

Global Week for Education –Media and Social Media Toolkit

Media and social media have truly connected the modern world we live in today. For the Global Action Week for Education 2019, our coordinated efforts, activities and events require us to use all free, accessible tools and platforms to showcase our reach, diversity as well as to elevate our demands and calls to actions. Here we have created media, social media communications guidelines to assist you in getting your messages out to the public.

1. Digital Communication

Blogs and stories

Good content and positive stories are key to get people's attention and interact with a wider audience - including the media. They help illustrate and showcase the results of your advocacy efforts, and the concrete a new policy change can make for a community. They are also a good way to give a voice to those who are often not heard.

On the GCE Website, we created a dedicated space for [GAWÉ stories](#); this space is yours to fill in with reports from the ground, with positive messages from those we are working for.

Why and how to use social media

Social media is a critical and powerful tool to disseminate our messages to wider audiences and garner support for local, regional and international campaigns. From Facebook, Twitter, Instagram and LinkedIn, these social media platforms are a first source of information that have the potential to go “viral!” Social media can:

- “Crowd-build” for the GAWÉ and to draw attention to regional activities linked to the global event
- Get more people talking about the GAWÉ event, before, during and after the event
- Attract the attention of traditional and social media journalists and influencers
- Get the attention of elected officials and community leaders

Social media are based on engagement, and online social interaction. Everybody can produce and share its own content – it is a very crowded space. Google (YouTube), Facebook and Twitter, the major players, are pushing their paid models, making it increasingly difficult for an organisation to reach their followers. To get the most of our organic content, it is thus of utmost importance to get as many people as possible engage with it.

What does engagement mean:

- **Liking** – it is the easiest action. Liking is a click, though it has a multiplying power as most of the content you like will be shown to the users who are following you.
- **Clicking** – it is excellent to know that users clicked on the links you shared and visited your website, though clicking has no social multiplication power. If a user clicks, it will just make it more probable that the same user will be shown your next post.
- **Sharing** – sharing multiply your reach and increase the chances of your content to be shown to more people outside the « captive » followers' audience.
- **Commenting** – it the most engaging action as it starts active online conversations, and comments are also shown to the friends/ followers of the person commenting.

Social media campaigns can have direct advocacy consequences:

- More and more media are looking at stories that are trending, a highly shared Facebook post can become front page news;
- A tweet or a post has no frontier, and a campaign can rapidly travel the world, and gain unexpected support from the international community – international support can be key in countries where local advocacy is complicated;

- The reach, number of clicks, likes and shares is a measure of general public support, and can be powerful tools to demonstrate an organisation's grassroots link and representativeness.

How to use the different channels:

- **Facebook:** This is the primary channel to reach wider audience, and to deliver messages to the general public. A good Facebook post is a message (not too long so it appears in full) with a link and an image or a video. Your post will also have more chance to be engaged with if:
 - You are mentioning or tagging another page or person (they will get notified)
 - You add a call to action (it can be clicking, sharing or liking) or ask a question (to encourage people to comment) or creating a poll.
- **Twitter:** Twitter is the main channel for GCE, the one generating the most engagement. Twitter is used by governments, international organisations and the media, and it is a privileged way of reaching out to the main education stakeholders. A good tweet is typically one message and one link, one image (on average 40% more engaging) and maximum 2 hashtags (too many hashtags is similar to spam and makes reading difficult. It's better to write several tweets with different hashtags than one tweet with too many).
- **Instagram:** This is a channel which is coveted and used by a younger public. Use this platform to share you social media resources including images from your events.
- **LinkedIn:** Is a great space to promote important messages and gain credibility. Use this platform to share articles related to your events and campaign activities.

What to do for GAWE:

Share the proposed GAWE [social media messages](#), and [designs](#) on all your social media channels. Use the relevant hashtags (#GAWE2019, #MyEducationMyRights) to amplify our common voice and share/ retweet, tag and mention GCE global and other GCE members!

Use and purpose of the Global Action Week for Education online platform

The **Global Action Week for Education platform** is an effective tool for members to raise the profile of GAWE events taking place across the globe, to invite everyone to participate in activities and most importantly to create campaign petitions that people can support. The tool is easy to use: click on [register an event](#) to add the most important details, such as the description, start date and time as well as the venue.

The screenshot shows a 'New Event' registration form. At the top, there are two buttons: 'Start' (with a red dot) and 'Review' (with a grey dot). Below the buttons, the form has the following fields:

- Event Title:** A text input field with a small circular icon on the right.
- Description:** A larger text area with a small circular icon on the right.
- Start Date:** A date picker showing '17/4/2019'.
- Start Time:** A time picker showing '12:00 PM' and a 'set end time' link.
- Venue:** A text input field with a search icon on the right.

