Report Box

INHOPE

Communications Playbook

End Violence Against Children

Contents

CHAPTER 01

The Basics

THE BASICS

Why a communications strategy is important for hotlines

Starting hotlines have a lot to set up and take into account. The additional role of using social media to create awareness and encourage the public to start reporting can be an overwhelming challenge.

Strategic communication and marketing can boost traffic to spread awareness of your mission, raise funds to support your services, and attract new sponsors and supporters. Fundraising aside, increased brand awareness is also valuable to reach individuals who want to give but are unable to do so financially. Increased awareness of who you serve and what it is that you do can encourage your followers or subscribers, or even random internet searchers, to donate their time to helping move your hotline's mission forward.

With increased awareness your hotline will be better equipped to serve more people in your community. Perhaps most importantly, a deliberate communications strategy can help raise awareness of your services to those who will actually use them. The more people that know what it is you do, the more children you can help.

We will guide you through the steps of setting up your Hotline’s basic communications strategy and discuss some of the challenges that are very specific to hotlines - such as discussing taboos and how to communicate about the impact of your work.

THE BASICS

Levels

We have included 3 levels of expertise for you to choose from in each chapter. Pick the level that best suits your hotline at this time to find the advice best suitable for your current situation.

Level 1

You have just started or have yet to start your communications towards the public and stakeholders and want to add some structure.

Level 2

You have a basic website and social channels set up and are looking for ways to expand and improve.

Level 3

A hotline with an experienced marketeer that wants to push themselves.

CHAPTER 02

Marketing Audit

AUDIT

Analysis

Before you can begin, you need to make an inventory of what your organization has done in the last 6-12 months - or so far. Learn from what has worked and what didn't. Take your time to make a thorough assessment of your organization. The best way to do a marketing audit is to go through each channel you use and honestly evaluate how you are using it. A good marketing audit is recurring, unbiased, honest and actionable.

Follow these 7 steps for a simple and basic marketing audit:

1	**Identify your marketing channels and activities.**	Create a spreadsheet listing all of your marketing activity: content, social media, paid marketing, email marketing, advertisement, flyers, etc.
2	**Identify your goals and objectives.**	Set measurable goals and objectives for each activity in your spreadsheet. (For example: traffic from social media or click through rate on emails.)
3	**Gather all the data that is available to you.**	Add the actual data on each objective or make sure you can measure this data from now on using a marketing analytics solution.
4	**Compare the real numbers to your initial goals.**	Use the following formula in your spreadsheet to convert your results into a percentage: take the actual results, divide this with your goal, subtract 1 and convert the result into a percentage.
5	**Identify issues or gaps in your strategy.**	Look at your results and brainstorm on how to improve them. Write down ideas. Try to identify what is causing bad or good results.
6	**Create an action plan based on your findings.**	This audit should give you a sense of priority and improvements that you can now dive into and address.
7	**Repeat every 6-12 months.**	Every action you take to improve your efforts should be measured. Do these audits monthly, quarterly or whenever suits your organisation best.

AUDIT

Spreadsheet example

This is an example of what your spreadsheet might look like after going through a basic marketing audit.

? =C3/B3-1

Marketing activities	**Monthly goal**	**Result**	**Difference**
Daily post on LinkedIn			
Website traffic	350	274	-22%
Monthly newsletter			
Click-through rate	40%	45%	13%
Paid promotion Twitter			
Newsletter sign-ups	20	8	-60%
Weekly blog post			
Newsletter sign-ups	20	32	60%
Daily Facebook post			
Website traffic	200	296	48%

By keeping track of your results you will be able to identify which marketing activities are successful and which are not, then adjust accordingly.

CHAPTER 03

Strategic Communications

BRAND

Know your brand

Without a clear definition of your brand and organization, it is impossible to keep your team aligned. As a hotline, you are working to foster a sense of ownership of the issues of CSAM. Use your messaging to motivate people to take action.

Level 1

Describe your organization in a few words. What is your vision, mission and what are your values? The more clear these things are to you, the easier it will be to communicate this to your audience. Take your time to define these things, as it will save you time in the future. If you do not have brand guidelines yet, create them.

Level 2

Take another look at your vision, mission and values and ask your team if they can quickly explain what your organization does. Make sure your team is aligned. Update your brand guidelines or if you don't have them: create them.

Level 3

Conduct an anonymous team survey to get a feel for your team's views on your brand. If your team is not aligned with you, you can't spread the message to the public. Asses all your materials against your brand guidelines. Tip: see if your team can match images to your brand, or spot errors in them.

