



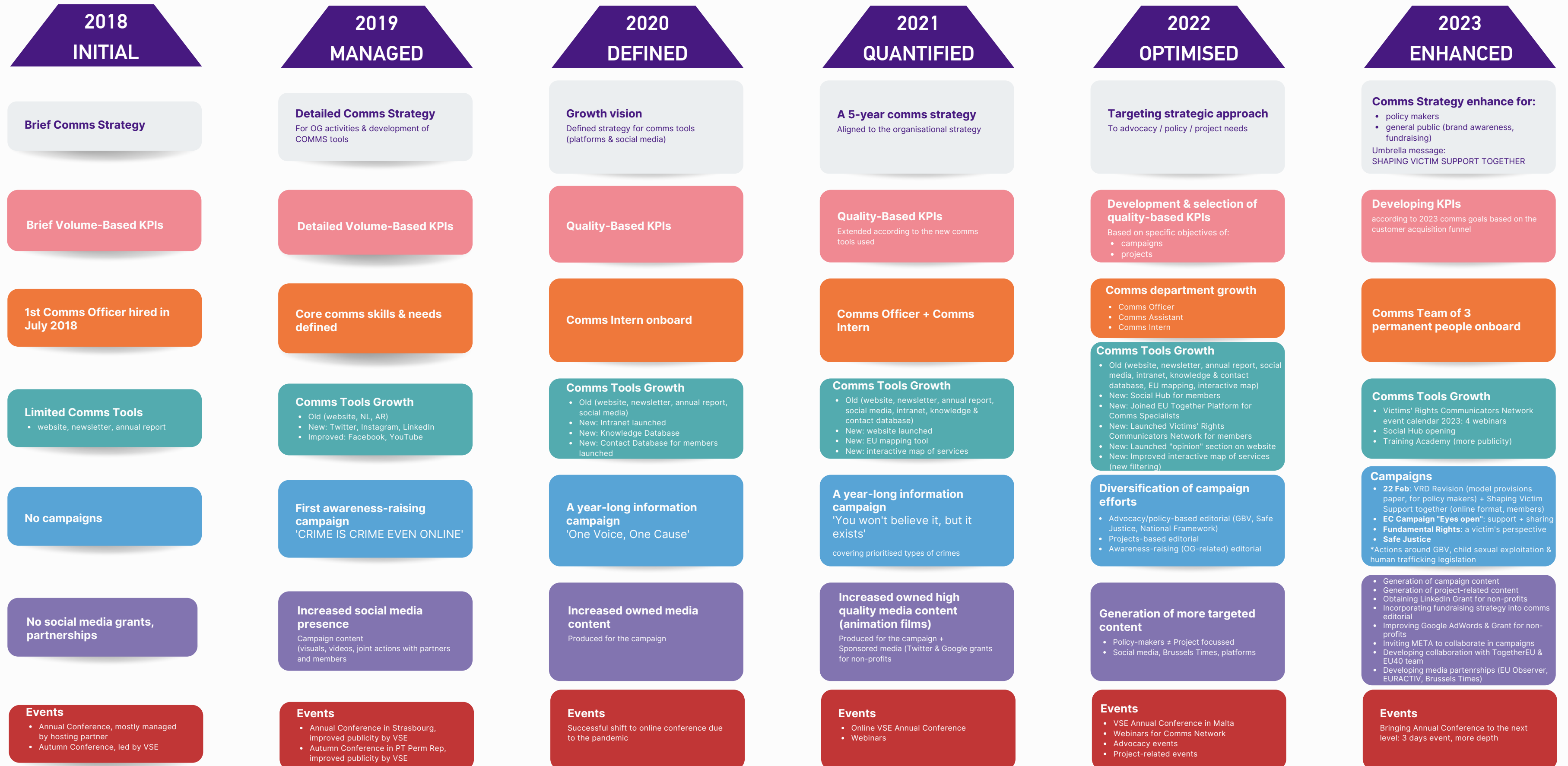
Co-funded by
the European Union

Communications Team

VSE General Meeting 2022

Activity Report 2022

5 year Roadmap of VSE Communication development for organisational growth



An Audience conversion funnel:

a process that takes potential customers on a journey towards using our services and responding to our calls to action. They're the cornerstone of all marketing communications.

