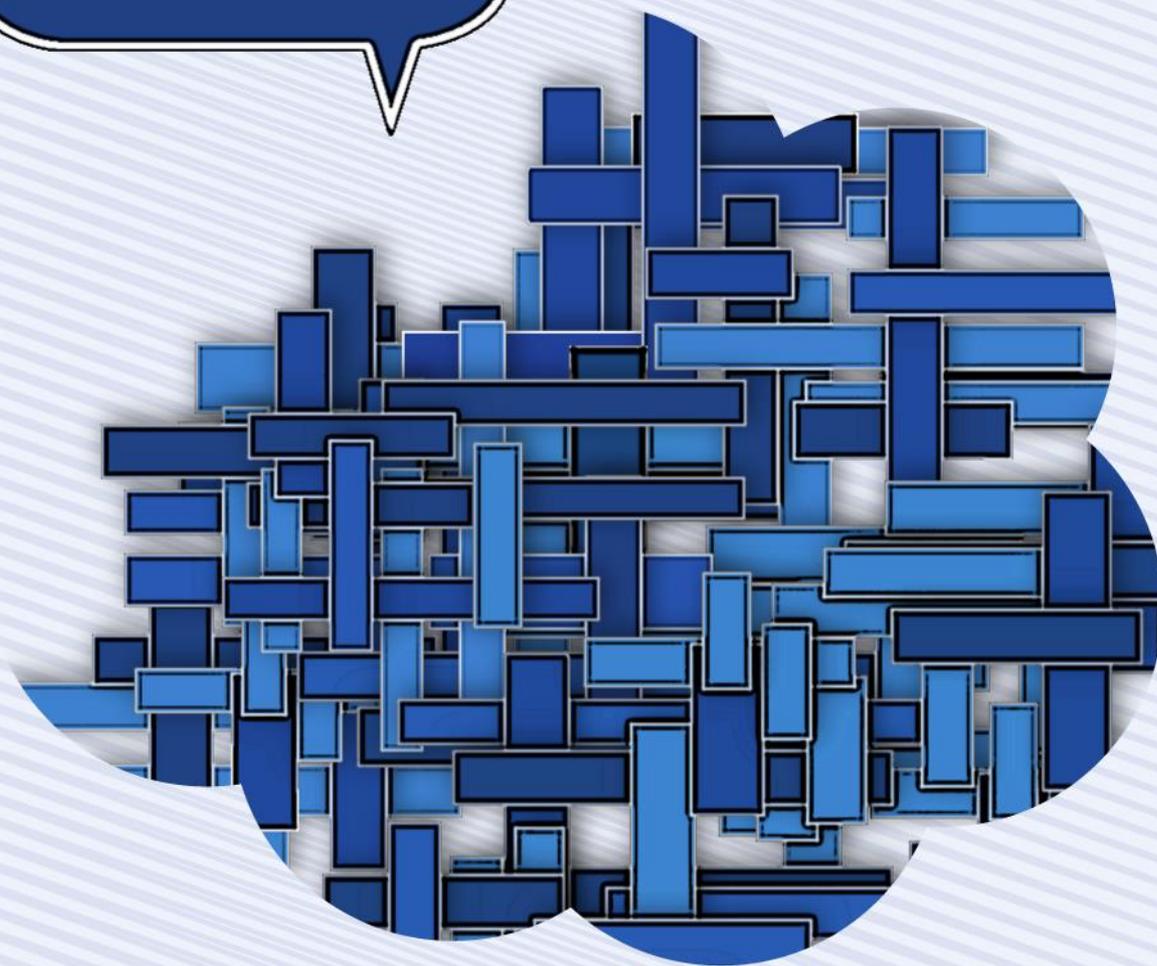
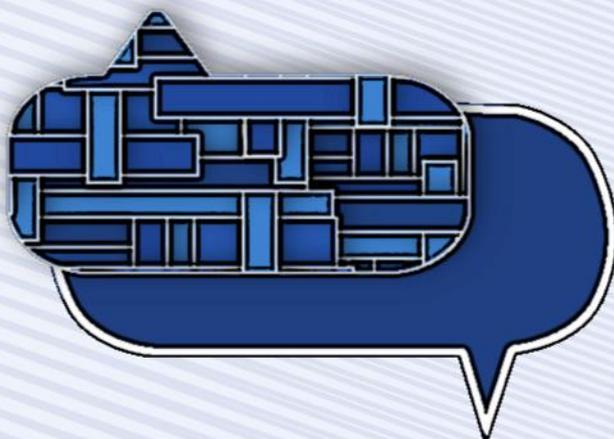