YOUR AUDIENCE

Defining your target audience

It can be a struggle for hotlines to determine who their audience is. Are we raising awareness among children, teenagers, the general public, parents, teachers, social services workers or perhaps potential sponsors? The goal of your communication with each one of these groups will often time be different, and the way to reach these audiences can differ greatly between them. This means you need a different strategy for each of your target groups. But before you can work on that, you need to define your target audience.

Level 1

For many hotlines the target market segments are potential reporters (the public), beneficiaries or recipients of the organization's services (children/parents), and prospective donors (public/industry/government). If you do not have the time or resources to conduct research into the exact demographics, an estimation or assumption will be suitable to get you started.

Level 2

One of the best ways to determine who your target audience is, is to look at who already uses or supports your hotline. How old are they, where do they live, what are their interests? Use this information to create between three and five personas. This is a great way to drill down into the specific segments and better understand your target audience.

Market research paired with interviews can give you better insights into what your audience reads, thinks and values. This offers important understanding into which sources your audience uses and trusts. When building out the fictional personas, consider using the following demographics and identifiers: age, gender, location, hobbies, income, education level, who they trust, what they read/watch, etc.

Examples of target personas for hotlines: a 45-year-old woman that reports CSAM she found online, a 12-year-old girl with a TikTok account, a teacher at a middle school and a police officer.

YOUR AUDIENCE

Level 3

Surveys

Put research into your existing audience by asking them to fill in a survey. Start with large-scale quantitative surveys, covering the widest cross-section of your audience possible. Your questions should be multiple-choice, giving you hard statistics that can teach you about your audience's habits. Complement your quantitative research with qualitative research -- the data won't be as objective, but you'll learn more detailed insights on your audience's psychological makeup. Target a small sample of audience members and use open-ended questions to get long responses you can interpret.

Focus Group

A focus group can be extremely valuable for a hotline that is looking to connect with their community more. Focus groups are generally inexpensive and easy to conduct. A focus group will help you obtain more information about opinions, beliefs and attitudes around CSAM reporting or child sexual abuse in your area. It gives you a chance to check out assumptions you may have made about your audience and encourage a discussion about the subject. It will also provide you with insight into any possible taboos surrounding the topic of child sexual abuse that you need to take into account when communicating.

YOUR AUDIENCE

Prioritise your target audience

Now you have established who your target audience is and what they look like, you need to prioritise. You can't appeal to everyone at the same time, and you don't want to waste resources trying to target an audience that won't help you achieve your current goals. Make sure you target the most important audience first and work your way down, depending on how much your budget allows.

If you are looking to grow your sponsors and donors, make sure your communication is targeting those people who can donate to or provide funding. If you want to raise awareness, you might want to look for experts and influential people in your area that can talk about your hotline's work.

Establish your key message

Create a concept message or goal for each one of your target audiences. This message will be your guideline when creating content for your website, emails, social media and offline marketing. You can use emotions, benefits or raw numbers in your messaging - use them as a starting point for easy content creation. This will not only make it easier for you to create new content, but it will also allow you to check if your outgoing communication is aligned with the message you want to spread.

Audiences need to hear your message at least 6-8 times before they can internalize who you are, what your hotline is about, and what you want them to do. Even though you might be sick
of the messages because you've said them multiple times on multiple platforms, it's likely that your audience members have only noticed them once or twice. Therefore, it's crucial to stay on message for several months or even years, especially in the case of a multi-year fundraising campaign.

Key messages are emotional, tactical, and intellectual. The most successful campaigns and brands hit all three equally. To find your key messages answers these questions: What is your urgency? What is the problem you are trying to solve? What is the solution?

BRANDING & DESIGN

Branding and Design

Branding at its essence is about creating the relationship you want to have with your audience to foster preference, loyalty and trust. Your audience's perceptions of your organization are formed by each communication action and interaction; and every touchpoint is an opportunity to make a good impression.

Level 1

If you are a starting hotline, you might not have much time or budget to spend towards branding. But good branding will be worth your investment as it will increase your credibility, give access to more resources, grow donations and attract more sponsors and leads to more useful partnerships. If you don't have a logo yet: invest in a designer to create your hotline's logo. It will be worth it.

Level 2

Set up a brand book or hire someone to do this for you. Pick out your brand's colours fonts, tone of voice and what kind of imagery you use. Then implement this branding into everything you do, both offline and online. For example: website, social media visuals, email signature, reports, newsletters, banner, flyers, etc.

