



Communications Team

VSE Annual General Meeting 2023

Activity Report Jan - Jun 2023



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

- Old (website, NL, AR)New: Twitter, Instagram, LinkedIn

First awareness-raising 'CRIME IS CRIME EVEN ONLINE'

Increased social media

Campaign content (visuals, videos, joint actions with partners

- 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 launched
 New: EU mapping tool
 New: 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

- Policy-makers ≠ Project focussed
 Social media, Brussels Times, platforms

- VSE Annual Conference in Malta
- 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 openingTraining Academy (more publicity)

- policymakers and online format for member **EC Campaign "Eyes open"**: support + sha
- Fundamental Rights: a victim's perspective

*Actions around GBV, child sexual exploitation numan trafficking legislation

level: 2,5 days event, more depth

Overview of Communications work in January - June 2023





Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work:

- Information campaign around 'Safe Justice' paper launch on 22 Feb (Feb-March)
- Information campaign for GBV+VRD for the 8 March 'No woman left behind'
- Action Week for the 116006 Helpline (April)
- Information campaign around 'Infovictims' paper launch (April-May)
- Video campaign on the revision of the Victims' Rights Directive (May-June)

Projects Comms

Information campaign to promote VSE projects (all project comms are aligned with the VSE Comms for policy/advocacy):

- -AREV (final conference)
- -BENEVICT
- -COVIS
- -CREST
- -INFOVICTIMS III
- -2Gether4Victims
- -Chat for Victims
- -Disrupt
- -ENABLE
- -IAPHP
- -ICF (supporting the campaign)
- -LINK II
- -PROTECT
- -VISA RoC

• Design of FYDO deliverables

- BeneVict Editorial for 2023
- COVIS Comms Strategy+sm editorial
- Infovictims campaign 2022 Report
- Disrupt Comms Strategy+Visual Identity
- 2gether4victims Visual Identity
- EUCVT conference preparation
- ICF's/EC's campaign Eyes Open support

Capacity Building Comms

Communications for capacity-building (following the capacity building work programme 2023):

- -planning of staff exchange
- -announcing new member
- -members' survey for the annual report 2022

OG activities and events

Information campaign to promote VSE Conference: Protecting Fundamental Freedoms: a victim's perspective

Comms Strategy 2023

Annual Report 2023 prep

Spring Newsletter

Brussels Trial Updates

Opinion Pieces by partners and members

Organisation of AGM and the Annual Conference 2023

- -2 Workshops on VRCommsNetwork
- -new webpage on fundraising
- -2 Brussels Times articles (one paid, one organic)
- -GoogleAdwords campaign 2023 tuning
- -Fundraising booklet design





How did members benefit from your current work?

Tools:

- Social hub two-way communication with members, especially for the Victims' Rights Communicators network events
- The Victims' Rights Communicators network delivered two workshops on (1) campaigning and (2) on free dogital comms tools
- New DONATE webpage on VSE's fundraising activities is launched to better inform members on the fundraising strategies
- New pieces in 'Opinion' Section on the VSE's website to increase the exposure of members' expertise
- Members' activities exposure through VSE's Intranet, newsletter and social media channels
- Invitation to join five VSE's advocacy/policy-related information campaigns (joint statements, toolkits, editorials) + EC's campaign "Eyes Open"
- Members' survey for the Annual Rpeort 2022
- Members' involvement in the translation of policy/discussion papers
- Members' exposure through the improved VSE's Google Adwords
- Involvement of members in the Annual Conference icebreakers
- Involvement of members in the preparation of 2024 and 2025 VSE Annual Conferences
- Exposure of members in The Brussels Times mdeia coverage







How did members benefit from your current work?

Events:

- Knowledge exchange at the VSE's 'Victims' Rights Communicators Network' two workshops: on (1) campaigning and (2) on free dogital comms tools
- Knowledge exchange at 22 February Hybrid Event 'Safe Justice for Victims of Crime', VSE AGM and Annual Conference 2023
- Members' exposure within the EC's awareness-raising campaign 'Eyes Open'
- Members' exposure within EUCVT Conference
- Members' exposure within FYDO Conference











THANKYOU!

COMMUNICATIONS TEAM

VICTIM SUPPORT EUROPE

www.victim-support.eu info@victimsupporteurope.eu