**United Nations
Network on Migration**
Working Better Together



Regional UN Network on Migration for Arab States
Communications Strategy 2022 - 2024

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Introduction

The Regional United Nations (UN) Network on Migration for the Arab States (the Network) seeks to provide system-wide support to Member States and all partners in the implementation, follow-up and review of the Global Compact for Safe, Orderly and Regular Migration (GCM) in the region. This Communication Strategy benefits from the outcomes of the Network's Executive Committee Principals' Meeting and the Annual Meeting of December 2020, the National stakeholder consultations in 2020 and 2021, as well as the Network's Global Communications Strategy 2021-2023. It is furthermore based on the ongoing efforts by the UN system in the region and partners and looks ahead to the first International Migration Review Forum (IMRF) in early 2022. In carrying out its mandate, the Network will prioritize the rights and wellbeing of migrants and their communities of destination, origin, and transit. It will place emphasis on those issues where a common UN system approach would add value and from which results and impact can be readily gauged. As the Network undertakes these priorities for 2021-2023, it will continue to remain adaptable to changing priorities and needs of both the Member State and migrant population it hosts. The 2021-2023 Network's first regional communications strategy sets out how the Network seeks to shift an ad hoc approach to communications towards one that is more impactful, evidence-based, and policy-oriented.

Communications goals and objectives

In line with the Global Network's terms of reference and the strategic priorities set in its Workplan, the Regional Communications Strategy will focus on the following overarching goals:

To position the Network in mobilizing effective and coordinated action on migration; and support the implementation of the Global Compact for Safe, Orderly and Regular Migration (GCM) for the rights and wellbeing of all migrants and their communities.

To achieve these goals, the Network will focus on the following communications objectives in 2021 -2023:

1. Speak with One Voice on migration-related issues to achieve greater impact and secure support for clear, aligned policy goals;
2. Build awareness and support for the GCM amongst target audiences at local, country, and regional levels to incentivize policy- and decision-makers to implement the GCM;
3. Promote a relevant value and evidence-based public discourse on migration and migrants;
4. Stimulate national and regional media interest in migration issues these issues and boost the Network's media coverage to both improve public attitudes towards migration and hold policy- and decision-makers to account;
5. Promulgate a coherent Network brand, enhance its authority and reputation, and increase its visibility to ensure the Network delivers on all the above objectives.

Target audiences

The Network has identified different audiences that will be targeted by tailor-made messages, using the most appropriate tools and conveyed through selected channels to achieve the objectives mentioned above. Network audiences can be analyzed according to their importance and Influence on the implementation of the GCM objectives.

