Ministry of Human Rights

Communication Tool Kit:

The Communication Strategy for the MoHR on how to use different

mediums to engage with stakeholders and the general public

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Human Rights Communication:

Communication represents an essential and very important human need as well as a basic human right[1]. When addressing Human Rights, one should be careful on their choice of words. We must use a uniform approach to address a diversified audience. Our language must be clear, articulate and devoid of bias. The more informed people feel about human rights, the more likely they are to think human rights are important. Educating the public about human rights, what they mean and how they work, may help address the lack of knowledge that can lead to negative and resistant views[2].

The general public does not recognize specific issues as part of the broader problem that Human Right organizations suggest. We can use pre-existing issues that people support to prove that the general public is already supporting universal Human Rights.

Our aim should be to declutter the noise in the media and provide a simplified message through familiar topics and conversations. For instance, universal education is a topic that most people will be willing to discuss. This topic can become a precursor to a wider array of Human Right issues we can discuss with our audience.

In order to connect with more people we can use real life examples of individuals who have faced difficulty in obtaining their basic human rights and to show the audience that there are people who are fighting every single day to gain access to fundamental rights. The stories can be shown in video format or through pictures with quotations from the individuals.

Social Media Management:

Social media management is the process of managing your online presence on social media platforms like Facebook, Instagram, and Twitter by creating, publishing, and analyzing content you post. In addition, social media management includes engaging and interacting with social media users.

MoHR should have a cohesive social media strategy to address Human Right concerns across all platforms. Each social media platform requires a personalized approach for generating and posting content. Different alterations of the same content can be posted if it aligns with the strategy. Pictures can be posted on Instagram while Twitter can be used for addressing the political aspect of Human Rights.

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[1] Communication and human rights A. Fulya SEN (2014)

[2] https://www.equalityhumanrights.com/sites/default/files/talking-about-human-rights.pdf

Benefits of Social Media Engagement for Governments:

- **Promotion of Organization**: Showcase activities / initiatives
- **Citizen Engagement**: Connect policymakers to citizens, manage perceptions/ concerns, referrals and remedy
- **Raise awareness and spread information**: Reliable source and authority for information about relevant events/ policies/ issues
- **Internal Coordination and Communication**: Collect information about Ministry activities, improved coordination between departments and provinces

Best Practices for Engagement

Engage: Break faceless government stereotypes – engage and respond to tweets and messages.

- Automated responses and referral mechanism (Pakistan Citizen Portal)
- Acknowledge trending human rights issues and clarify government stance
- Interactive content: Polls and Call to Action

Educate: Inform Citizens about important news, human rights issues, legislation, events and initiatives

- Infographics and short videos for easily digestible content on laws, facts and initiatives
- Information on latest policies, events, news, research, reports and initiatives related to human rights

Reciprocate: Promote and share other organizations/ individuals in the field

- Raise awareness on effort of individuals/ organizations working on human rights
- Promote events, research, reports, and initiatives

Listen: Identify trends, topics, and public sentiments related to human rights issues and governance and data for research

- Audience profiling
- Viewership trends
- Trending topics, events, hashtags
- Inform policy and social media strategy

Analyze: Measure engagement, spot trends, track topics and events, and inform policy.

Social media serves as a powerful distribution channel for research; gives greater visibility in the day-to-day conversations around human rights issues, and it helps research key advocacy and media targets.

Content Development

- Press Releases, reports, opinion editorials, and letters
- Provide links so that posts can be used to help drive advocacy towards substantive material.

The strategy can be further specified according to the platforms:

Facebook:

We can use Facebook to identify our target audience. By looking at the people who interact with posts and share them we can determine which post receives the most engagement. For future reference we can use similar posts to boost engagement. The highest click-through-rates occur between 1PM, 3PM and 4 PM[3]. We can schedule posts accordingly to obtain more feedback.

Individual posts can be boosted and promoted. Facebook ads can also be integrated within the MoHR page. Sponsored stories indicate a user's current activity for instance, if an individual likes a certain post from MoHR this activity will be shown to their friends list. This will boost engagement.

Posts on Facebook should have a *bold headline* and preferably well-designed images related to the post. To obtain more comments the post could be open-ended or conclude with a question in order to engage the target audience. *Custom Audience Feature* can be used to target specific people who have already visited the website and engaged with the Facebook page.

