

# Media & Communications Role, Plan & Strategy

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## I. THE GENERAL ROLE OF MEDIA & COMMUNICATION

Develop and implement healthy relationships with all stakeholders to increase the general public awareness about ADEF's projects, and to mobilize public support and explore potential partnerships that would directly help ADEF in meeting its goals and in achieving its mission in the region.

## II. MEDIA & COMMUNICATION'S SCOPE OF WORK WITHIN ADEF

1. Enhance & maintain a consistent image for ADEF.
2. Position ADEF as a regional leader in the five fields.
3. Strengthen relations with the main stakeholders.
4. Identify networking opportunities and explore potential cooperation with other organizations.
5. Enhance public relations & marketing outreach.
6. Develop all needed marketing tools.
7. Support ADEF different projects, activities and initiatives.
8. Highlight ADEF's Role & Achievements in the 5 Pillars.

### ADEF 5 PILLARS ARE:

1. Alternative Media
2. Knowledge Production & Management
3. Learning & Education
4. Digital Empowerment
5. Art & Culture

*NB: Camps, DECA & Da3m are intersecting with the 5 Pillars.*

## **MAIN STAKEHOLDERS:**

1. NGOs
2. Culture Centers
3. Artists and Creative Communities
4. Organizations Similar to ADEF
5. Digital Activists
6. Youth Communities/Institutes
7. Youth Activists
8. Youth Parents
9. Media
10. Government Authorities & Institutes
11. Donors (Local & International)
12. Corporate Companies

### III. TOOLS TO ACHIEVE GOALS (SHORT & LONG TERM)

#### Different PR & Marketing Tools:

##### Promotional Printed Items

Brochure			Poster			Sticker		Book Mark		Fact Sheet	Annual Report
General	Camps	DECA	General	Camps	DECA	General	Camps	General	Camps	Gen.	Gen.

##### Promotional Audio-Visual Material

Camps Ad

##### Media

Main Stream			Social M				Online M		
TV	Newspapers	Magazines	Facebook	Twitter	YouTube	Flickr	Website	WIKI	Email Campaigns

##### Events

PR Events				Press Conferences	Fund-Raising events		Forums & Conferences	
On-Premises	Off-Premises				On-Premises	Off-Premises	Local	International
	At Culture & Youth Org.	At NGOs	At Partners					

## Promotional Printed Items

### **IV. SUGGESTED PLAN:** *Rebranding process will be implemented through all tools*

#### **1. ADEF Generic Brochure in Arabic**

**Production::** 2000 were printed in March 2013.

Another batch will be produced end of Q3

**Distribution:** Started end of Q1 and will continue through Q2

Locally: 30+ different Venues (Book stores, Culture Centers, Authentic Crafts Shops, Café, Galleries and other Youth communities).

Internationally: - Tunisia, Int'l Social Forum.

- Other international opportunities in the region

#### **2. ADEF Generic Brochure in English**

**Production:** 2000 were printed in March 2013.

Before planning extra production in English; it is recommended to measure the impact of the first batch that was printed and distributed end of Q1.

**Distribution:** Started end of Q1 and will continue through Q2

Locally: 10+ different Venues (Book stores, Culture Centers, Authentic Crafts Shops, Café, Galleries and other Youth communities).

Internationally: Tunisia, Int'l Social Forum and Donors' event in Paris

#### **3. Camps Brochure** Production Q2

**Distribution:** Q2 & Q3

- Same distribution Plan as of ADEF generic brochure.

- NGOs in Cairo, Giza, Menia, Beni Sweif, Assiut, New Valley, South Sinai & Alexandria

- Clubs

#### **4. DECA Brochure** Production: Q3

Distribution: NGOs, Culture Centers, Book Stores and Café in neighborhoods of Mokattam, Maadi, Nasr City and Old Cairo.

#### **5. ADEF Generic Poster** Production & distribution in Q2 & Q4

**6. Camps Poster** Production: Q2

Distribution: Q2 & Q3 in NGOs, Youth Communities & Culture Centers, Café, Cyber Café, Clubs & Book Stores.

**7. DECA Poster** Production: Q3

Distribution: NGOs, Culture Centers, Book Stores and Café in neighborhoods of Mokattam, Maadi, Nasr City and Old Cairo.

**8. ADEF Generic Sticker** Production: Q2

Distribution: Q2 among ADEF network, visitors, partners, etc...