Tip: to pick out branding colours use a colour palette generator tool like https://coolors.co/

Level 3

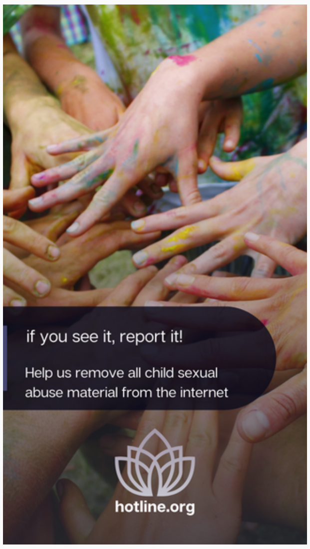
Build a brand kit to ensure consistency of your hotline's branding across all applications. This is a list of the "rules" of your brand and instructions regarding how they should be applied, as well as which font to use, which colours represent you, and other key visual attributes. It can also include a selection of pre-created graphics that you can quickly send out to external partners or people on your team whenever the need arises. This is key because consistency is one of the most important elements of branding

BRANDING & DESIGN

Design templates

Now that you know your brand and your audience, you can start creating basic templates. You can create templates for the different types of social media, newsletters, publications and offline material like banners, flyers and business cards. Here are some example Canva templates that you are free to edit and download.

Use this template in Canva



Use this template in Canva

Use this template in Canva

Use this template in Canva

WEBSITE

Optimise your website - UX and UI

Your website is your business card. For many visitors, your website will be their first interaction with your organization. A good website effectively communicates who you are, and what you do and makes it clear how people can participate and/or file a report.

UX = the User Experience (UX) is what a user of particular product experiences when using that product. A UX designer's job is to create a product that provides the best possible user experience.
UI – User interface (UI) design is the process designers use to build interfaces in software or computerized devices, focusing on looks or style.

Level 1

Manually: you can look at your UI by having a team member or friend look for certain content and report back.
UI: How clear is the content, images and directions?
UX: How many clicks and how difficult is it to get to the reporting form?

Level 2

Use Google Analytics to check if your website is performing the way you want it to, according to the goals you set. Use it to check page visits, bounce rates and conversions as well as to get more insight into your site visitors. Google Analytics will be able to give you more information about their location, gender and age and how they landed on your website. It will be helpful for you to know if someone found your website on Google or if they clicked a link on a different website.

To set up Google Analytics you will have to add coding to the backend of your website. There are several tutorials on how to this online, or you can hire an external to set this up.

Once the Google Analytics set up is complete, go into your account and create a Master View that gives you an overview of all the raw data it collects.

WEBSITE

Level 2

Important: Besides the Master View that uses all data, make sure to create a separate view that excludes the IP addresses you and your staff use so their presence on the website can be discarded when it comes to statistics and user behaviour.

Level 3

Set up individual dashboards to measure your specific website goals (KPI's). Setting up dashboards will give you easy access to the data you need. Make sure you build your dashboard on the view that excludes your staff's IPs in order to get dependable data.

Use Google Analytics to measure the effect and quality of your UX and UI. Find out how well your UX is performing by identifying patterns and trends in how your visitors interact with your website. You can measure the effectiveness of your UI by looking into things like bounce rates, the amount of time people spend on specific pages, which button they click or don't click at all.

Tip: Use Google Tag Manager to track activity across your website such as page scrolling, downloads, and button clicks.

Affinity categories (under audiences in the interest tab) can guide targeting with Google ad words. You can turn the categories into audiences within the ad words – this can reduce the bid and up the conversion rate.

WEBSITE

Mobile Accessibility

Having a website that is easily accessible on a mobile phone is of great importance. The majority of users are accessing the internet using a mobile phone. This means that most of your website visitors will be using some sort of mobile device.

Google will also rank your website lower if it does not pass the Google Mobile Friendly Test.

Level 1

Make sure the core functions of your website are working on your website. The number one functionality should be reporting.

Turn off any features or functionalities such as popups if they do not work on mobile devices.

Level 2

All the information and functionalities of your website should be working and be accessible on a mobile device.

Check if your CSM supports mobile accessibility updates in order for you to do this yourself. If you make any changes to your website or upload new content, always make sure to check the mobile version

Level 3

Especially if your hotline is part of a Safer Internet Centre and/or also runs a helpline, getting your own app could be of great value. You can use your own app to educate the public and give them an easy build-in way to report CSAM, provide support for the victims of abuse and provide them with the necessary tools and information, as well as pushing your campaigns to raise more awareness.

WEBSITE

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.
Minor changes can impact your SEO, so its worth taking your time to align the content you put on your website with the content you use to promote your website.