	Target Group	Relevance	Target Messaging
Primary Audience	Policy- and decision-makers	Given the Network’s primary mandate to assist Member States in implementing the GCM and acting as a source of policy guidance on migration issues, policy and decision-makers will include UN Member States, including GCM Champion countries, government officials, parliamentarians and local authorities	<ul style="list-style-type: none"> To position the UN as providing whole-of-system support to Member States To highlight the Network’s expertise on informing on migration and GCM and to increase the Network’s influence and galvanize political support for GCM implementation, follow-up and review in line with the GCM Guiding Principles To impact policymaking and secure clear, aligned policy goals
	Media	The Network aims to enhance national and international media’s knowledge and awareness of migration issues, the GCM and the Network’s activities. To amplify the Network’s strategic messaging, specific communications activities will target media, including online media outlets, at local, regional, and global levels.	<ul style="list-style-type: none"> To use media coverage to advance the Network’s advocacy priorities high on public discourse agendas To use coverage to encourage Government leaders on policy change To provide migrants with a public platform to voice their priorities To raise the Network’s public profile and strengthen its narrative and media footprint
	Employers’ and workers’ organizations	Workers’ organizations have specific concerns to be addressed and specific inputs to make in terms of protecting migrant workers and supporting GCM implementation, while employers are a key constituency as they are responsible for helping to drive and facilitate labour migration and ensuring decent conditions for migrant workers	<ul style="list-style-type: none"> To inform and educate employers and workers’ organizations about the objectives and values of the GCM To highlight good practices by employers and workers’ organizations, and encourage them to adopt GCM objectives and actions in their respective entities To influence employers to realize the benefits of GCM implementation and win them over as supporters for the GCM
	“Moveable” Middle	The Network’s communications will aim at promoting a value and evidence-based public discourse on migration and migrants. To that end, communications will target the “undecided” public who can favour welcoming and integrating migrants but who, at the same	<ul style="list-style-type: none"> To dissuade the ‘undecided middle’ from the influence of misleading or toxic narratives and encourage more migrant-friendly positioning on the Network’s priority themes To shift the public perception of migrants from victims to change agents

		time, may feel anxious about migration.	
Secondary Audience	Civil society and other stakeholders	The GCM prioritizes the broad and meaningful participation of all relevant stakeholders and holds central a Whole-of-Society approach to addressing international migration. Communities and organizations representing them and who are impacted by the GCM will be targeted by the Network’s communications efforts.	<ul style="list-style-type: none"> • To build awareness and support for the GCM • To give visibility to stakeholder engagement at all levels • To strengthen and expand their engagement with the GCM and Network’s activities • To encourage broad and meaningful participation in discussions on migration • To incentivize impactful contribution to the causes of migration and GCM implementation through informing civil society and highlighting their remarkable efforts • To ensure migrants’ wellbeing are at the core of GCM implementation plans and policies • To engage with the Network to dispel misleading narratives on migration and migrants through coordination and training provision of advice
	Migrants	While the GCM promotes broad multi-stakeholder partnerships to address migration in all its dimensions, the Network will work with and engage target migrants and diaspora in a more focused manner. This will include various migrant groups, including children and young people, when relevant	<ul style="list-style-type: none"> • To inform migrants, including children, on their rights and responsibilities and legal updates in the countries where they are situated, and how to seek relief when in distressed conditions • To create awareness among migrants on the advantages of regular and orderly migration and advocate opportunities as they appear • To inspire and educate migrants on how to adapt and integrate in their new host communities through providing helpful information, advice and highlighting successful individuals with the same background
	Experts and practitioners	The Network’s convening power and ambition to become a centre of excellence on migration, including through its Migration Network Hub,	<ul style="list-style-type: none"> • To support the development and use of the Migration Network Hub

		requires making the Network a trusted and valuable knowledge partner for experts, researchers and practitioners.	<ul style="list-style-type: none"> • To position the Network as a source of information, analysis and policy guidance on migration • To inform the evidence-based public discourse on migration • To help promote quality research on migration issues • To help guide the research agenda
	Donors	To foster the operationalization of the GCM, including through joint programmes funded by the Migration Multi-Partner Trust Fund, communications will target potential donors among governments, the private sector, foundations, and other relevant bodies.	<ul style="list-style-type: none"> • To highlight achievements and donor contributions in order to build trust in the Network’s work among potential donors; and encourage more funding for GCM implementation.
	Supporters	The Network will target those engaged with migration-related issues and who share the UN values and can be mobilized to amplify the Network’s messages. Supporters may include influencers, GCM champion countries, Network’s Voices, UN Information Centers, and the UN Resident Coordinator system, etc.	<ul style="list-style-type: none"> • To establish solid communication channels that can be strategically used to advocate and promote the Network’s agenda • To educate, inform and equip supporters with data, narratives and other materials that can help them promote the Network’s goals and objectives
Internal Audience	UN system	The Network emphasizes those issues where a common UN-system approach would add value. Therefore, UN entities need to be informed of the Network’s activities and how they can support it. The Network’s communications will target UN entities at all levels, including Headquarters, UN Resident Coordinators, UN Country Teams, and coordination mechanisms on migration at country and regional level.	<ul style="list-style-type: none"> • To emphasize unified messages on migration and GCM issues to increase impact • To amplify the Network’s voice at all levels • To foster joint UN actions at global, regional and national levels

