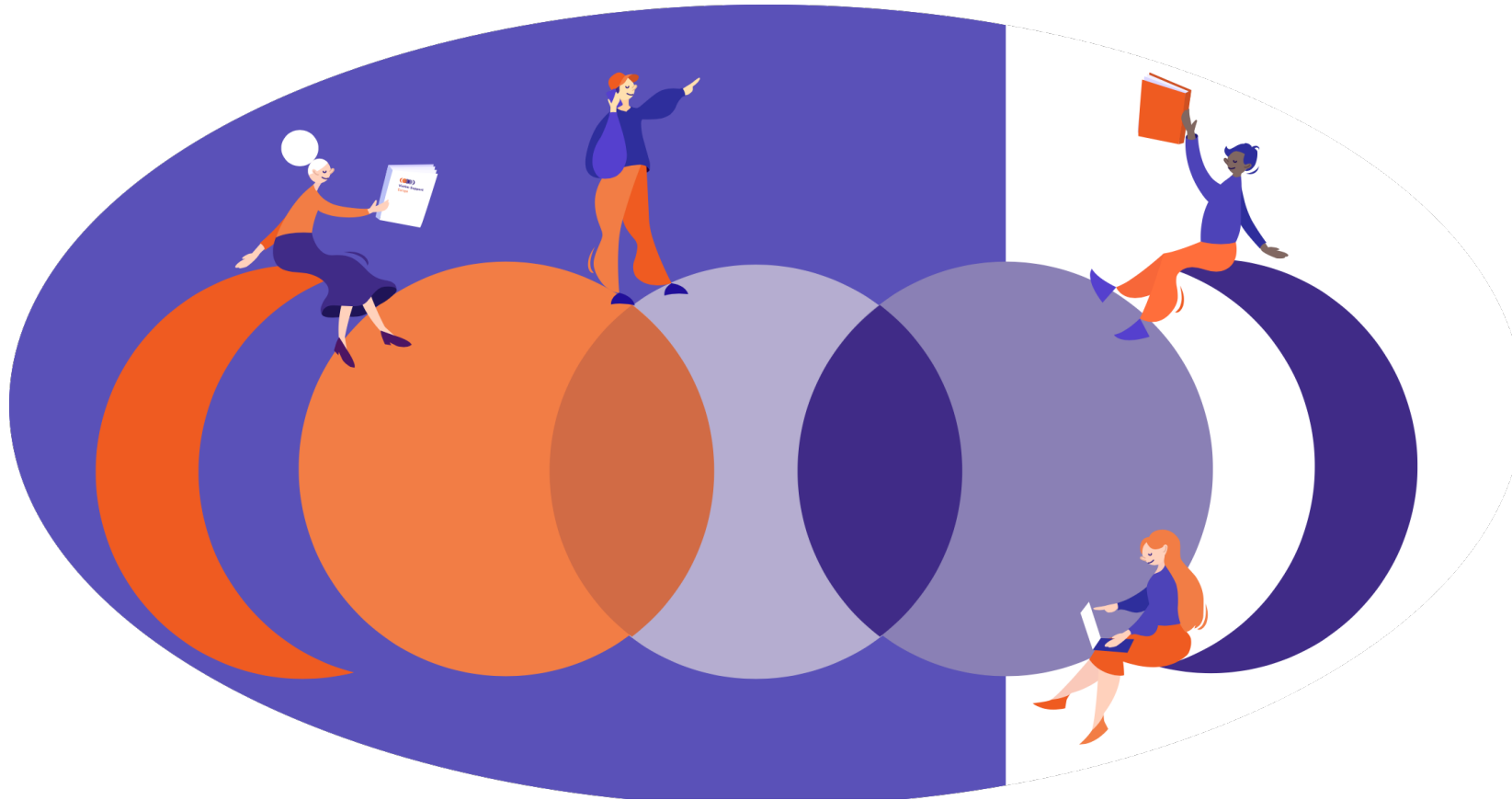


VSE Communications Strategy 2022



2022 VSE Communications Objectives, Expected Results, Activities and Target Audiences

01 Communications Objectives 2022

- Mainstream the victims' rights issues and services (reach new audiences via paid advertising and grants)
- Build engagement with the VSE brand (paid articles + social media); promoting VSE members activities (consultations via Victims' Rights Communicators Network)
- Grow support for our cause and our campaigns (sharing to targeted audiences) via paid advertising and grants

