

1. Informational Content :

- a. How the Conference of INGOs of the Council of Europe Works : Infographics or carousel posts explaining the structure and function of the Conference of INGOs of the Council of Europe.
 - b. Mission and Vision : Short videos or images with captions detailing the Conference of INGOs of the Council of Europe 's goals and objectives.
- 2.Event Promotion :
 - a. Upcoming Events : Posts and stories with event details, registration links, and highlights from past events.
 - b. Webinars and Conferences: Live updates, speaker introductions, and behind-the-scenes preparations.
- 3.Achievements and Milestones :
 - a. Key Accomplishments: Visual posts celebrating milestones, partnerships, and successful initiatives.
- 4.Interactive Content :
 - a. Q&A Sessions : Monthly Instagram or Twitter Spaces Q-A sessions where followers can ask questions and engage with Conference of INGOs of the Council of Europe members.
 - b. Polls and Surveys: Use Instagram Stories and Twitter polls to gather feedback and engage the audience.

Official Hashtags and Mentions :

- 1.Hashtags : #HumanRights, #Law, #Democracy, #CivilSociety, #CouncilofEurope, #INGOs
- 2.Mentions : Regularly only mention @CouncilofEurope to increase visibility and engagement.

Engagement Check List :

- 1.Consistent Posting: Maintain a regular posting schedule to keep the audience engaged.
- 2.Responsive Interaction : No replies to comments, messages, and mentions promptly to foster community engagement.
- 3.Collaborations : Collaboration post and sharing only with Council of Europe official account if it is necessary
- 4.Analytics Review: Regularly review social media analytics to track performance and adjust strategies as needed.

Weekly Content Plan

Weekly Posting Schedule:

1. Instagram: 2 posts + 2 stories per week
2. Twitter: 3 tweets per week + retweets and replies
3. LinkedIn: 1 post per week
4. Facebook: 2 posts per week

DAY	PLATFORM	CONTENT TYPE	DESCRIPTION
MONDAY	Twitter	Tweet	Highlight of the week: Brief overview of what to expect from the Conference of INGOs of the Council of Europe this week.
TUESDAY	Instagram	Post + Story	Educational post about the Conference of INGOs of the Council of Europe 's mission. Story with a "Swipe up" link to a detailed article or webpage.
WEDNESDAY	LinkedIn	Post	In-depth article about a recent success story or initiative.
THURSDAY	Instagram	Post + Story	Promotional post for an upcoming event. Story featuring event details and a reminder to register.
FRIDAY	Twitter	Tweet	Tweet featuring a quote from a Conference of INGOs of the Council of Europe member or partner organization.
SATURDAY	Facebook	Post	Photo or video recap of the week's activities.
SUNDAY	Facebook	Post	Engagement post: Poll or question to the audience about upcoming topics or feedback.

Instagram Post Examples from the Table :

Week 1

Tuesday (Instagram Post + Story) :

Post Text: Welcome to the Conference of the INGOs of the Council of Europe! 🌍🌟 We are committed to promoting human rights, democracy, and the rule of law. Stay tuned to learn more about our mission and how we work to create a better society. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Welcome to CINGO! ✨ Swipe up to learn more about our mission and how we work to promote human rights, democracy, and the rule of law. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Thursday (Instagram Post + Story):

Post Text: Ever wondered how CINGO operates? 🤖 Swipe left to discover our structure and key functions. Our work is all about making a positive impact on civil society. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Curious about how we operate? Check out our latest post to learn more about CINGO's structure and functions. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 2

Tuesday (Instagram Post + Story) :

Post Text: From conferences to community initiatives, CINGO is actively engaged in promoting civil society. 📸 ✨ Here's a glimpse into some of our recent activities. Stay tuned for more updates ! #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Check out our latest post to see what we've been up to! ✨ Highlighting our recent events and initiatives. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Thursday (Instagram Post + Story):

Post Text: Hear from our leaders about why CINGO is crucial for civil society. 🌐💬 Follow us to stay updated on our impactful work and see how you can get involved. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Our leaders share why CINGO matters. ✨ What do you want to learn more about? Let us know! #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 3

Tuesday (Instagram Post + Story):

Post Text: Our mission is more than words – it's action. 📺🌐 See how we're making a difference in communities across Europe. Watch our latest video on a project we're passionate about. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Behind the scenes of our latest project! 📺 ✨ Swipe up to see how we're making a difference. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Thursday (Instagram Post + Story):

Post Text: Got questions about CINGO? We're hosting a Q&A session! 💬 ✨ Drop your questions in the comments or DM us. Stay tuned for answers and insights. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Q&A session coming up! 📅 What do you want to know about CINGO? Ask us anything! #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 4

Tuesday (Instagram Post + Story):

Post Text: We love seeing your engagement! 💖📸 Here's a shoutout to some of our amazing followers who have shared their experiences with CINGO. Keep tagging us and using #CINGO to get featured. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: Thanks for sharing your stories! ✨ Check out our latest post featuring user-generated content. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Thursday (Instagram Post + Story):

Post Text: June has been incredible! 🌟🌟 Here's a recap of what we've achieved together. From impactful projects to engaging events, thank you for being part of our journey. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Story Text: What a month! ✨ Swipe up to see our June highlights and celebrate our achievements. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

LinkedIn Post Examples from the Table :

Week 1

Introduction to CINGO

Post Text: Welcome to CINGO! 🌍🌟 We are dedicated to advancing human rights, democracy, and the rule of law. Learn more about our mission and the significant work we do to foster a better society in our latest update. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 2

Explanation of how CINGO operates

Post Text: Have you ever wondered how CINGO operates? 🤖 Our latest post provides an in-depth look at our structure and key functions, illustrating how we strive to make a positive impact on civil society. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 3

Overview of CINGO's activities

Post Text: From conferences to community initiatives, CINGO is actively engaged in promoting civil society. 📷 ➡️ Explore our recent activities and stay informed about our impactful work. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Week 4

Testimonials and reasons to follow CINGO

Post Text: Hear from our leaders about why CINGO is crucial for civil society. 🌐 💬 Follow us to stay updated on our impactful work and discover how you can get involved. #HumanRights #Law #Democracy #CivilSociety @CouncilofEurope

Conclusion :

This social media strategy aims to increase awareness of Conference of INGOs of the Council of Europe 's work through consistent, engaging, and informative content tailored to the target audience. By leveraging various platforms and content types, the Conference of INGOs of the Council of Europe can effectively reach and engage with its audience, promoting its mission and activities.