

Liaison Committee's communication (23-02-17)

« *The medium is the message* »

**The media:**

1. Facebook: fast and automatic posting on the NGO-UNESCO Liaison Committee website.
2. Website: lay-out and sections quite satisfying; systematic updating of homepage necessary.
3. Twitter: useful for conferences (promotion of events; information; questions; pictures; comments).

**The contents:**

***The Liaison Committee's Newsletter:*** quarterly issue (in-between issues if necessary) posted on Facebook and with a focus on NGOs

1. Assistant Director General (ERI) Eric Falt's Monthly Letters to NGOs
2. The NGO-UNESCO Liaison Committee News : updated and regular reports
3. An NGO section
  - Posting of NGOs' news, events (at Unesco headquarters or elsewhere), invitations, information (to be submitted to the Liaison Committee member in charge of communication and the president)
  - Posting of meetings, dates, schedule, themes, reports, work in progress
  - Follow-up of international NGO-UNESCO Liaison Committee Fora
  - NGOs' oral statements (as for example during the Unesco General Conference)

Considering the opportunity to send the Liaison Committee's Newsletter (and invitations to events) to Member States, National Commissions, Unesco sectors (to promote NGOs' presentations and open space, Unesco sectors' visits during conferences) for the visibility of NGOs in partnership with UNESCO

Website: sections and information quite satisfying; but the content should be regularly updated

Regarding the Forum section, the speakers' presentations and NGOs' 3mns' statements should be posted (and archived in Google).

Your suggestions are welcome for us to improve the NGO-UNESCO Liaison Committee's collective work and enhance NGOs' visibility and partnership with UNESCO.

Thank you!

Marie-Claude Machon-Honoré (Chair of Liaison Committee's communication)