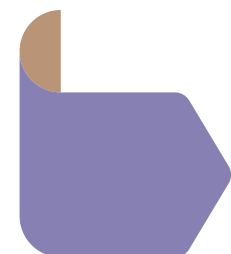
Based on this funnel, we identify our KPIs



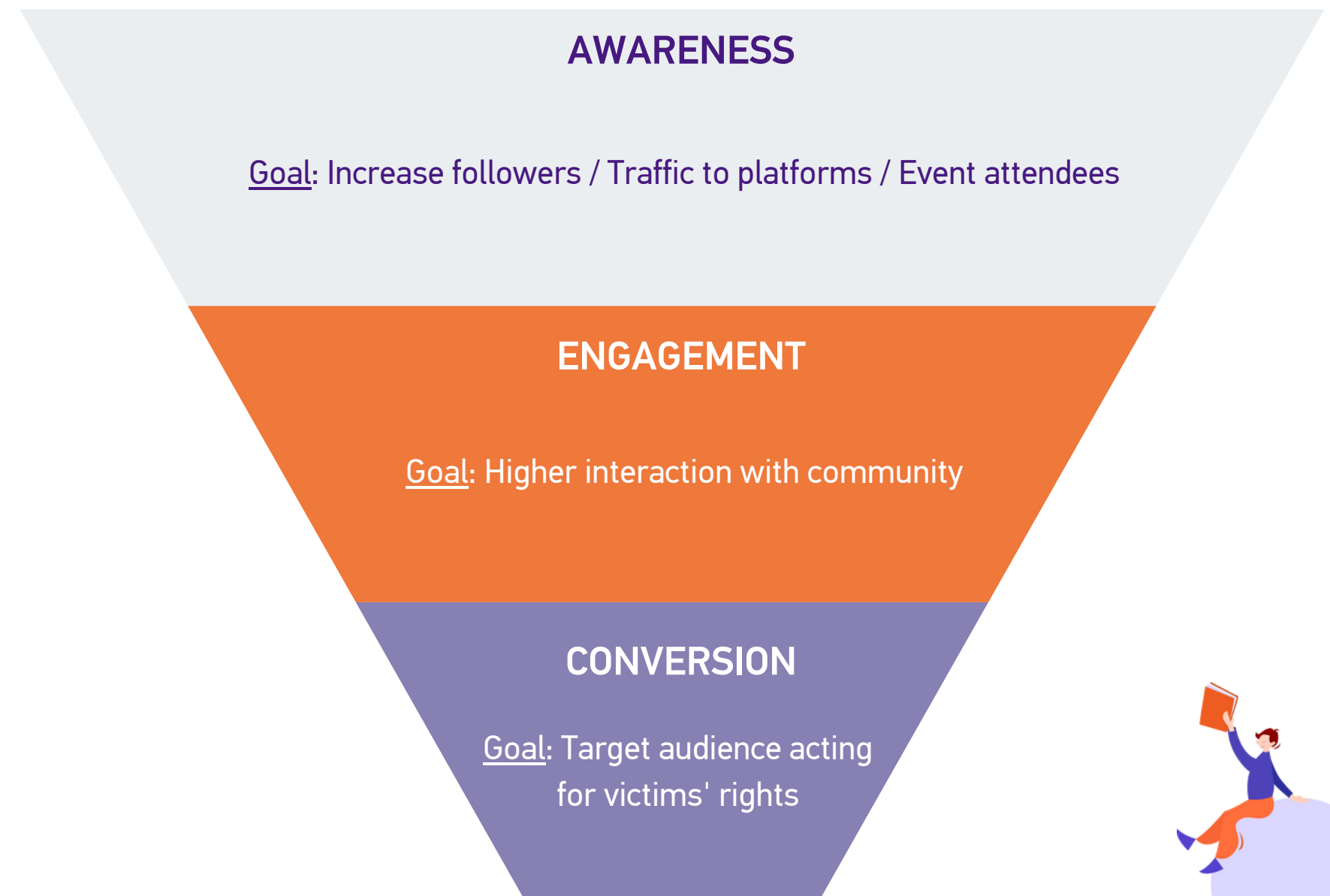
Those with low awareness of VSE & victims' rights