Level 1

Start with a simple navigation structure. This is part of your UI. Your website pages should be structure in clear and logical way going from general (for example your article page), to specific for example an article. By using simple text links its easier for users as well as the search engines to crawl your site.

The next basic step is your content. Make sure to following the basics:

- Easy to read text.
- Organised your content by subject.
- Apply terminology appropriate to your audience (be consistent!).
- Be relevant, using very general references on your page can impact your SEO. Make sure you include specific material that is relevant to your organisation.
- Use internal links to allow visitors to stay on your website, make sure that the links are relevant to the original topic.
- URLs: Clearly display what the page is referencing, avoid random numbers or text that has no clear link to the material on the page.
- Avoid using image navigation and irrelevant terms.
- Avoid keyword stuffing.
- Avoid link spamming.

WEBSITE

Level 2

Use a content management system (CMS) that allows the simple inclusion of meta data to all pages, images and videos where applicable.

What is Meta data? A description added to give information about other data.
For example on an article page.
1) Include descriptions of the page
2) Make sure page descriptions match the URL
3) Add meta data all visual content, if this is an article image we suggest adding the title (name of article), relevant caption (key words from the article), credit (photo credits and/or article credits)
Keep meta data clear and concise.

Off-page SEO
SEO is related to the content both on your site as well as the content you use to send visitors to your site. You can drive off-page SEO using the following:
Being visible on other site that link to your site, make sure that the content matches the link.

404 pages.
If a page no longer exists its worth having a 404 page that is custom to your site, this ensures that the user returns to the main site. Make sure that this page is not indexed or craweled.

WEBSITE

Level 3

Maintaining your ranking on search engines.

1. Featured snippets are available when your website is ranking at the top of search. Using a website like https://app.ahrefs.com/user/login you are able to review the organic keywords report and see which do not trigger your ranking. You can then update your content to include the missing keywords
2. Out of date content that ranks highly. Make sure you update your pages to ensure your most viewed pages provide accurate information. Remove relevant pages.
3. Backlinks give you website credibility so its valuable to have them, but make sure they are correct. Accompanying copy to backlinks needs to be accurate, delete or update old backlinks to avoid 404 errors. If you cannot update a backlink, consider setting up a redirect to avoid losing visitors.

Another way to make sure you maintain and improve your ranking is to make your site available for search in local language. Multilingual websites offer content in more than one language.

1. Caching the website translation. This ensures that the visitor can find the website on a search engine using local language. This means that all your pages are, and keywords are now applicable too the additional languages your offer. Translation tools that cached translations include Bablic offering unlimited languages and others like Weglot which are limited to 10 languages.
2. Load speed. You need to have fast page load times so consider caching the website on a cloud server to avoid the reduction of the speed decrease caused by the automatic translation service. The initial implementation costs can be expensive so keep this in mind.

CHANNELS

How to use Social Media

Social media gives people and organisations the opportunity to tell their story. As a non-profit organisation with limited budget the use of social media is indispensable. Your messages can help increase awareness, engage sponsors, promote fundraising activities and urge the public to start reporting.

For example, hotlines can reach the public directly by using Facebook, Twitter and Instagram and target industry stakeholders, law enforcement and legislators by using LinkedIn.

When to post

What are the peak times for the time zones you are targeting or for your current audience? Here is a guide

LinkedIn	**Facebook**	**Twitter**
Timing	Timing	Timing
The best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST.	B2B brand posts perform best between 9am and 2pm on Tuesday, Wednesday and Thursday	The best day for B2B brands to post on LinkedIn is Wednesday.
The best day for B2B brands to post on LinkedIn is Wednesday.	B2C brand posts perform best at noon on Monday, Tuesday and Wednesday	
The best days for B2C brands to post on LinkedIn are Monday and Wednesday		

CHANNELS

How to find your audience on social media

Download data about your followers and engagement from each social media platform on a monthly basis . It is an easy way to keep track of who you are reaching. These insights could flag issues such are not reaching the primary demographic. Use this information to improve and evaluate your social media campaigns.

What to post on social media

What type of content are you going to post? Articles, gifs, videos? There is so much to choose from, but what is right? You have established what your core message is and who you want to communicate it to - so all that is left now is to create content.
Here are some simple guidelines:

1 **Visualise**

Of course, you will also need text, but visual content appeals to people much more and they are more likely to engage. Visual content includes graphics, videos, and photographs. Taking photos and video at events is a great source of visual content, but don't forget infographics, illustrations, and slides are all visual, too. Make sure to brand visual content with your logo.

2 **Provide Value**

Ask yourself, "What's the value to followers?" with every post. As a general rule, 80% of your content should be inspiring, informative, or entertaining for your supporters, and 20% can be purely self-promotional.