02 Target Audiences 2022

- **Policymakers (the focus of 2022)**
- Most strongly aligned with our cause (victim support community)
- Those with low awareness of VSE and victims' rights
- Those who are against our position (to start thinking of developing counterarguments)

03 Channels 2022

- Social media (focus on paid ads and grants)
- Website/Intranet/Hub (focus on SEO + updating/maintenance)
- Press (paid advertising + organic reach)
- Direct Speech (lobbying meetings, presentations, workshops and conferences)
- Members/partners' channels

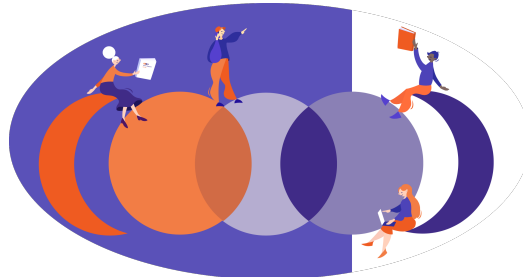
New Tools in 2022

- A single page of bullet points for attracting the attention of busy decision-makers (advocacy – VSE position on certain topics)
- 3 Big Boy VR films (Training + awareness-raising)
- 3 animated films (Training Academy + awareness-raising)
- Preparing promo films on the new VR Directive and on VS framework
- Establishing Victims' Rights Communicators Network (VSE members comms and advocacy departments)