- Facebook Live
- Facebook Ads
- Call to Action
- Custom Facebook Tabs

Twitter:

Our initial goal when it comes to Twitter should be to increase the number of followers. Organizations use Twitter as the customer facing platform in order to engage and answer queries of their users. For MoHR we must build an inviting image on our social media so the general public is not afraid to reach out and interact with us.

We must be responsive and active when a query is asked. Templates can be formed for an initial response to the individual and a detailed statement can be issued later once we have more details about the concern. *Hashtags* should be utilized to remain in the loop of existing trends. Furthermore, we can curate our own hashtags in order to raise awareness of a certain issue for eg: #education4all, #transrights etc.

Video content on Twitter should be short, preferably up to 120 seconds as it is considered a micro-blogging website. However, we can upload lengthy videos on YouTube and cross link

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[3] https://www.thebalancesmb.com/best-time-to-post-on-facebook-for-maximum-exposure-2531470#:~:text=The%20highest%20average%20click-through,am%20and%20after%208%20pm.

them in our Twitter posts. This would increase engagement on both platforms. *Polls* can be boosted through Twitter Ads to gain more responses and open-ended tweets can be used to increase engagement with the target audience.

Twitter *Moments* can be used to show a collection of tweets regarding a specific topic. For instance, MoHR's two-year achievements can be used in moments to show all relevant tweets regarding the major accomplishments over the past two years.

- Twitter Moments
- Twitter videos
- Twitter Polls
- Twitter Conversational Ads (Beta)

Use Hashtags: Use sparingly, usually one or two per tweet. Search topics to see what others are using. Use event hashtags as well.

Live-tweet events: Consider tweeting from an MoHR conference or other public gathering related to MoHR, human rights, or Pakistan more generally. Comment on what is being said and respond to others doing the same on twitter. Use the first tweet to set the scene so that your followers know what is going on. Try to use the hashtag most commonly used for the event or conference to ensure the widest possible audience for your posts.

Be Concise but careful: 140 characters is brief. Drop unnecessary articles and use abbreviations. Re-read before sending to make sure it says what you mean. There is no option to edit a tweet on twitter once it has been posted. Tweets can be spread fast and quoted by the media quicker than you can delete a tweet. Assume what you tweet will be on record forever.

Do not forget the social aspect: Retweet others if you want to be retweeted. Follow others if you want to be followed.

Tweet about the news: Tweet current events and add relevant links to MoHR materials, using hashtags for the country of the occasion concerned.

Once you get the hang of it, tweet at least three to five times a day to maintain consistency and build an audience. Your tweets will go nowhere unless you have some followers.

BUILDING A FOLLOWING:

1. Find and follow people and organizations with similar interests such as: other government departments and institutions, multilateral organizations, UN bodies, policy think tanks, human rights and civil society organizations and so on. This can be through searches within twitter.
2. Add social media handles to all your communications: Your twitter handle should be in your email signature, on your business card, in your bio when you write an op-ed, in press releases, and so on. If you appear on television, ask if they will add your handle next to your name/ title or next to the online version of the interview.

Instagram:

Instagram requires a slightly different approach when it comes to increasing your audience and engagements. Organizations curate feeds in order to build a harmonious layout with respect to their product etc. For MoHR we will not be promoting a specific product, however we will be making posts that are well designed and easy to understand. A clear message for the audience of our initiatives and works in progress across the country. Infographics can be shared on a monthly basis to show our progress and portray in air of transparency to our audience.

We can tag the relevant accounts of our stakeholders who are collaborating with us in multiple projects. For example, tagging in EU in the Huqooq-e-Pakistan YEP initiative. Posts can be structured to encourage the audience to share them on their story and hashtags can be used to promote a specific initiative. Upcoming events can be shared in Instagram stories and promoted to the target audience. We can reach out to the stakeholders and they can share the same stories on their accounts.