Those followers, who are aligned with our cause, prospects



Those who most strongly align with our cause: members, loyalists, advocates, policy makers



Social funnel in relation to communication goals and strategies

SOCIAL FUNNEL

Social Profile Types

Prospects:
opinion makers

Existing loyals

Media

General public

Goals

Broaden support for
victims' rights

Build engagement with
the VSE brand

Grow demonstratable
support for our cause
and for our campaigns

Help generate more
money through
fundraising

Strategies for Engagement

Manage messages

Engage in conversation

Fuel word-of-mouth

Fuel pro-bono and other partnerships

Collect feedback

Convert to action



Targeted KPIs for 2023, based on the communication objectives and the channels we use

Comms Objective	KPI 1 Social media	KPI 2 Content	KPI 3 Emails	KPI 4 Traditional media	KPI 5 Events / Activities
Awareness	Number of followers	Number of visits to a platform (page clicks)	Delivery rate	Number of impressions	
Lead generation (engagement)	Number of shares / comments / likes / campaign hashtag use	Average time on page / session duration / bounce rate	Open rate	Clicks	Satisfaction rate
Conversion	Conversion rate	Conversion rate (# document downloads)	Conversion rate	Number of unpaid articles	Number of attendees Number of donors

2023 Roadmap for comms content creation

Community Management

posting, reposting, engaging, analysing, reporting

- Social Hub
- Comms Network events
- Member News, Opinions

Promoted Advertising

- Twitter grant
- LinkedIn grant
- Google / YouTube Adwords
- Meta boosts (collaboration start)
- Media partnerships

Social Listening / Measurement

- Big data capture through projects (BeneVict)
- Members' feedback (polls at GM, etc)
- Victims' testimonies for campaigning
- Members / Support workers testimonies for campaigns
- Leaders endorsements: on the benefits of victim support

Events as sources for content creation

- Conference intervention capture
- Interview booth
- Gathering quotes from professionals

New formats to communicate:

- Podcast series (project 'Together for Victims')
- Unconventional event formats for targeted audiences (MEPs, policy makers): brunches, soundwalks, etc.

How did members benefit from your current work?

Tools:

- **Social hub** – two-way communication with members, especially for the training academy and Victims' Rights Communicators network events
- The **Victims' Rights Communicators network** is launched for knowledge exchange and development of victim support experts in communications
- New **webpage on VSE's advocacy activities** is launched to better inform members on the advocacy strategies
- New **'Opinion' Section** on the VSE's website to increase the exposure of members' expertise
- **Members' activities exposure** through VSE's Intranet, website, Newsletter, social media channels
- Invitation to join **EU Together platform for comms experts**
- **Members' consultations** on campaigning in 2023
- **Members' contact information exposure** in the improved VSE's Interactive Map
- **Members' exposure** through the improved VSE's website SEO and indexing in Google Search
- **Unification and upgrade of the content of the project pages** on the VSE's website – easy and reader-friendly access to project info



How did members benefit from your current work?

Events:

- Knowledge exchange at VSE's 'Victims' Rights Communicators Network' events
- Knowledge exchange at VSE's Annual Conference 2022 and 22 February Online Event 'Safe Justice for Victims of Crime' within the Conference on the Future of Europe
- Members' exposure within VSE's awareness-raising week on Safe Justice linked to the European Day for Victims of Crime
- Members' contributions to the information campaign around the VSE Public response to Violence against Women (VAW) Directive proposal (event, social media, network of interest, the Brussel Times article)
- Members exposure within the information campaign around the launch of the 'National Framework for Comprehensive Victim Support' policy paper (event, social media, network of interest, the Brussel Times article)
- Members' participation in the mapping of the upcoming VSE Annual Conferences in 2024-2030
- Members' participation in and contribution to designing the workshop programme of the VSE Annual Conference 2023





THANK YOU!

COMMUNICATIONS TEAM

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