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Communication Strategy of the Mountain Partnership 2018-2021: DRAFT

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1. Introduction

This communication plan was developed by the Mountain Partnership Secretariat (MPS) to provide a global and regional strategy to support the 2018-2021 Mountain Partnership work plan and it is closely linked to the MP's advocacy strategy. The current strategy builds on the previous one referring to 2014-2017.

This plan sets out communication objectives, key audiences and target groups, including specific messages, tools and activities, all aimed at maximizing the impact of the communication efforts of the MP.

Many components of this plan are already active. Some are ideas that can be explored and undertaken if sufficient human and financial resources are available. The plan builds synergies and aims to contribute to existing communication strategies and platforms of different members. It is meant to help partners interested in mountain issues navigate through the various sources by finding them all in one place.

Since its inception, the MPS has facilitated knowledge sharing and collaborative action among MP members. The Secretariat, in consultation with members, has developed a powerful brand and visual identity, a website, a monthly newsletter in English, a brochure in four languages, social media channels, videos, technical publications, databases, policy and issues briefs, United Nations (UN) reports and other materials. It has also developed guidelines for news stories to be published on the website, a social media guide as well as brand guidelines (see annex).

2. Communication goals and objectives

The overall goal is to provide the framework for the communication work conducted to promote sustainable mountain development (SMD) by MP members and the Secretariat. Below are the external and internal communications objectives that the MP aims to achieve through the communication strategy.

External communication objectives

- Position the Mountain Partnership as the key UN alliance in which members work together for the improvement of mountain peoples' lives and the protection of mountain environments;
- Inform and influence policy-makers and civil society to build commitment and support for research, national strategies and programmes, policies and laws that aim to sustainably develop mountain areas, in close conjunction with advocacy efforts;
- Raise awareness of mountain issues at UN events, mountain forums, regional events and on International Mountain Day, among others;
- Build awareness among existing and potential resource partners of the activities of the MP to consolidate and increase financial support;

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- Foster synergy, coordination and collaboration with other actors and networks concerned with mountains or other related topics;
- Share lessons learned, indigenous and scientific knowledge, and promote good practices that can assist in the strengthening of the resilience of mountain peoples to issues such as food insecurity, climate change and the effects of globalization;
- Increase media coverage of the MP and its initiatives.

Internal communication objectives

- Coordinate consistent messages to promote SMD;
- Ensure that MP members have access to information about the Partnership's activities and the information they need to communicate and advocate at global, regional and local level;
- Strengthen the communication network, share the communication products of MP members and the exchange of knowledge within the Partnership so to build synergies and avoid duplication and overlap;
- Standardize the visual identity used in all communication channels of the Mountain Partnership;

3. Target Audiences

- MP members
- Policy-makers
- National, local and regional governments
- Mountain peoples
- UN officials
- UN Conventions
- Resource partners
- Civil society
- Academia/research sector
- Youth and students
- Media

4. Key messages

MP members, with MPS support, should disseminate key messages that can be tailored according to audience and used in speeches, events, posters, media interviews, etc. They need to be updated regularly with new data. The emphasis should be on global issues that affect mountain communities and environments, such as food security, climate change and water issues. Attention can be called to mountains at events that do not strictly pertain to mountains by choosing strategic key messages and entry points.



Examples of key messaging:

- Mountains cover about 22 percent of the earth's land area.
- Mountains are home to 13 percent of the world's population; 91 percent of whom live in developing countries. This means that almost one billion people live in mountains.
- 1 in 3 mountain people in developing countries are at risk of hunger and malnutrition.
- Mountains host approximately 25 percent of terrestrial biodiversity as well as vital genetic resources for locally adapted crops and livestock.
- Mountains attract about 15-20 percent of global tourism.
- Mountains provide crucial goods and services, such as water, food and energy, for all humanity.
- Mountains provide between 60 and 80 percent of the world's freshwater resources for domestic, agricultural and industrial consumption.
- Climate change is melting glaciers and threatening mountain communities and environments.
- Mountain areas have some of the highest migration rates worldwide.
- Mountains require policies and investments so they can continue to provide global goods and services.

5. Tools, Activities and Services

Over the past few years, the MPS has made ample use of social media tools in addition to traditional media, in line with the massive increase in web and mobile based technologies, to improve the reach and efficacy of communication activities. The MPS Communications team can count on the Food and Agriculture Organization of the United Nations (FAO)' communication team's strong support on corporate activities and events and capitalize on their large networks and followers.

