



Communications Team

VSE General Meeting 2022

Activity Report 2022



5 year Roadmap of VSE Communication development for organisational growth

2018 INITIAL

Brief Comms Strategy

Brief Volume-Based KPIs

1st Comms Officer hired in July 2018

Limited Comms Tools

No campaigns

No social media grants, partnerships

- Annual Conference, mostly managed by hosting partner
- Autumn Conference, led by VSE

2019 **MANAGED**

Detailed Comms Strategy

For OG activities & development of COMMS tools

Detailed Volume-Based KPIs

Core comms skills & needs defined

Comms Tools Growth

- New: Twitter, Instagram, LinkedIn
 Improved: Facebook, YouTube

First awareness-raising 'CRIME IS CRIME EVEN ONLINE'

Increased social media

- Annual Conference in Strasbourg, improved publicity by VSE
- Autumn Conference in PT Perm Rep, improved publicity by VSE

2020 **DEFINED**

Growth vision

Defined strategy for comms tools (platforms & social media)

Quality-Based KPIs

Comms Intern onboard

Comms Tools Growth

- social media)

 New: Intranet launched

 New: Knowledge Database

 New: Contact Database for members

A year-long information

'One Voice, One Cause'

Increased owned media

Produced for the campaign

Successful shift to online conference due to the pandemic

2021 **QUANTIFIED**

A 5-year comms strategy

Aligned to the organisational strategy

Quality-Based KPIs

Comms Officer + Comms Intern

Comms Tools Growth

- Old (website, newsletter, annual report, social media, intranet, knowledge & contact database)

- New: website launchedNew: EU mapping toolNew: interactive map of services

A year-long information campaign

'You won't believe it, but it

Increased owned high quality media content (animation films)

Produced for the campaign + Sponsored media (Twitter & Google grants for non-profits

- Online VSE Annual Conference
- Webinars

2022 **OPTIMISED**

Targeting strategic approach

To advocacy / policy / project needs

Development & selection of quality-based KPIs

Comms department growth

Comms Tools Growth

- media, intranet, knowledge & contact database, EU mapping, interactive map) New: Social Hub for members
- New: Joined EU Together Platform for Comms Specialists
- New: Launched Victims' Rights
 Communicators Network for members
 New: Launched "opinion" section on websi
- New: Improved interactive map of services

Diversification of campaign efforts

- Advocacy/policy-based editorial (GBV, Safe Justice, National Framework)
 Projects-based editorial

Generation of more targeted content

- Webinars for Comms Network
- Advocacy events
- Project-related events

2023 **ENHANCED**

Comms Strategy enhance for:

- policy makers
- general public (brand awareness, fundraising)

Umbrella message:

SHAPING VICTIM SUPPORT TOGETHER

Developing KPIs

Comms Team of 3 permanent people onboard

Comms Tools Growth

- Victims' Rights Communicators Network event calendar 2023: 4 webinars
 Social Hub opening
 Training Academy (more publicity)

- paper, for policy makers) + Shaping Victing
 Support together (online format, member
- EC Campaign "Eyes open": support + shar
- Fundamental Rights: a victim's perspectiv
 Safe Justice

*Actions around GBV, child sexual exploitation & human trafficking legislation

level: 3 days event, more depth

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



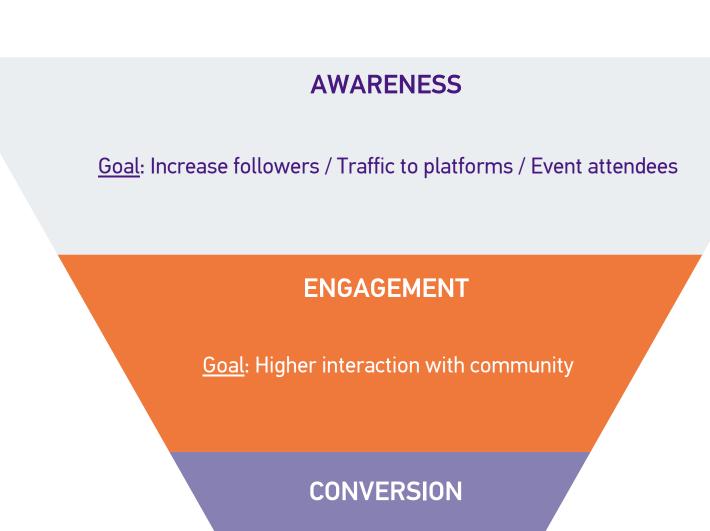
Those with low awareness of VSE & victims' rights



