

9

From: [REDACTED] (CAB-MIMICA)
Sent: mardi 12 juin 2018 15:43
To: [REDACTED] (COMM); [REDACTED] (DEVCO)
Cc: [REDACTED] (CAB-MIMICA); [REDACTED] (DEVCO)
Subject: FW: Social plan and timings for Friday's conference
Attachments: Social media outline June conference.docx

Also useful for you

From: [REDACTED] (DEVCO-EXT)
Sent: Tuesday, June 12, 2018 12:30 PM
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED] (CAB-MIMICA)
Subject: RE: Social plan and timings for Friday's conference

Thanks a lot for this [REDACTED]. I'll take a look and get back to you with my comments/questions if any.

[REDACTED], we had a few outstanding questions following our planning meeting - mainly concerning the video/photography to be captured during the event, release times, products to be created etc. It would be great to catch up today by phone if possible so I can run through it with you and provide feedback to the AV service. We can catch up directly and I will summarise everything in email to the Commissioner's cabinet and AV services, so everybody is clear.

Are you free at 15.45 CET?

Thanks in advance,

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]@wearelumos.org]
Sent: Tuesday, June 12, 2018 12:04 PM
To: [REDACTED] (DEVCO-EXT)
Cc: [REDACTED]; [REDACTED]
Subject: Social plan and timings for Friday's conference

Dear [REDACTED],

I hope you are well.

Please find attached here a brief run-down of our proposed social posting over Thursday, Friday and Saturday. I have indicated where we would anticipate partners to be posting too. What do you think? This does not yet contain proposed messaging as I think we are still waiting on finalisation of topline, but I will incorporate this as soon as possible.

We also said we would discuss hashtag – I have included a couple of options in the document and look forward to hearing your thoughts. If you remember,

#nochildleftbehind is unfortunately linked to a US Gov initiative which we would want to avoid. Ideally I would want to brand the shareable graphics we are creating with this hashtag too – which avoids any issues around logos but keeps the branding consistent across accounts.

I also said I would get back to you about timings for the EC and cameraperson to attend the Youth Participant workshop on the Thursday and support with content collection.

After discussion, we thought there would be two moments which would work:

- At the start of the workshop (from 10am), there is a panel discussion with a policy officer from DevCo and the young people – plus a Lumos chair ([REDACTED]). We thought this could be a nice photo opportunity from your perspective.
- At around 2.30pm, after a lunch break, the young people will be in the latter stages of defining their recommendations for the conference the next day. They will be writing them down on cards – which would be nice to capture with still photography. We could also take this opportunity to ask them one quick vox pop question to record to-camera (eg. Why must we leave no child behind? OR Why does every child deserve a family?). The Radio 4 interviews will also have taken place by this point (they are due to start at midday) so hopefully we'll have enough room and be less disruptive at this time.

What do you think? I appreciate you might not want to do both moments, so from our perspective 2.30 is the most important one. Would this be possible? This should give us ample time to turn the content around and get the most use out of it, too.

[REDACTED] | International Communications Coordinator



Protecting Children. Providing Solutions.

Peninsular House, 30-36 Monument Street, London,
EC3R 8NB, UK

m: +44(0)7973279417

t: +44 20 7253 6460

e: [REDACTED]@wearelumos.org

visit: wearelumos.org | facebook.com/lumos.at.work | twitter.com/lumos

By 2050 all children will grow up in loving, nurturing, protective families.

Because children belong in families, not orphanages.

COMMUNICATIONS PLAN: SOCIAL MEDIA

Campaign

No Child Left Behind: EU external action supporting children and families conference

Social Media Communications Objectives

- To support the objectives of the conference and capitalise on any commitments made
- To promote the youth participation element of the conference and place it at the forefront of social communications
- To maximise the exposure of J.K. Rowling's involvement in the event and media, *at the appropriate time*

Considerations

- All mention of J.K. Rowling's presence must be avoided until after embargo has lifted on Saturday morning.
- We want to focus on youth-led content, and avoid any low-quality images of the conference room.
- We want to pre-emptively avoid this by providing shareable content to key partners (ie speakers) ahead of time.

Communication channels in use

- Lumos/EC social media channels – Twitter, Facebook, Instagram
- Partner social media channels – Twitter, Facebook, Instagram
- Lumos/ EC Website – for press release and further info

Hashtag

#nochildleftbehind18

#nclb18

#righttoafamily18

Social Content Skeleton

THURSDAY 14 JUNE

- 1 or 2 photos and or short film clips from the pre-conference youth advocate sessions.
 - These will focus on the recommendations that the youth advocates are creating for their opening address.
 - These will be used for co-host social channels.
- 1 or 2 takeaways/quotes from the Lumos-produced conference publication, made into shareable graphics including conference hashtag.

- eg: “No one ever asked me what I wanted in care. My dreams and hopes never really mattered.” Ruth, self-advocate from Kenya.
- These will be pre-included in key partner social packs and shared across partner and co-host channels with pre-emptive messaging on the conference.

FRIDAY 15 JUNE

- 1 or 2 takeaways/quotes from the Lumos-produced conference publication, made in to shareable graphics with conference hashtag.
 - These will be pre-included in key partner social packs and shared across partner and co-host channels.
 - Partners can include on the day messaging or sample messaging provided by Lumos.
 - These will give partners something to share other than images from the room.
- 1 or 2 photos and or short film clips from the pre-conference youth advocate sessions.
 - These will focus on the recommendations that the youth advocates are creating for their opening address.
 - These will be used for co-host social channels.
- 1 or 2 photographs from the room – from professional photographer (avoiding J.K. Rowling).
 - Focusing on the young panellists.
 - Key quotes as applicable.
 - This will be decided live on the day.
- Retweeting partner content which is in-keeping with requirements and which contains pertinent messaging.
- Possibility of sharing social-sized clips of filmed content being played during conference.
 - This will be made available prior to conference to co-hosts, for embedding in social channels for publication on the day.

SATURDAY 16 JUNE

- Directing to press release on Lumos/EC website.
 - After 10am (when send-out will happen).
 - Sharing the 2 x approved photos of J.K. Rowling and young people and/or Commissioner Mimica with key quote used in press release.
 - Both Lumos and EC channels as appropriate.