3 **Ask Questions**

Start a conversation with your audience. Ask them for feedback, opinions and ideas. This will also help you learn more about them

4 **Respond**

Your audience will appreciate it if you respond to their comments or questions. Even if it is just a "thank you for your reply!", make sure to reply to everyone.

5 **Be Authentic**

Your nonprofit's social media is a chance to be authentic and give your followers a real inside look at your work, the people doing it, and the change you're making. While you should remain professional, don't be afraid to show who you are as an organization.

CHANNELS

LinkedIn	**Facebook**	**Twitter**
Content	Content	Content
Create inspirational and helpful content (this is a platform for professional networks)	Posting more is important, as it makes you seem relevant to the algorithm	Use rich media, GIFs and videos.
Shorter updates (recommended 150 characters or less)	Think about content that engages the majority and repeat that messaging style	Ask thought-provoking questions
Most successful types of content: Blog posts, Case studies, Third-party industry articles and reports, Helpful how-to content, Serial, themed posts	Never post boring links or content that's very upsetting.	Use relevant hashtags and piggyback on viral memes and trends - if they fit your brand!
Three to five relevant hashtags per post	Shorten posts to make them more engaging	Tag other users

CHANNELS

Creating organic growth

You want your content to be read and shared by more and more people in order to reach a growing audience and increase your brand-awareness.

Level 1

A good way to push organic growth is to use content pillars to streamline the output of your content.

Content pillars are subsets of the topics or themes that create the foundation for your overall content strategy. What type of content do you post on which days? Determine this by frequency! How often can you post online? If you don't have the staff to post daily, you can select the best days for you and only post then.

Based on our best days and tops posts these became the INHOPE content pillars:

Monday	Tuesday	Wednesday	Thursday	Friday
Events	**INHOPE/ hotlines**	**European Commission**	**Industry/Law Enforcement**	**Hotline of the Month**

Determine what the content pillars are for your organisation. By using the content pillars for your social media posts you create a structure which will support the organic growth of your audience.

CHANNELS

Level 1

Before publishing, run your content through a checklist to make sure it is alligned with your strategy.

Language & tone	The tone of posts must be changed per platform, as each platform has a different audience: • Facebook is a discussion with family/friends – helpful and emotive. • Twitter Is an elevator ride – eye catching and useful. • LinkedIn is a conference – serious and valuable information. • Use easier language with Facebook & Twitter, while LinkedIn can be more academic. Facebook and Twitter do better with eye catching phrases or stats in the first line.
Post structure	Start with Fact/Statement/Slogan, then add details, finish with a Call to action/links. Each post requires the following: • Relevant tags (who is mentioned in the post/interested in the post). • Relevant hashtags (think about what conversations you want to join). • A call to action (read more/share your thoughts/sign up... etc). • A photo, video or link.
Post images	Photos relevance and quality is key. Using free stock images is a great way to make your post engaging! Resources: • Free range stock; Picography; Stock snap; Unsplash; Burst; Picjumbo • This is an Image size specifications guide. • An easy photo editing tool for cropping/resizing is Befunky

CHANNELS

Level 2

When dealing with limited time and resources, it is important to plan ahead. Try to schedule your social media posts ahead of time. If you don't have a scheduling tool you can draft your posts in a simple text editor and post daily. Try to engage with other posts daily.

Schedule your social media 3-4 weeks ahead by using your Content Pillars and a scheduling tool. Leave some room for original content. Make one person in your organisation responsible for social media to make sure everything is aligned with your core message, branding and content pillars. Use scheduling tool and analytics to increase organic growth.

Always keep some space in your planning to address current events and make sure to check for special dates such as public holidays or special days and adjust your content.

INHOPE uses Trello to draft content and organise our posting schedule and Hootsuite to schedule the social media content.

Social Media Management Tools: (aids in drafting, scheduling, and posting content). There are several paid tools to choose from, like:

- Hootsuite - $49 per month for management of 10 accounts
- Loomly - $57 per month for management of 20 accounts
- Post Planner - cheapest option at $9 per month
- Social Pilot - $30 per month for management of 25 accounts
- E-clincher - $59 per month for management of 10 profiles

CHANNELS

Level 3

When recording results, focus on the relevant KPI (key performance indicators) to you. These are not standard and vary depending on what you are trying to achieve. decide what you need to know, and you can determine this by asking yourself why. For example, we looked at reactions to understand how relevant the content was to our audience. Create monthly reports to track progress so you can structure, measure and adapt based on what you find.