Strategic messaging

The complexity of migration-related topics and the multitude of actors and processes involved call for clear and consistent messages. Specific messages will be designed for each target audience and will vary depending on the objectives to be reached. The messaging will be articulated in a way that aims at getting the target audiences to *know, care, and act*.

Based on the communications objectives outlined in the strategy, the Network's messaging will:

- Communicate the added value of the Network (e.g. pool of expertise from 39 UN entities, 360-degree view of migration);
- Promote a solutions-oriented approach (based on the GCM objectives, guiding principles and good practices);
- Be data and evidence-driven and communicate messages that are relevant to the context and responsive to updates and new trends;
- Focus on results, achievements and impact;
- Link migration and sustainable development, including through the Agenda 2030 for Sustainable Development;
- Highlight the country and regional dimensions of the Network's work;
- Promote values that underpin the human and labour rights frameworks (humanity, dignity, justice and equality and non-discrimination);
- Be rooted in values- and evidence-based discourses on migration and migrants;
- Be inclusive and move the migration conversation from “the other” to “we”, and away from a binary discourse on migrants as either a benefit or a problem;
- Stress the need to implement the Global Compact for Migration and the Global Compact on Refugees in a coherent manner, while recognizing their differences in scope and nature.

Thematic Priorities 2021 -2023

In 2021-2023, we will position the Network as leading on these priority themes*, in line with the GCM guiding principles and utilizing them to realize the SDGs and reduce inequalities, including preventing all forms of discrimination such as racism, xenophobia and intolerance:

- Ensuring inclusion of migrants and the GCM in COVID-19 responses and recovery efforts;
- Mobilizing and targeting multiple stakeholders from the list of target audience
- Operationalizing the recommendations from the Network policy brief on “The impact of COVID-19 on family remittances”;
- Advocacy on the protection of the human and labor rights of all migrants, including these in an irregular situation,
- Advocacy on the needs to address irregular and abusive forms of migration,
- Supporting the implementation of the Paris Agreement under the United Nations Framework Convention on Climate Change (COP 21) and GCM commitments on climate change and migration;
- Advocacy on the upscaling/strengthening provision of assistance and services (including humanitarian assistance and protection) that help vulnerable migrants to meet the most pressing needs while on the move and in countries of destination;
- Advocacy on the inclusion of migrants, regardless of their migration/legal status, into national social protection schemes.

Every year, the Network will reassess its priority themes.

**These priority themes are listed in the Network’s Workplan 2021 - 2023.*

One voice

Speaking with one voice on migration entails the unification of messages and narratives on migration and GCM issues and harmonizing communication efforts. It also involves both communicating at events and opportunities (*proactive*) as well as responding to or anticipating acute developments in a timely fashion (*reactive*). See Guidance on Network public communications.

The Network secretariat will maintain a calendar of events at which the Network plans to speak with one voice, as appropriate (see section *Key Dates & International Days*).

