

Communications Team: 2016 Results and Priorities for 2017

Results in 2016

Capacity-building

- Completed communications team
- Organized first communication workshop in 3 years
- Provided continuous support to 20 COs and training

Support for resource mobilization and donor visibility

- Produced video content for major donors
- Pioneered bankable project handout shown at World Bank annual meetings
- Covered major meetings with Russia and Turkey

SDG advocacy and positioning of UNDP as thought leader

- Launched regional SDG campaign, leading to sharp increase in number of stories received
- Facebook followers increase from 10,000 to 18,000; Twitter up from 19,000 to 22,000
- Galatasaray campaign on SDGs goes viral – cinemas, subways, billboards in Istanbul
- Campaign to End Violence Against Women viewed 1 million times on Facebook
- Social Good Summit gets 700 visitors

International Media

- Reached every top-tier newspaper and wire, from Cihan's op-ed in the Los Angeles Times to the Washington Post on Ukraine, the Guardian on Chernobyl, and Al Jazeera on Turkey
- Positioned UNDP as development partner in emergency at World Humanitarian Summit, leading Administrator's and ASG media outreach

Priorities for 2017

- Intensify support for COs with scoring system, personalized follow-up and pilot project on media
- Organize Deputy and Country Directors' media training
- Launch quality assurance process for publications in region
- Pioneer new story-telling formats and methods– 360, VR and film series