Spend has an impact! If you can get the free ad spend, take it! Google does ad grants for non-profits. Consider leveraging partnerships for potential ad credits. There are many opportunities with big organizations like Facebook, Twitter, Google to sign up for charitable/non-profit ad spend. A good place to start is Google Ad Grants: https://www.google.com/grants/

Paid advertising can be used to specifically target your audience. This gives you more control over who your campaign reaches. You can set the parameters yourself. Base these on what the goal of that specific campaign is: increasing website traffic (visits), raising awareness (reach) , or engagement (link/comment/share).

Make sure to check your paid campaigns on a regular basis. Check to see who is interacting, reading commenting on your post and make sure they are within your desired demographic. If not, you can edit the parameters of the campaign in order to get a better result.

CONTENT CREATION

Communicating about the impact of your work

Once you have gathered enough data, you can share these results with your audiences and stakeholders. This will help stakeholders understand the impact and importance of your hotline and use the information to improve programming and guide policy enhancements.

Reporting

Depending on the amount of data you have gathered and the topics you want to cover, you can consider publishing a report once a year, twice a year or every 3 months.

Your readers should be able to easily understand the structure of the report and find the information that interests them.

- Make it easy to find key findings.
- Add an executive summary if the report is long.
- Put supplemental and source information in the appendix.
- Use simple formatting that fits your brand.
- Use understandable tables and graphics to highlight key findings.
- Use straightforward and easy to follow language.
- Be objective.

Don't feel obliged to spend a lot of time and budget on publishing reports. You can decide on one larger publication or on several shorter ones during the year. If you don't have anything to report yet, then wait until you do.

CONTENT CREATION

Partner Collaborated Content

A great way to boost engagement is to team up with another organisation or brand to amplify your united message. The top forms of partner or collaborate content include:

- Brand partnerships (a long-term relationship). INHOPE and member hotlines have always had this relationship.
- Co-branding which represents collaborations to create a single product or service. Examples in our space include StopNCII.org.
- Brand collaboration (a single feature, activity with influencers).

Regardless of the approach you take, the best partnerships look at the overlapping elements of a relationship to create an impactful and memorable message for the target audience.

How do you decide? Deciding on a partnership is not a snap decision. You need to consider:

- Capacity: does your team have the experience and bandwidth to invest your resources into this partnership?
- Timeline: building a strong relationship and strategy takes time.
- Cost: who is the partnership with and what is the cost/benefit analysis?
- Content: who is doing what? How are you planning to combine your voice to creating a united message and does it fit? Consider the balance of time/resources invested against the output.

CONTENT CREATION

Level 1

How to get started? We recommend you work with your existing partners to expand your audience by reaching theirs. To do this successfully you need to consider which of your partners has an audience that will be interested in your message, or if you need to change your message to reach a relevant audience. If the message is the priority, make sure the audience is relevant as the goal is to align your message to increase exposure.

Examples:

1) Creating press releases with new partners.
2) Organic promotion of your events and campaigns. For member hotlines this can be sharing their activities with INHOPE for additional reach on social media and via the newsletter.
3) Leveraging activities that involve you partners in law enforcement, industry, the network, and others by making sure you use personal and professional tagging on social media. In online articles make sure you use backlink and make sure your partner does the same to drive traffic to each other's sites.
4) Attending events: highlight this on your channels, tag the host and speakers, and showcase your involvement.

Channels:

The first step will always be to utilise your existing channels: your own website, social media pages, newsletters, etc.

CONTENT CREATION

Level 2

Whether you are going to create a long-term relationship or standalone campaign, the next step is strategically deciding how you want to collaborate.

The majority of hotlines are targeting potential reporters and this category includes 18–24-year-olds. This is a generation considered to be very socially conscious. Therefore, active communication on the issues will strengthen your ability to gain public support.

As many hotlines are run by NGOs, this is an opportunity to examine the organisations in your country that would be best suited for building a long-term relationship. An example could be an industry partnership to promote a specific issue in your country.

What to consider:

- PR benefits
- Potential impact on reputation
- Think about the message you want to communicate and then consider which one of your existing partners could be considered for a collaboration, or if you need a new partner. Content collaborations can be the start of more long-term relationship building activities.

Examples:

- Campaigns that include a key stakeholder: educational system, law enforcement, government.
- Engaging with existing partners: writing new articles, conducting interviews, tracking and updating your audience on their activities, as well as sharing your latest news with them.
- Speaking slots at events are a great way to grow exposure in both on and offline forums. But remember, it's important to stay authentically on brand and on message. Be selective about what speaking slots you accept, as they take up time and can dilute your message.