This is the landing page to register your event. Here you can enter your details and remember to **save** the event. Once it is saved, you will be asked to quickly create an account, and the event created will be [visible on the map](#). People can RSVP to attend your event and attendees can extend the invitation by sharing the event post on social media or via email.

The GAWE is a moment in our annual calendar to advance our demands and calls to action. Petitions aid in addressing a specific topic as well as to target official individuals such as Governments or Education Ministries.

New Campaign

Start your petition now to support the global call for the right to education!

Petition title * * required field

Ask your governments to make the right to education a reality for everyone

Whom are you petitioning? *

What do you ask them to do? *

Everyone has the right to free quality public education. To make the right to education a reality for everyone.

Governments must:

- Subscribe to, ratify and implement the human rights treaties and

Why is this important? *

Education is a fundamental human rights, and is an enabler of all rights. Everyone, from the poorest to the richest, in every corner of the world, from the most remote areas to the heart of mega-cities, and every context, in a country at peace or torn by conflicts, and irrespective of their ethnic origin, gender, age or disabilities, everyone is entitled to claim that right.

Where?

- This is a national or global campaign without a particular location

What's your petition trying to do? Remember people can't sign on to something they don't understand so keep it short, simple and punchy.

This is the landing page to start a campaign petition. Click on [“Start A Campaign”](#) tab and enter all the details of the campaign. Remember to add all the details required to ensure supporters know what the petition is about (“Petition title”), who is the target (“Whom are you petitioning?”), what is the change you want to see (“What do you ask them to do?”) the relevance of the petition (“Why is this important?”) and state whether this is a national or global petition (Where?)

The text is pre-filled from a template petition to make things easier, and you can choose to create your own and edit the text. The different features of the platform will allow you to share, communicate with your audiences, and liaise with petition signers.

2. Media Templates

Journalists and reporters serve an important role in society. They are an integral link between local communities, general public and Governments.

How to communicate with journalists

Journalists are very busy people, in demanding jobs and often have overlapping priorities. While it may be tempting to pick up the phone and call a journalist or editor to inform them about your campaign activities, the best practice is often to send an email first. It is important to send emails that journalist will open and pay attention to, so spend time on crafting the subject line and email text so you go straight to the point and highlight your main messages.

We share below two media templates for journalists which can be used for GAWE. You can edit and adapt them to make them relevant to your context. Once these have been sent, make a follow up call to ensure the journalists have received your email and assess their interest in your campaign or event.

The importance of media lists

A media list is your list of contact in the media: journalists names, outlets and contact details. If you have an existing media list, be sure to keep it updated by regularly checking in with your core media relations.

If you don't have media contacts, find the newspaper or media outlets you want to target, and look for journalists writing about education. Sometimes the email addresses may be available in the contact section; if this is not the case, phone the media outlet and request to speak to the journalist. Be brief and to the point about who you are and what you want from them. Be sure to indicate that you need their email address in order to send them content on your campaign.

Media advisories

These are used to inform media about an upcoming event, whether it is an event launch or press briefing. This is a form of invitation, so it must grab the reader's attention and interest to attend. Send this **one week** before your event and follow it up with a phone call a few days before the event.

Generic media advisory template

DATE:

Contact: [Media contact from the team that will be available, with how to reach them by at least mobile number and email address]

CATCHY TITLE TO WOW REPORTERS

[concise, informative title, written in the style of a news headline]

SHORT TEASER — [2-3 sentence summary of the WHO, WHEN and WHAT of the event, with slight elaboration on the WHAT—make sure to contextualise the GAWE with background information. Make it clear why the event is significant and newsworthy, but do not provide so much information that it becomes unnecessary to attend the event itself; on a similar note, **do not include quotes**. If your list includes TV or radio, give them a sense of how this event has great visuals or sounds.]

WHAT: Short one-phrase description of the event.

WHEN: Date and time of the event, in the following format: Day of the Week, Month, Day, Time (specify time zone)

WHERE: City, Country

WHO: Names/Groups (and titles, if applicable) of spokespeople, key individual figures

WHY: A couple of sentences explaining why this event is important and what is the overall context in which it is taking place highlighting local/regional issues of relevance currently at play.

[photos, visuals]

[###] to mark the end of your release. It's still traditional, or put additional links or footnotes below it.

Press releases

These provide journalists with all the information they need to write an article about your event/ campaign, even if they don't attend. Try to keep this to one or two pages maximum, depending on the level of details you want to share. Think of this a news article about your campaign. Below is a basic structure of a press release.