Communications and visibility plan

The Network’s main activities that will be covered by the communications and visibility plan include:

- Regional reviews and stakeholder consultations
- GCM Champion countries initiative
- Stakeholder meetings and partnerships
- Working groups and workstream activities and outcomes
- Migration Multi-Partner Trust Fund and its activities
- The Migration Network Hub
- UN Secretary-General biennial report 2020, 2022
- International Migration Review Forum 2022
- Annual meetings
- EC Principals’ meetings
- Programmes implemented by the Network
- UN International Days (*see calendar*)

The communications activities listed below will be carried out between 2021 - 2023 to achieve the five communications objectives stated above. The successful implementation of the strategy and the activities therein is a shared responsibility.

In everything it does, the Network will support country and regional-level activities and engagement. The below is a pool of tools that the Network can utilize to push strategic messaging forward.

Direct communication				
Activities	Description	Targets	Tools & Channels	Indicators
Network statements	Statements can be proactive or reactive, and initiated at global, regional or country levels. See <i>Guidance on Network public communications</i>	Member States Policy- and decision-makers Media Stakeholders	Network's website, including the Hub Network members' websites Newsletter Twitter/social media	# Media pickups, # Reference in policies, research papers, # Views on website, # Social media engagement, # Follow-up articles, # Comments online, # Comments by readers, # Comments by national politicians in the media, # Key issues picked up, tone of the engagement, use of the Network's visuals, quotes.
Submission of OpEds	OpEds will be published around key international days and key issues.	Media Member States Policy- and decision-makers Moveable middle Stakeholders	Media outlets Social media	# Social media engagement, # Reference in policies, research papers, # Follow-up articles and interviews, # Comments online, # Comments by readers, # Comments by national politicians in the media, # Key issues picked up, tone of the engagement, use of the Network's visuals, quotes.
Production of position papers	The network will produce position papers to discuss issues in more technical detail for specialized audiences and stakeholders.	Member States Experts and practitioners Policy- and decision-makers UN system Stakeholders	Network's website, including the Hub	# Media pickups, # Reference in policies, research papers, legal reference, # Survey respondents, # Clicks on link, # Social media engagement.
Launch of a podcast series	The Network will launch a podcast series to speak with one voice on migration and create a community of listeners around its priority themes.	All	TBD Network's website, including the Hub	#Viewership, #Hits, #Shares, #Audience comments, #Subscriptions
Appointment of "Network's Voices"	To help expand its public outreach, the Network will appoint "Voices" among various actors,	Each Voice will target a specific audience/cover a specific topic	Events Conferences Social media	# Event attendance, # Media pickups, # Social media engagement, # Media interview requests, # Quotes.

	including from civil society. Voices will cover specific topics.			
Provide input/content to the Migration Network Hub	<i>A specific communications and visibility plan has been designed for the Hub.</i>	Member States Experts and practitioners Civil society and stakeholders Policy- and decision-makers Media	Network's website	# Visits to webpage (page views and monthly active users) # Requests by Member States # Uploads and downloads # Experts registered in the roster # of peer reviewers in roster # of referrals on other websites, portals, platforms
Participation of the "GCM in action" video series	Through its video series, the Network will interview government officials, civil society representatives, partners, researchers, etc. to express their views on the GCM and share concrete examples of implementation or recommendations.	Member States Civil society and stakeholders Champion countries Policy- and decision-makers Migrants	Social media Network's website, including the Hub	# Videos produced, # Views, # Shares, # Social media engagement, tone of engagement and relevance of mentions, # Estimated minutes watched.
Publication of blogs on migration series	This is a space where civil society organizations, stakeholders, governments, etc. can share their expectations and hopes, but also updates, trends, challenges and examples of ongoing collaboration in the region.	Member States Civil society and stakeholders Policy- and decision-makers	Newsletter Network's website	# Submissions, # Social media engagement, # Clicks on links,
Promotion of the Champion countries initiative	<i>Participation of Champion countries in the "GCM in action" video series</i> Promotion of good practices in Champion countries	Member States UN System Donors	Network's website, including the Hub Social media Conference	# Social media engagement # Events organized with/by GCM champion countries