Channels:
Partner blogs, resources materials on industry websites (consider those who have a trusted flagger program with your hotline), referral link on industry sites to report CSAM.

CONTENT CREATION

Level 3

Time costs money. So, the final recommendation we will make is the one that usually takes the most time to plan – events! Brand exposure for a hotline is important in keeping your voice relevant so participating in events in key to ensure you are heard.

What to consider:

- Don't base your major activities on when you are free, base it on when your audience is available.
- It's not about the quantity of collaborations, it's about the quality. One great collaboration can be all it takes.

Examples:

- Hosting a joint event: while this is the most time-consuming, you can control the audience and the message while expanding your audience.
    - Webinars/Seminars
    - Roundtables
    - Conferences
- Public service announcements: reporting of child sexual abuse material is essential, and analysts act as digital first responders. While other essential services are promoted often by the government, it is not the case for CSAM. A long-term plan could be to discuss the necessity of public service announcements around the topic of CSA and CSAM to ensure public awareness.

Channels:
Partner websites, social media, mainstream media outlets, and more.

CONTENT CREATION

Handling Taboos

Talking about the sexual abuse of children is still taboo in many cultures today. There can be struggle in getting certain groups to even discuss the subject, if they are denying that such a thing is taking place in their country or culture.

But also in countries where the subject itself is easier to raise, most people simply do not want to be confronted with child sexual abuse. They'd rather not face the fact that there are people willing to do such harm to a child. They would rather stay in denial and think of child sexual abuse of something that is very rare.

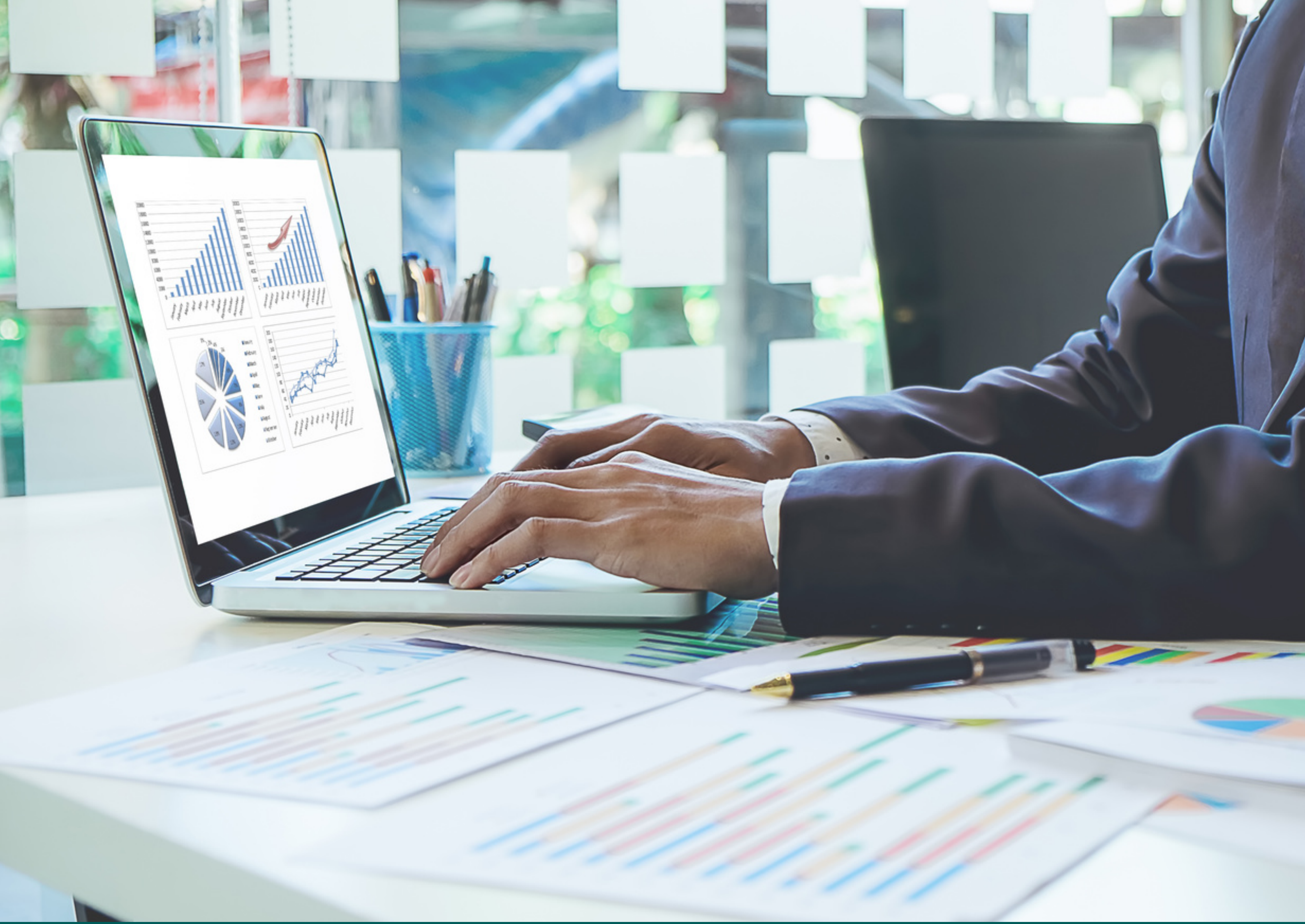
It can be difficult for hotlines to communicate about CSAM when their audience is unwilling to face the issue, or denies its existence all together. We need to keep raising the subject to get the conversation going. INHOPE has set out CSAM media guidelines consisting of 3 main pointers to keep in mind when talking about the difficult and sensitive subject of child sexual abuse.