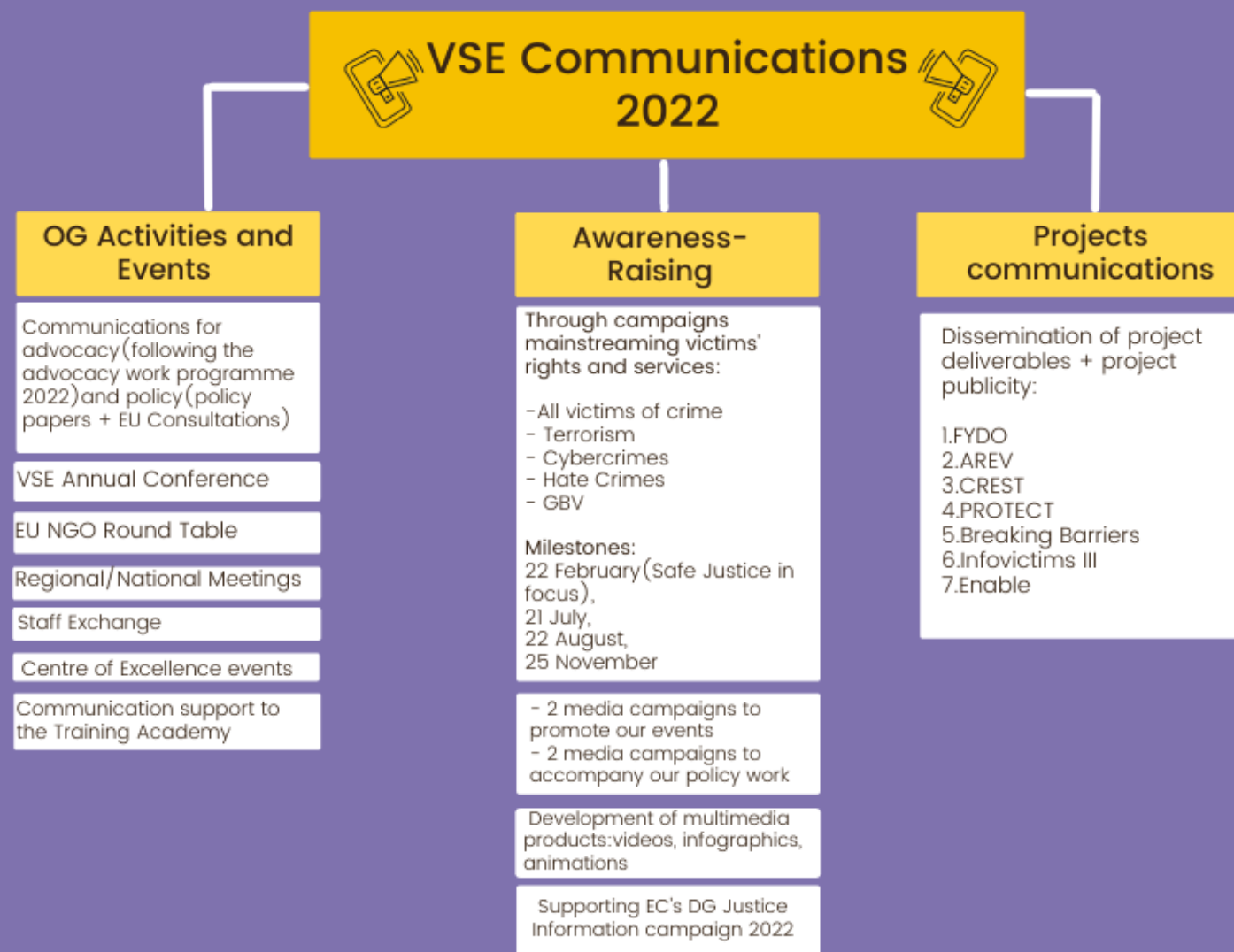
04

A step forward towards greater visibility/exposure

- SEO website + increasing website traffic via sm
- Paid advertising in media (Brussels Times)
- Paid advertising in Facebook/Instagram to push policy papers
- Grants for non-profits Twitter + Google
- Development of the new contact database of targeted audience (police networks, MEPs, EU NGOs, Communicators Network)



Overview of VSE work in 2022: Communications /Events Team



Overview of VSE work in 2022: Communications /Events Team

VSE Communication Tasks 2022

Develop communication and engagement capability, including:

- Implement communications strategy 2022
- Review communications strategy on an ongoing basis
- Maintain and manage VSE website, enriching and updating its functionalities and layout
- Develop and maintain victims' information page
- Review and maintain the interactive online map of victim support services
- Prepare for adoption the annual activity report
- Maintain and manage VSE Intranet
- Promote VSE Social Hub and Training Academy

Develop effective media products, including

- 2 media campaigns to promote our events
- 2 media campaigns to accompany our policy work
- 4 newsletters
- 250 social media posts (Twitter, Facebook, Instagram, LinkedIn, YouTube) and media content: thematic campaign videos, event videos
- Produce infographics on specific thematic areas

Capture and share the victim experience, through:

- Involving victims, whenever possible and appropriate, in our events and activities
- Promoting, throughout our advocacy and media activities, victims' needs and perspectives

VSE Dissemination Channels 2022

VSE Channels

- Channel 1: Facebook (organic posts)
- Channel 2: Twitter (organic posts + grant for non-profits)
- Channel 3: Instagram (organic posts)
- Channel 4: YouTube (organic posts)
- Channel 5: LinkedIn (organic posts)
- Channel 6: VSE Website
- Channel 7: VSE Intranet
- Channel 8: VSE Newsletters
- Channel 9: Contact Database (victim support community)
- Channel 10: VSE Hub

Other Channels

- Channel 1: VSE Members' channels
- Channel 2: media outlets (Brussels Times, Politico)

Key Performance Indicators (KPI's) 2022

- Impressions/reach on social media platforms
- Engagement rate on social media platforms
- Number of website and Intranet page views
- Number of newsletter recipients
- Impressions/reach on media outlets platforms
- Number of event attendees

Communications for Advocacy/Policy



Strategic Communications for Advocacy/Policy 2022



Every story we tell about our advocacy/policy work shapes what people think about victims' rights and issues. Whether building alliances or campaigning and advocating for pieces of legislation, the way we 'frame' our work and our messages will significantly affect our impact.