<p>Promotion of GCM Regional review meetings and stakeholder consultations</p>	<p><i>A tailored and detailed communications and visibility plan and package will be designed for each event.</i></p> <p><i>Communications activities may include:</i></p> <ul style="list-style-type: none"> - <i>Blogs by stakeholders</i> - <i>Data visualization</i> - <i>Short videos</i> - <i>Press releases and joint statements</i> - <i>OpEd</i> - <i>Newsletter (special issue)</i> - <i>Podcast</i> 	<p>Member States UN System Civil society and stakeholders Policy- and decision-makers Media</p>	<p>Network's website, including the Hub Social media</p>	<p># Event attendance # Social media engagement # Media pickups</p>
<p>Collection of storytelling and human-interest stories (written and video)</p>	<p>Through the collection of first-hand testimonies (of migrants, communities, government officials, local authorities, CSOs), the Network will aim to showcase the human impact of the GCM and its implementation in the region.</p>	<p>All</p>	<p>Network's website, including the Hub Social media Media</p>	<p># Stories collected # Media pickups # Views on website # Social media engagement</p>
<p>Utilize existing Arabic version of the Network's website</p>	<p>Populate and maintain a constant stream of content at the website as a core communication tool</p>	<p>All</p>	<p>UN Network website</p>	<p># Visits to website, # References to the website, # Keyword ranking, # Click-through rate, # Page views per visit, # Time spent per visit, # Scroll depth, # Bounce rate, # Return visit, # Unique visitors.</p>
<p>Newsletter</p>	<p>The newsletter serves as an important communication tool for internal and external stakeholders</p>	<p>Network's members, UN system Member States Civil society and</p>	<p>Mailchimp</p>	<p># Open rate, # New subscriptions, # Unsubscribes, # Forward rate, # Bounce rate, # Clicks, # Survey results.</p>

	and a brief summary of news, activities and advocacy for certain categories of audience	stakeholders Policy- and decision-makers Donors		
Network's participation in conferences, panels		Experts and practitioners Civil society and stakeholders	Events Workshops	# Requests to attend
Promotion of MMPTF-funded Joint programmes in the region	<p><i>For each funded joint programme, a communications and visibility plan will be developed.</i></p> <p><i>Communications activities will include:</i></p> <ul style="list-style-type: none"> - <i>Infographics and data visualization</i> - <i>Launch event for newly funded programmes</i> - <i>Press releases</i> - <i>Donor meetings</i> - <i>Human-interest stories and feature stories in GCM implementing countries</i> 	Donors Media UN system	Network's website MPTFO gateway Social media	# Media pickups at national and global levels, # Social media engagement, # Participants, # Visits to website, # Media requests, # Funding received.
Data visualization and storytelling	The Network will communicate reliable data and information through compelling narratives and visualization.	All	Network's website, including the Hub Social media	# Views # Media pickups # Social media engagement # of visualizations

<i>Mediated communication</i>				
Activities	Description	Targets	Tools & Channels	Indicators
Organization of press conferences	The Network will organize virtual press conferences, as appropriate.	Media	Meeting platform	# Conferences organized # Event attendance # Media pickups
Design of a press kit	A press kit will be prepared to inform journalists on the GCM, the Network's activities, and will include updated figures on migration. It will be available on the website.	Media	Email Network's website	# Downloads # Media requests

Internal Communications

<i>Strengthen internal communications among Network members to build a coherent Network's brand and build its authority and reputation</i>			
Activities	Description	Target Audiences	Tools and Channels
Preparation of key messages, talking points	Key messages will be available and will cover: <ul style="list-style-type: none"> - The Network's priority themes - Thematic workstream areas - The Network's capacity building mechanisms The Network's programmes (MPTF-funded programmes, INTPA, etc.)	UN system Country and Regional Networks	Email Teams shared space
Monthly update to Country Networks	A monthly recapitulation on existing tools, updates, ongoing activities at the national and/or regional level will be shared with Country and Regional Networks.	Country and Regional Networks	Email Shared space

Coordination

With its 22 members and countless partners, the Network’s potential outreach and impact on policy are immense. However, strong and timely coordination among all different partners as well as information sharing are essential to effective communications. To that end, we will:

- Establish a communications taskforce among regional network members;
- Create and maintain a database of partners and donors using IOM’s customer relationship management solution;
- Strengthen interactions and information sharing with all Network members at all levels;
- Ensure coordination and share updates with the UN Department of Global Communications on a regular basis.