The following tools are made available to convey the messages of the MP:

Websites – The website (www.fao.org/mountain-partnership/en/) is managed by the MPS, with editorial contributions from MP members, and centres on the news, events, priorities, activities, needs and contact details of MP members. It aims to constantly build its public reach and disseminate mountain-related news even further. It is currently in English. The MPS also manages the pages for [IPROMO](#) and the website for [International Mountain Day](#), available in the six UN languages, where activities, messages and information materials are posted.

Social Media – The MPS maintains two strategically selected social media channels – a Facebook page (www.facebook.com/MountainPartnership) and a Flickr photo gallery (www.flickr.com/photos/mountainpartnership/) – to interact with MP members and the greater public in a fast-paced fashion. Social media is actively used to add speed to photo and video contests or to any communication activity that requires active participation.

The MPS can also count on FAO Forestry's twitter account and FAO's Corporate YouTube account and FAO page for the dissemination of key messages.

MP members are encouraged to join social networking forces to promote, for example, International Mountain Day through the hashtag #MountainsMatter.



Peak to Peak – The MP newsletter allows for the monthly delivery of a round-up of MP news and events to the inboxes of members and a greater network, called ‘Friends’. It reports regional and member information submitted by MP members as well as “closed” meetings and other endeavours that are pertinent to SMD, especially when they could be replicated in other regions. Peak to Peak is managed by the MPS.

Email listservs – The MPS uses three email lists: one for MP members as a whole who are regularly sent targeted messages that pertain to them or are not intended for the general public. The MPS also maintains and uses lists for ‘Friends’ of the MP and IPROMO alumni.

Publications – A wide range of publications written by MP members document in-depth knowledge on various subjects related to SMD and are made available for public consultation. In addition the MPS produces in collaboration with key members, ad hoc publications.

MP brochure – The MPS regularly produces a brochure in English, French, Russian and Spanish, showcasing its pillars of work plus global and regional activities.

Videos – When financial resources are available, videos are produced to advance SMD messages.

Resource mobilization proposals – regular proposals are produced by the MPS and samples are available on request.

Presentations and speeches – PowerPoint presentations created by the MPS can be requested and adapted by MP members according to need and audience. Speeches are produced and tailored for specific events and the MPS can provide assistance on these.

Mountain Ambassadors – To inspire goodwill toward improving the quality of life and sustaining healthy environments in the world’s mountain regions, MP members nominate well-known personalities to champion the cause of SMD. Currently, the MP has three goodwill ambassadors: Reinhold Messner, Jake Norton and His Holiness Drikung Kyabgön Chetsang.

6. Evaluation

The quality and success of the implementation of the communication plan should be measured and audited to monitor progress and what to improve. Currently, Google analytics and other reporting tools are used to track the reach of MP communication products and channels, including the MP and International Mountain Day websites, social media and Peak to Peak, and audiences’ engagement with them. The Steering Committee may propose other methods of evaluating and the specific pieces of information to collect to assess the quality and success of the communication plan.

7. Issues and next steps

Issues

The Fourth Global Meeting’s working group on communications identified a need for translations in Spanish, French and Russian. Resources, however, are not always available and therefore the MPS must count on in-kind support.



Next steps

- Finalization of the communication plan (send to Steering committee)
- Project planning and milestone planning
- Operations: Budget and human and financial resources planning

Annexes:

- News guidelines
- Brand guidelines
- Social media guidelines

Annex

1. News Guidelines

Web news stories should not exceed 500 words and be accompanied by at least one photo.

The MP shares information about sustainable mountain development, so news stories must be centred on mountain communities and/or environments and be as timely as possible.

Headlines

- Have a limit of 46 characters with spaces (no abbreviations or acronyms)
- Must have the word mountains or name of a mountain or mountain range
- Should have an action verb in the present tense
- Establish geographic location – region, country, mountain range

News structure

The first sentence of the news should be about the latest development and ideally include:

- who (name of MP member, if applicable)
- what the action/development is
- when, the day the news occurred (please try to submit news as early as possible)
- where – town/city and country
- how and why, if possible but those can also be explained further down in the story

Quotes are a great way to make the story more interesting and add perspective. In a story of 500 words, one or two quotes suffice; three should not be exceeded.