Generic press release template

FOR IMMEDIATE RELEASE

DATE

CONTACT: [name], [role/organisation], [email address], [cell phone number]

TITLE [concise, informative title, written in the style of a news headline]

SUBTITLE (optional): *brief description on what is different now—how whatever is in this release has changed things*

EXPLANATION OF EVENT — These first 1-3 sentences should be a slightly more detailed explanation of what happened over and above what is given in the press release title. Here you can state the purpose of the event you are hosting, in the case activities linked to GAWE.

“[QUOTE] This quote should be from your **key spokesperson** for example regional member or organisations spokesperson, [include spokesperson full name and title]. This quote should give context on why this event/moment is important and the main demand.

After the 3rd paragraph, things get a bit more freeform. Use a 4th or 5th paragraph to provide background on the event and its relevance to your campaign and demands. Make sure to give enough information for journalists who may not have followed the campaign or a receiving news from you for the first time. You may give general background information. As the host or organiser of the event, explain who is involved in organising the GAWE, and what role they played, and share your key messages.

“[QUOTE] This quote should be from another (if possible) organiser of your event or campaign lead. This quote should summarise the purpose, impact and importance this occurrence and add more forward looking information in terms of where this work is headed.

This final paragraph should speak to any next steps happening. It should explain how the event/ meeting, enhanced your campaign, any key outcomes, and messages to share with media.

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Notes to the writer:

- If you have additional quotes, photos, or information you would like to share with the press you can put it here.
- Don't shy away from putting a personal touch to your release! Some of the strongest stories come from an individual perspective.
- Connect the dots — explain how the contents of this release effect the larger movement.

Global Week for Education 2019 – Press Release

Global Action Week for Education press release template: Below is a GAWE press release template. Please update this with your language specific logos, contact person as well as relevant spokespeople. The key is to ensure that our overall GAWE messages are reflected in the press release.



FOR IMMEDIATE RELEASE

DATE: April 24, 2019

CONTACT: Lerato Balendran, GCE Communications Officer, lerato@campaignforeducation.org;
+4407555723686

Global Action Week for Education – A Pivotal Moment for Education Worldwide
2019 a critical year to ensure the timely delivery of free quality education for all by 2030

GLOBAL: Since 2003, the annual flagship event for the civil society education movement advances the right to education for all. This year, the pressure is heightened. Children starting school in 2019 will complete their 12 years basic education by 2030, a global deadline set aside to achieve Sustainable Development Goals (SDGs).

“Worldwide education is in crisis. The Global Action Week for Education (GAWE) represents the education movements’ escalated commitment to hold Governments accountable to inclusive public education for all. States continue to ignore their responsibilities as well pressing needs of society. Education for children, youth and adults, including those with disabilities and those impacted by conflict and disasters are part of the Education 2030 Agenda. It is up to us, civil society, to apply every arsenal and ensure no one is left behind”
Refat Sabbah, GCE President.

This year, the GAWE focuses on key strategic areas. Namely; **Equality and non-discrimination**, which speaks to education as a fundamental human right that everyone must claim, irrespective of race, colour, creed or social standing. Additionally, this area addresses the growing support for Public, Private Partnerships (PPPS’s) which undermine civil society efforts and commitments made by Governments in support of free, inclusive quality public education. **Transformative education** calls for education curricula that empowers individuals beyond numeracy and literacy skills. The world today demands assertive citizens that play an active role in shaping the present and future of societies. **Education in emergencies** is a key topic that can longer be ignored by the international community. From climate change disasters to political conflicts, children, teachers and schools are left to fend for themselves as they are caught in the crossfire. With an estimated 535 million children, nearly one in four, living in countries affected by conflict or disaster, this issue is critical.

“GCE and the partners are proud of the impacts of the GAWE. Hundreds of campaigners worldwide are ensuring the right to education is a reality. Now more than ever, vulnerable women, children and youth rely on us to safeguard the future and promote their needs and demands at the highest level. We are shifting mindsets as well as popular narratives and placing the power back in the hands of the people” **Samuel Dembélé, GCE Chairperson.**

GAWE events are taking place worldwide between **24th April – 1st May**. Follow the discussions and events on social media on #GAWE2019

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Notes to the editor: The Global Campaign for Education ([GCE](#)) is a civil society movement that aims to end the global education crisis. The movement promotes and defends education as a basic human right. The Global Action Week for Education ([GAWE](#)) is a flagship event for the civil society education movement and has been running successfully since 2003.