Monitoring and Evaluation

The success of this Communications Strategy will depend on sound and regular monitoring and measurement practices. The secretariat will also collect feedback from the Network’s members and civil society and stakeholders on a regular basis.

Every year, the secretariat will collect, evaluate, and report on specific Key Performance Indicators such as:

Metrics	Key Performance Indicators
Impact	Reference to statements, policy briefs, research papers, or legal reference; number of GCM champion countries; number of policy changes; surveys with key stakeholders; number of country and regional Networks; funding received.
Brand awareness and reach	Social media engagement (mentions, likes, shares, views); media pickups, media requests, interviews and coverage; search data; views and visits to the Network’s website; podcast listeners; events organized; items distributed.
Engagement	Event attendance; downloads on website; uploads on the Hub; experts registered on the Hub’s roster; video views; social media followership; participants enrolled in training; new subscriptions to the Newsletter;

The secretariat will develop a monitoring framework, including a baseline, targets, data source and collection methods, as an annex to the communications strategy.

Key Dates & International Days

Topic	Date	Lead entity (for statements)	GCM Objective/GP (for statements)
Equitable Access to COVID-19 vaccines	FEBRUARY	WHO	Objective 15
World Day of Social Justice	20 FEBRUARY	-	
Zero Discrimination Day	1 MARCH	-	
Intl. Women's Day	8 MARCH	TBC	Gender-responsive
Intl. Day for the Elimination of Racial Discrimination	21 MARCH	Secretariat	Objective 17
World Health Day	7 APRIL	WHO	Objective 15
World Immunization Week	26-30 APRIL	-	
World Day for Safety and Health at Work	28 APRIL	ILO	Objective 6
Cultural Diversity Day	21 MAY	-	
International Day for Domestic Workers	16 JUNE	IOM, ILO	
International Day of the African Child	16 JUNE	UNICEF	
Intl. Day of Family remittances	16 JUNE	IOM/IFAD	Objective 19 - 20
International Day of Parliamentarism	30 JUNE	IPU	
High-Level Political Forum	6-15 JULY	UNDESA	All
World Day Against Trafficking in Persons	30 JULY	UNODC	Objective 10
International Youth Day	12 AUGUST	UNICEF-	
World Humanitarian Day	19 AUGUST	WFP/IOM	TBC
International Day for Non-Violence	2 October		
International Day of the Girl Child	11 OCTOBER	UNICEF	
International Day for Disaster Reduction	13 OCTOBER	TBC	
United Nations Day/World Development Information Day	24 OCTOBER	TBC	Objective 23
World Cities Day	31 OCTOBER	UCLG, Mayors Mechanism	
UN Climate Change Conference (COP 26)	1-12 NOVEMBER	Secretariat	Objective 2
World Children's Day	20 NOVEMBER	UNICEF-	
International Day for People with Disabilities	3 DECEMBER	UNDP	
Human Rights Day	10 DECEMBER	OHCHR	
Universal Health Coverage	12 December	WHO	
Global Compact for Migration Anniversary	10-11 DECEMBER	Secretariat	All
Intl. Migrants Day	18 DECEMBER	IOM	All
SG report launch	FEBRUARY 2022	IOM/Network	TBC
Migration Week	FEBRUARY 2022	TBC	TBC
International Migration Review Forum	MAY 2022	Secretariat	All

Events at which the Network plans to speak with one voice, as appropriate.



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