**9. Camps Sticker** Production: Q3

Distribution: Q3 within Camp's kit for participants and trainers.

**10. ADEF Generic Book Mark** Production Q2

Distribution: Q2 among ADEF network, visitors, partners, etc... and in Book Stores if approved.

**11. Camps Book Mark** Production: Q3

Distribution: Q3 within Camp's kit for participants and trainers.

**12. Fact Sheet** Production: Q2

Distribution: Continuous among ADEF visitors, Sponsors' Kit, Donors' Kit and in outside curtsy visits.

Including:

- |                    |              |   |
|--------------------|--------------|---|
| -Mission Statement | - Objectives | - Key areas of work (projects & activities) |
| - Targets          | - Partners   | - Contact                                   |

**13. Annual Report** Production: End of Q4

Including:

- Introduction on ADEF
- A List of the core group members with photos and a background brief on each
- Organization structure & roles.
- Activities and projects carried out through the year.
- Achievements, success stories, case studies with photos.
- Annual Budget outlines reflecting projects/activities funds.

## **Kits:**

1. ADEF Press Kit

2. Camps Kits:

- Parents
- Participants (pre and post event)
- Trainers (pre and post event)
- Press Kit

3. ADEF Donors Kit

4. ADEF Partner NGO/Gov. Institutes Kit

## MEDIA

ADEF CAMPS Ad can be displayed at some Culture Centers as a pre-roll in their programs

### 1. Main-Stream Media:

**ADEF should have Strong relationships with different media officers representing the targeted Main-stream Media.**

#### 1.1. Television

- Youth Programs                      - Digital Programs
- TV Media Kit will be periodically sent out to different Channels operating within Egypt and the Arab region.
- Egyptian local TV Channels will not be included in the plan.

#### 1.2. Newspaper

Press Releases will be used frequently to announce activities at ADEF (Social and Youth sections unless there is something purely technical, it will target technical pages/sections.

#### 1.3. Magazines

- Advertorials on Youth Magazines:      1. Teen Stuff      2. Kelmetna (mainly to promote ADEF Camps)
- Press Releases to Social Magazines in both Arabic and in English Languages.

### 2. Social Media:

#### 2.1. Facebook

- ADEF official page will be the focal point of all ADEF projects on Facebook.
  - All Projects / activities / workshops, etc... will be created by ADEF official page.
  - All posts will include the link to the original piece of news on ADEF website.
  - Strategy will encourage more interactions with target groups.
  - Posts will be directly and indirectly related to ADEF;
- Directly:              - Covering ADEF activities or projects and programs.  
                         - Including links to ADEF material on YouTube & Flickr.

Indirectly: Covering activities of partners or an important news to digital and self-expression in general.

- Posts frequency will be set according to each of ADEF's activities and projects schedule, importance, etc...; e.g. for DECA workshops: An announcement will go out few weeks prior to the event then a reminder will be posted one week prior to the set date. The last week's count-down will include posts twice a day and sometimes more as we get closer to the event's time. And so on and so forth.

- Timing of posts will depend on the target group, age and style of life with seasonal considerations.

## 2.2. Twitter

- Tweets will usually include:

\* Links to Facebook page and events

\* Links to ADEF Website.

\* Link to ADEF material on YouTube & Flickr.

\* Links to ADEF Wiki

- Some re-tweets of information that is related to the digital, self-expression as well as art and culture.

## 2.3. YouTube

Promoting all audio-visuals covering Camps, DECA activities, Mapping of different areas, any activity that ADEF is part of.

## 2.4. Flickr

Promoting all photos of activities within ADEF Camps, ADEF DECA, mapping of different areas and any activity that ADEF is part of.

## 3. Online Media:

### 3.1. Website:

A new website will be developed during Q2 and is planned to be up and running in Q3 (Approximately end of July 2013)

15 weeks are needed for the 4 stages;

W1 & W2: Site map - Wire frames – Design the Theme with ADEF Identity

W3 - W10: Technical part (Work flow – Development)

W11 - W13: Testing and implementation

W14: Content Migration

W15: To make up for any unexpected delay at one of the stages

***As per Shady's recommendations phases 1 and two will be swapped.***

A special meeting with A. Gharbeya and Shady will be held during the week starting April 7th to discuss details of the technical part.

### 3.2. WIKI

Links to all ADEF documents and references will be shared on SM & Website.