- Infographics with text overlays
- Trending hashtags
- User Generated content

YouTube:

YouTube will be used for uploading videos that exceed the 120 second mark. Short films can

- CTA cards, bumpers, watermarks
- Playlists (of HR issues)
- Translations/ transcriptions for videos
- YouTube Live

Important Social Media Guidelines:

- **Peak Hours**: Each website has specific times during which people are active on their platforms. We must determine through Analytics of each platform to determine which is the peak hour for a particular website. Our content should be posted within those times. This excludes special instances such as breaking news events etc. as they drive traffic to social media irrespective of peak hours.
- **Repetition**: Posts will be replicated on every social media platform when we are promoting a cause or talking about a specific story. Repetition will be inevitable however it can be made effective by keeping in mind the different aspects of each social media platform. Instagram will be used for visual content mostly while Facebook can be used for more text-heavy content. Twitter will be the audience facing platform where we will interact with the general public more.
- **Cross-Referencing:** Social Media posts should always be cross referenced with each other. If MoHR is working on an awareness campaign for children an event should be made on Facebook to alert the audience about the ongoing initiative. Similarly, pictures taken at this event should be posted on Instagram and the ongoing event can be live tweeted on Twitter. The Facebook post should have the link of the Instagram post and

vice versa. Our aim is to create a coherent link between our Social Media accounts. In our social media bios, we can put the links of our other accounts to cross reference them.

Press Release

Press releases should accompany reports, be issued in response to news events, discuss new research on human rights violations or abuses and raise relevant issues.

How to Write a Press Release

Most press releases should be 1-2 pages in length, and be structured for immediate release.

Language: Press Releases should be written in clear, direct, active, reporting language, as close to a news story as possible. It is always in the third person, and should include attribution with statements of fact, either to a source or to MOHR.

Headline: Focus on the headline, lead, and quote to maximize media coverage. The top line of the headline should ideally be 6 or 7 words or fewer. Most headlines will focus on the news being reported in the press release. On occasion, if you are commenting on an already reported news development, it can be an advocacy statement. Most headline words are capitalized.

Example: Sindh: 100 Women Killed in Honour Killings

Cover-up exposed as bodies exhumed.

Key Elements of a Press Release
  - Headline
  - Subheading
  - Dataline (City – preferably relevant provincial capital or Islamabad, date, year)
  - Body Text (including a quote in the third paragraph and the kicker.) Another quote may be appropriate elsewhere depending on the length.
  - Contacts: Location, name(s), languages, and contact number(s) in correct format, email, and Twitter handle if relevant.

Best press releases are written in the inverted pyramid style. The reader will decide based on the headline and first sentence whether they want to read more.

1st paragraph: The first sentence tells the news, and the shorter the better, ending with "Ministry of Human Rights said today/said in a report released today/ said in a letter today to XYZ." A second short sentence can provide additional key information: "The launch event is expected to be held on March 21, 2020, at Marriot Hotel, Islamabad." If there is a news peg,

be sure to mention it here. The first reference to a date should be high up in most cases and includes the year. Subsequent dates do not unless they refer to a different year.

2ⁿᵈ or 3ʳᵈ paragraph: A second paragraph can have additional important facts, if needed.

The third paragraph should be a quote telling the reader why this development is important in the most compact, interesting, conversational, and memorable wat. The goal is to see the MoHR spokesperson quoted in the reporter's story. It should be two tight sentences with the attribution after the first. A quote can only be attributed to one person; it should give their name, and compact title. The quote should not introduce statistics, national or international law, or other new material. The only verb to use with quotes is "SAID" – never "declared" or "asserted" or "stated"

3ʳᵈ, 4ᵗʰ and perhaps 5ᵗʰ paragraphs: Give more detail – summarize what happened and place it in context. The reader should have enough information to understand what happened without extraneous details.

6ᵗʰ paragraph and beyond:

You might want a paragraph or two of background, followed by a paragraph or two of the relevant national and/or international law as appropriate. The final paragraph is often a "kicker" quote, another quotable two sentences that sum up the message. The form is "_____," said last name only. Don't quote someone in the last paragraph who has not been quoted or introduced earlier.

Provide web links to previous MoHR work whatever it would be useful and use hyperlinks instead of repeating the information from previous new releases in detail. Link to phrases that are likely search terms.

At the end of the release, provide links to any related or additional information. Then provide contact information.

Useful tips
- Avoid passives ("decisions were made") – it may seem you don't want to assign responsibility – unless this is a deliberate decision.
- Try to keep the news release to a single page. If the release is for a report, you can go to two pages, but make bullet points or recommendations to keep journalists interested.
- Read major media stories daily. You will notice the form outlined above.
- Read press releases written by civil society organizations and NGOs. Assess which are most effective in getting the point across.
- Re-read your final version aloud; it makes problems easier to spot.

Media Contact Lists:
- Create and maintain a master list of national and international media contacts.
- Staff should cultivate media contacts but there should be a central media office that distributes all press releases
- Update media contact lists regularly
- Meet regularly with the journalists listed.