Those followers, who are aligned with our cause, prospects



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



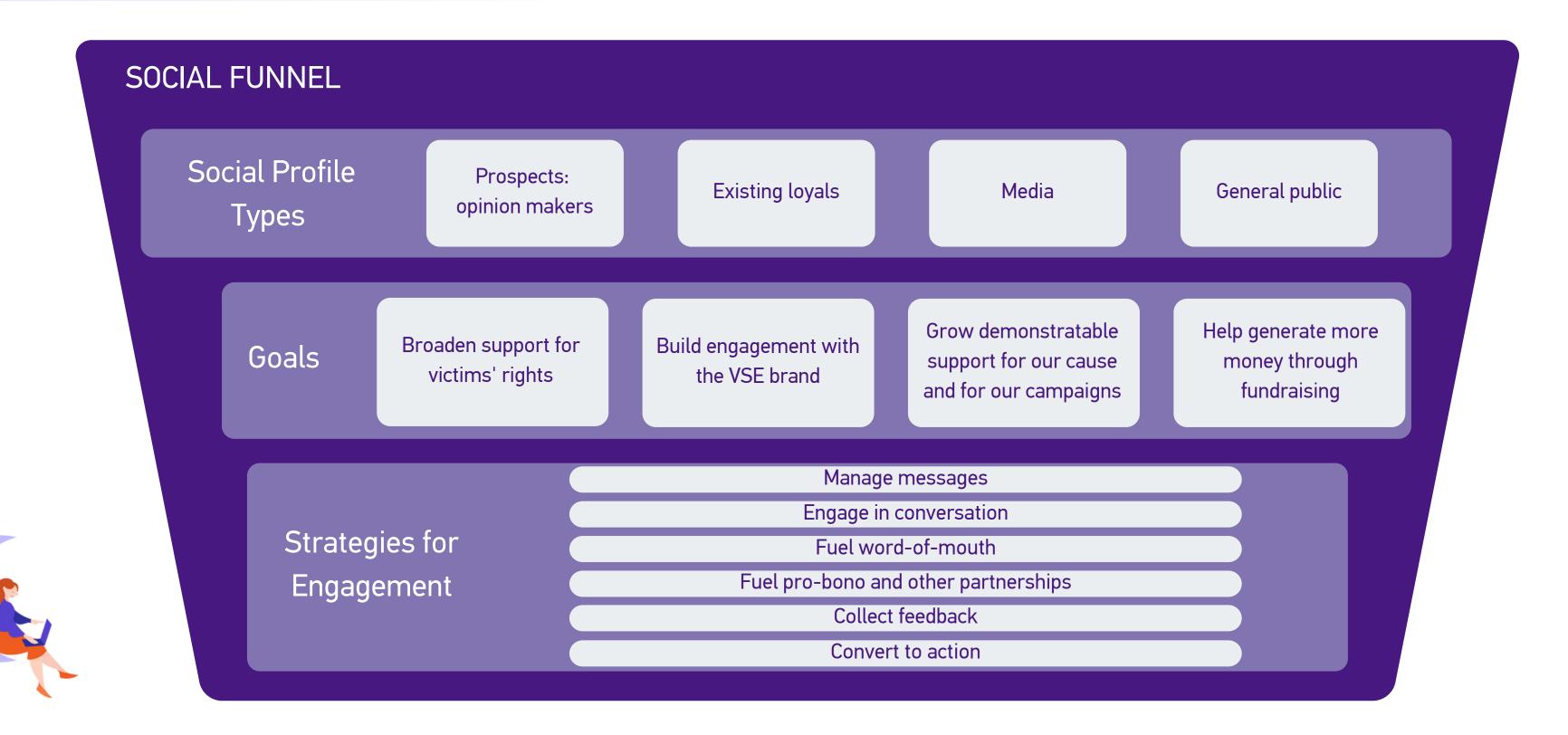
Goal: Target audience acting

for victims' rights





Social funnel in relation to communication goals and strategies







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











THANKYOU!

COMMUNICATIONS TEAM

VICTIM SUPPORT EUROPE

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