All stories end with a 'read more' link to another website, so writers should provide a website where readers can find either the same (originally published) article or more information than what was provided in the story. One link is enough.

Byline



Articles can be signed by an individual or by an organization, if preferable. Members of the Mountain Partnership should be sure to include the name of their organization in the news itself as well as in the byline at the end of the article.

Photos

Should be a good quality - resolution 300 dpi is best but less is acceptable. Multiple photos are appreciated and will be used on Facebook and Flickr. Please be sure to provide the name of the photographer. All photos published by the MP website are subject to a granting of copyright through the signing of a FAO photo permission form.

2. Brand Guidelines

Use of the Mountain Partnership Brand

Not every mountain-related initiative of MP members is automatically a MP activity. As a general principle, an initiative should only be marked with the MP logo if it clearly derived from the MP.

More specifically, an activity or initiative can be labeled as being implemented within the MP if the following criteria are met:

- At least two partners are involved in or contribute to the initiative; and
- The initiative is clearly related to SMD and contributes to the MP mission and objectives.

It is important that all initiatives which are being implemented under the MP label are reported to the MPS in order to ensure proper communication to the entire membership.

Visual Guidelines

Our external/internal audiences recognize MP as a strong, self-standing, distinct brand. By using the same logo, typefaces, slogans and colours to share our key message, we convey a cohesive and consistent message, which makes our individual voices stronger.

Name in English / French / Spanish:

Mountain Partnership / La Alianza para las Montañas / Partenariat de la montagne

Tag line in English / French / Spanish:

Working together for mountain peoples and environments /
Œuvrer ensemble pour les populations et les environnements de montagne /
Trabajando juntos por los pueblos y el ambiente de las montañas

Logo:

Four green mountain peaks surmounted by black brush strokes

MP members are invited to use the MP [logo](#), which can also be placed on members websites or used when organizing an event or initiative to promote SMD with at least one other MP member.

Colours:

The background colour is a fading blue (blue gradient angle 131% location 53% C 97% M

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85.5% Y 41% K 44% location 0% to C 96% M 84.3% Y 0% K 11% location 100%)

The Green used on the mountains and sometimes on the font is Pantone 254U

The Yellow used is C 9% M 34.5% Y 100% K 0%

Typefaces: 'Open Sans', sans-serif on the website and myriad pro for printed publications

3. Social Media Guidelines

Social media is a fast and low-cost means by which to quickly share information with a large audience. The Mountain Partnership uses [Facebook](#), [Flickr](#) and FAO's [YouTube](#) to share news, event announcements and relevant information about its members and sustainable mountain development.

Branding should be consistent across social media platforms (e.g. same profile picture and cover photo).

The official hashtag used by the Mountain Partnership is #MountainsMatter.

Facebook

Frequency:

- In order to stay present and visible on Facebook, it is recommended to publish at least one post per day, maximum two posts per day.
- By tracking the analytics of your organization's page, you can better understand which times are the best to post at to reach your target audiences. The Mountain Partnership maintains weekly analytics of its page, accounting for the number of followers, size of post reach, number of people engaged and the page's star rating.

Content:

- Facebook content should be varied. It is important to publish a mixture of photos, videos, links and articles to keep audiences engaged.
- Facebook posts are meant to be short and colloquial, avoiding overly technical language or acronyms, and to link to further information. The recommended length of text for a Facebook post is 40 characters.
- If you are referring to another organization in a post, tag the organization's page, if possible. To tag the Mountain Partnership's Facebook page, write: @MountainPartnership

Flickr

The Mountain Partnership shares photos of mountains, mountain peoples and Mountain Partnership events on its Flickr. Members are welcome to submit photos to the Mountain Partnership Secretariat to be shared on the Flickr. Photos should be of good quality (high resolution, at least 300

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dpi, in jpg format) and can be sent to the Mountain Partnership Secretariat at mountains.mps@gmail.com.

Anyone is welcome to use the photos from the Mountain Partnership Flickr for non-commercial use. Appropriate attribution should be provided, including the name of the photographer. All photos published by the MP website are subject to a granting of copyright through the signing of a FAO photo permission form.

YouTube

The Mountain Partnership can share short videos about sustainable mountain development and International Mountain Day on FAO's YouTube account. Members are welcome to share these videos.