

## **Day 3 / unofficial programme**

**Definite version: 30 november 2010**

### ***Brainstorming on Work Plan 2011: 17<sup>th</sup> October/ Day of Action***

Russia shared their experience with the Stand Up and the 17<sup>th</sup> October events.

Some of the National Coalitions are willing to continue with the Stand Up action. Other National Coalitions will be active on this day but they will not organize Stand Up. Frederique Kram expressed the idea to work on a video clip which includes the different 17<sup>th</sup> October actions from the different National Coalitions with the aim to use it on an EU level to increase support.

We discussed the slogan The World We Want, whether we want to use it. Some points raised about this slogan are that it is not inclusive as not everyone dreams of the same world and it does not imply action, whereas Stand Up is catchier and implies action. The unclear position of UNMC vis-à-vis the future of Stand Up puts it in a critical position. The well known logo has become kind of a brand, would we confuse people and lose support if stop using this logo?

### ***Training session to improve work of NC***

Facebook – GCAP Germany gave an overview of how they use Facebook to promote their campaign. The best tool on FB is the fan page. Paying for a Facebook advert is another way of increasing the fan base as well as to promote your message. It is important to make the FB Page as diversified as possible with videos, photos, competitions, etc. It is important that your fan base realizes that there are real people behind the page: answering to comments, etc is important, keeps the FB Page alive.

Twitter – How could it be used as an advocacy tool? It can raise attention/ increase visibility but you are not always reaching your target group due to very limited numbers of users (at least in some European countries). GCAP Germany suggests that Twitter could be used in parallel with other advocacy tools but not as the main advocacy tool. Challenges of Twitter – you have to be quick and responsive. Twitter vs. Facebook – with Facebook you reach a wider public whereas with Twitter you reach a targeted audience that might politically leave a better impact (for example you have more journalists on Twitter).