**3.3. Email Campaigns:** This is to build on one of the main points of strength of ADEF and its founders, core team members, advisors and network of friends. Regular Email Campaigns will be sent out and will be repeated frequently to promote ADEF DECA and ADEF Camps as well as a less frequent pace for ADEF DA3M.

ADEF members will provide Media & Comm. with email addresses of their networks who are recommended to join ADEF mailing list. An email will be sent out to the list to check if anyone would prefer not to receive ADEF regular emails.

## EVENTS

### 1. PR EVENTS

#### PR Events On-Premises:

- Along with some of DECA workshops (where suitable).

#### PR Events Off-Premises:

##### 1. At Culture & Youth Organizations

Suggested Venues for Q2 & Q3: Town House and /or Darb 17 18.

The majority of ADEF core team members prefer not to include this option in the plan.

##### 2. At NGOs

Promotional visits to new NGOs where:

- a. Camp's participants can be recruited.
- b. Potential future partners can be identified.
- c. DA3M potential beneficiaries can be identified.

Visits are planned to take place in Q2 and early Q3 to the following Destinations (1 area every 18 days):

Old Cairo	Giza Outskirts
Beni Sweif	Menia
Alexandria	Assiut

3. At Partners            DECA or ADEF Core Group can suggest recommended partners.

## 2. Press Conferences

- It is highly recommended to have an informal Press Conference at ADEF asap to present ADEF's work since 2007 and elaborate on the future plans of all programs and projects.
- A Press visit to Ismailia can be arranged to have the press officers attend one day at ADEF Camp and taste the spirit.

## 3. Fund-Raising Events

On-Premises: ADEF Fund-Raising Market selling donated items to raise funds for a certain activity.

Off-Premises: A Concert or a Dancing Event to raise funds annually for different activities.

Suggested Venues: Darb 17 18 – Ministerly Palace

## V. EXPECTED IMPACT OF SUGGESTED ACTIVITIES:

### For ADEF in General:

- Strengthen and promote ADEF brand name.
- Raise public awareness on different ongoing projects; DECA, CAMPS, MITR before most of its sections end by the end of 2013.
- Attract more traffic and interactions with ADEF online (web page and Social Media).
- Encourage other organizations to start partnerships with ADEF.
- Encourage similar NGOs to replicate any of ADEF projects, especially those that had proven to be successful with remarkable results.
- Attract potential donors (local & international).
- Encourage art & culture activities by talented youth.

### For Camps:

- Promote Camps among target groups of participants, trainers and other stakeholders.
- Assist in securing enough funds & enough participants.
- Recruit more trainers & encourage workshop trainers to join ADEF DECA to establish relations with ADEF for the following Camp.

### For DA3M:

- Attract potential beneficiaries and partners for DA3M programs
- Set a strong base for DA3M expansion in the Arab Region.

- Extend more support to Art & Culture activities.
- Encourage the use of Jeran Fund within the Egyptian Governorates as well as within the Arab Region.

**For DECA:**

- Attract more traffic to ADEF DECA in Mokattam.
- Reach out for a wider network of young artists and professionals to attract more trainers to DECA
- Encourage more trainers to hold their workshops at ADEF DECA
- Encourage potential NGO partners to replicate the idea in other areas.

## **VII. Immediately Required:**

### **Human Resources Immediately Needed:**

1. Social Media Editor
2. Outsourced Website developer
3. Montage Expert

### **Technical Resources:**

1. Smart Phone
2. Laptop

### **A Clear System**

#### **1. Information Transfer System:**

The suggested flow will be shared among all ADEF team members to facilitate communication between Media & Comm. and different Projects' Owners and Divisions.

#### **Suggested Documents (Forms and Templates)**

1. Event's Planning Template; including a check list with all related details.
2. Pre-events template; with brief on all details that can be useful for Media Coverage.
3. Post-event Template; with a brief on the outcome and evaluation of the event/activity.
4. Suggestions and New Ideas for Media & Comm.
5. Media & Comm. Activity Request Template; clarifying exact needs.
6. Social Media Input; to be used for any feed of relevant information that can be shared via SM.

#### **2. Clear Responsibilities of Media & Communications Support versus Projects Ownership**

Media & Communication provides support to ADEF different projects and activities through all previously mentioned tools but does not carry the responsibility of the project owner or program manager.

Media & Communication needs accurate information (of needs and activities, etc...) to be able to provide the expected support within a reasonable time.

Media & Communication is responsible of ADEF image management and maintenance but is not responsible of the content produced by different projects' owners.