Target Audience (*advocacy environment – new contact database created by the advocacy team + general public)

1. International level:

- UN
- Victim Support Asia
- World Society of Victimology
- INVICTM
- Global leadership role of VSE (in line with EC)

2. EU Level:

- EU institutions (Parliament – EP committees (FEMM and LIBE) and intergroups – children, LGBTI), etc)
- EU agencies (FRA, EIGE, Eurojust, Europol, Ceuol)
- EU NGOs
- EC
- CoE
- PermReps
- Individuals (MEPs/assistants) – crisscross with intergroup contacts

3. National level:

- VSE Members (to influence local governments)
- PermReps
- ENVR

Communications Goals for Advocacy:

1. advocating for the full and effective implementation of existing EU legislation
2. influencing EC's proposal for revision of EU law related to victims' rights
3. mainstreaming victims' rights in all EU policies
4. supporting members to advocate on the national level

Communications approach to influence target groups:

- Publicity for advocacy/policy major events
- Publicity for the promotion of VSE recommendations on topics + policy papers + EU consultations

Messaging

Overall message for 2022:

-We need a change in the EU law (it's not good enough, we can do better; we are failing victims unless we meet their needs, thus we should improve and implement laws and services according to those needs) DO BETTER NOW, DO BETTER FOR THE FUTURE!

*Regarding every communications action, a more detailed advocacy message is provided by the advocacy/policy team (be it promoting the EU Consultation, meetings with policymakers or an NGO Round Table: the message explains what is being proposed by VSE, why it is needed, and what difference it would make).

The messages should reflect the following advocacy goals:

1. Full implementation of certain legislation pieces or endeavours to improve access to support services (Victims Rights Directive, Compensation Directive and Combatting Terrorism Directive, Directive on Trafficking in Human Beings, Directive on Child Sexual Exploitation, 116 helplines, etc) not only on theoretical level but the practical implementation with the establishment of accessible generic victim support in all countries.
2. VSE's EU and International influence (push for more victim centric actions by various stakeholders; incorporating victims' perspective into their agendas); the messages based on our 2022 thematic priorities

Communications channels:

- traditional and social media,
- direct contact with key strategic audiences (contact database)
- VSE internal channels (intranet, hub)
- VSE website advocacy page

Communications tools:

- news/press releases
- advocacy/policy pre-event publications (visuals for sm, texts for editorial) + post-event reports, post-event video recordings
- articles
- policy paper announcements

Mapping the actions: see the excel planning table

Overview of EU Media Consumption

2022 Planned Media Coverage

1. The Brussels Times

2 Promoted Articles

(- The promoted articles are live in the centre of the homepage in the “promoted” box for 2 weeks;
 - The articles are in a prominent positioning and are usually viewed approx 200, 000 times every day;
 -After the article has been taken down from the homepage, it remains on the website permanently and will be available on search engines to be viewed afterwards.
 - If we take the two articles, they can also include regular postings on our LinkedIn channel, as part of the deal, if you want social media to be included)

Potential publication dates: April 2022,
 September 2022

2. **Twitter** (grant for non-profits) – 5K

3. **Google** (grant for non-profits) – 10K

Media	Global Website Ranking	Pageviews per month	Sessions per month	Bounce Rate (*lower is better)
				
1 The Brussels Times	13,301	20.9 Million	2.1 Million	49.6%
2 Politico Europe	20,161	6.5 M	3.1 M	69.1%
3 Euractiv	52,114	1.9 M	1.1 M	75.0%
4 EU Observer	178,529	0.38 M	0.27 M	80.4%
5 The Bulletin	272,733	0.24 M	0.14 M	75.3%
6 New Europe	281,855	0.19 M	0.15 M	84.3%
7 Expatica Belgium	NA	0.10 M	0.06 M	64.0%
9 The Parliament Magazine	NA	NA	< 5,000	NA
9 EU Reporter	NA	NA	< 5,000	NA
10 EU Today	NA	NA	< 5,000	NA

Data from June 2020 / Source: Similarweb.com