

Our Communications Commitment

Effective communication is central to the functioning of the SUN Civil Society Network. It is key to sharing information and providing support. The SUN Civil Society Network Secretariat is responsible for the oversight of global communications across the network.

As the network continues to grow and the amount of information to share increases, we need to get better at managing information more effectively. So, we have developed our **'Communications Commitment'** which sets out what, and how, we will communicate the members of the network.

What you said

Through our annual SUN CSN surveys, as well as through working groups and bilateral conversations, members of the SUN Civil Society Network have told us that:

- Requests and information often come too late and deadlines are too short
- There is often too much information coming from different sources
- It is easy to miss important emails
- It is sometimes unclear where to access information
- You like email- this is the best way to communicate updates
- You also find teleconferences and social media useful forums for sharing information
- Connectivity issues are the biggest barrier, particularly with teleconferences
- The website could be better used for knowledge exchange

How we will address this

- We will set out in our 'Communications Commitment' what and how we will communicate to make it clear *what* information to expect and *when* to expect it.
- We will continue to use email, but invest in streamlining and professionalising mailings- ensuring that you aren't overloaded with multiple emails.
- We have updated our [website](#) to make it clearer and easier to navigate. We've also added additional features including:
 - A '[Resources](#)' section to enable more effective sharing of resources. The website now has a 'log-in' function to enable alliance members to upload their own resources. We will be developing a how-to guide to support with this.
 - A '[News](#)' section with the latest updates and opportunities from across the network. All CSAs can submit updates or write their own article for this section.
 - A '[Support](#)' section setting out what support the SUN CSN can provide

We will continue to develop the site further throughout 2018.

- We will share information across a variety of channels in order to overcome connectivity issues. This includes social media such as Facebook, Twitter and Instagram. Important updates will always be available on our website.
- We will invest in the monitoring and evaluation of our communications to continue to improve their effectiveness.
- We will continue to explore the latest technology to improve the quality of teleconferences.

WHAT we will communicate

The SUN Civil Society Network Secretariat will collate and communicate:

- the latest **information** and updates relating to nutrition policy and practice
- the latest global, regional and national advocacy and/or learning **opportunities**
- **tools** and **guidance** to support CSA plans

The secretariat will also:

- Request case studies and examples of best practice
- Link members of the network with others in the network, other relevant stakeholders and experts
- Signpost to the work of other partners and SUN movement members

We will avoid duplicating communications from others in the nutrition community. Instead we will aim to add specific value by focussing on collating, filtering, and adding our own analysis to information most relevant to members of the civil society network. However, at times this will include cascading updates from others in the sector to ensure that important updates reach civil society.

HOW we will communicate

1) Planned Vs Reactive

The process below sets out how 'planned' activities will be communicated. Partners who wish to share updates across the network should also align with this process and timelines.

Planned Communications

- **Quarterly Newsletter** - our newsletter will be circulated each quarter with updates from across the network. See our calendar (coming soon) for newsletter days.
- **Email Updates**- in order to make communications clearer, we will commit to using the following process when sending additional email updates. All emails will be labelled as one of the following:
 - a. Update
 - b. Upcoming Opportunity
 - c. Take Action
- **Meeting minutes**- minutes from key meetings will be shared with members of relevant groups, this includes:
 - Advocacy meeting
 - Regional meetings

If you would like to join one of these groups please contact sun.csnetwork@savethechildren.org.uk

- **Calendar** – (coming soon) the secretariat will manage a calendar on the SUN CSN webpage to map out upcoming events, communications and opportunities.
- **News articles** – articles on the SUN CSN website will provide information about upcoming events and opportunities, as well as news from across the network.

- **Social media posts**- Social media posts will help to promote the key priorities for the month.

Reactive Communication

We aim to plan out the majority of our communications so that you know when to expect information from the secretariat. However, from time to time there will be 'reactive' opportunities that will require a shorter turn around. Partners should aim to share planned communications, however 'reactive' requests can be sent, as long as they align with the following criteria:

- Truly reactive and not a last-minute request

'Reactive opportunities cannot have been foreseen through planning and arises due to a new media story or political development or fundraising opportunity'

- Specific and relevant to civil society working in nutrition
- Will have an impact and improve the work of civil society network members

The process below sets out how these 'reactive' opportunities will be communicated across the network:

- **Regional Cascade list** – where possible 'reactive' opportunities will be cascaded regionally. The SUN secretariat will send the opportunity to each of the regional coordinators who will cascade the opportunity to CSAs in the region. Regional coordinators will tailor the requests accordingly. In the future where possible we hope to build regional capacity to translate these communications
- **Thematic point people** – for opportunities that cannot be cascaded regionally. Communications will be sent by the relevant 'point person' for each thematic area or region to avoid confusion. This will be as follows:
 - a. Fundraising Updates: Cara
 - b. Advocacy Updates: Megan
 - c. Communications and Social Media: Ellen
 - d. Monitoring Evaluation Accountability Learning (MEAL) & Learning Exchange: Cecilia

2) Translation

Although we aim to translate as much as possible into English, French and Spanish, unfortunately the limited capacity within the SUN Secretariat means that this is not always possible. We will therefore commit to translating:

- Key tools and products e.g. Advocacy Toolkit, Theory of Change
- Planned communication products e.g. Monthly Newsletter.
- Critical updates e.g. relating to fundraising opportunities

What we can't translate:

- Reactive opportunities- in the essence of getting opportunities out as soon as possible we will not always be able to translate these
- Meeting minutes- due to the number of meetings, currently the translation of minutes is not possible
- Website articles- only key articles will be updated. Otherwise articles will be published in the language of their submission.

We therefore encourage you to engage in your regional group who will help to communicate, and where possible translate, key updates and opportunities.

3) Mailing Lists

In 2018 we will be updating our current database to confirm your mailing opt-ins and preferences. This will enable tailored communications, segmenting by region, language, interest and stage of development.

How can YOU share an update across the Network

All requests for sharing across the SUN CSN should be emailed to e.larby@savethechildren.org.uk

The SUN Secretariat will review and prioritise requests every Monday morning at 11am GMT.

- Planned requests will go into the relevant monthly newsletter or email update
- Reactive requests will be sent out based on the fulfilling the our reactive criteria

The secretariat may say no to communication requests. We will maintain role as a gatekeeper to CSAs only cascading the most relevant, high quality information that is in-line with CSN strategy and priorities. This will help to streamline communications and avoid 'spamming' contacts and ensure CSAs do not miss the most important updates.