1) Privacy & Protection
Identity protection should cover all crimes against children, including CSA. The media must exclude naming specific locations, the age/gender of both the perpetrator and victim, the relationship between the perpetrator and the victim, and other identifiable details that can put the victim in real danger.

2) Language
The media is responsible for setting the tone, using the appropriate terminology and selective content as they shape the public's perception of the crime.

3) Narrative
Child sexual abuse is not isolated. In fact, many more cases of CSA go unreported than those we read about. Strictly episodic narratives do not inspire readers to consider the issue in a broader social context

View INHOPE's CSAM Media Guidelines here.



CHAPTER 04

Data Collection and Privacy

DATA COLLECTION

Data Collection and Privacy

Data collection is essential in measuring your hotline's hard work. It reveals valuable insights that you can use to evaluate and improve. When operating in the EEA, you also have to take into account the GDPR. Outside the EEA more and more countries introduce data protection legislation. Make sure that you pay attention to how you collect and store personal data so your organisation is compliant with the local legislation. The basics to remember when GDPR applies:

- Processing data: this must be lawful and transparent. There must be a legal basis for processing. For the communication processes described in this document the legal basis for processing is consent. Such consent must be freely given and your visitors have the right to withdraw their consent at any time.
- The data must be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.
- Data collection/storage: only require relevant data, keep personal data up to date and delete data after the data has been used for the specific purpose.
- Confidentiality and accountability: personal data must be secured, and you as data controller are responsible for ensuring that GDPR compliance is met.

Read more about understanding the law - https://gdpr.eu/what-is-gdpr/

Direct Marketing

Direct communication with an individual requires specific consent for the related topic and form of communication. This includes all form of communication that directly targets a person for example via email phone, DM on social media.

DATA COLLECTION

Email Marketing

Any form of communication via email is email marketing. A common form of email marketing is via group lists and newsletters using a third-party tool.

In order to store and use email addresses you need permission of the receiver to do so. Make sure your signup form to receive your newsletter contains checkboxes for all possible forms of communication. And, remember that you need to give your audience the ability to opt-out of each option.

If you use a marketing automation platform to reach your audience you can build your signups forms in there and share them on your website and socials. Depending on what people select, the platform store their information accordingly.

An example of a signup form with several opt-in options:

Email Address

Mailing lists

- [ ] I would like to receive Event Updates.
- [ ] I would like to receive INHOPE Updates & Emerging Trends.
- [ ] I would like to receive the Quarterly Newsletter.

Marketing Permissions

INHOPE will use the information you provide on this form to be in touch with you and to send you updates based on your preferences.

- [ ] Yes, I agree to the processing of my information.

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at communications@inhope.org. We will treat your information with respect. For more information about our privacy practices please visit our website - inhope.org. By clicking the above, you agree that we may process your information in accordance with these terms.

DATA COLLECTION

Social Media

Platforms have their own policies that allow users to for example share events and pages directly with other users. But, remember direct messaging and remarketing by an organisation requires consent (an individual providing an email address for a download or accepting the cookies on your website for example).

Social media platforms contain a lot of personal data.

Website

Usually the most important part of your GDPR compliance is your website. Here is a list of things to consider to ensure your website is compliant with EU regulations.

Security:

- Install an SSL certificate (HTTPS) that will encrypt any information sharing between the site and server.
- Reputable hosting provider and anti-virus protection
- Secure personal data, limit accessibility and maintain control.

Transparency:

- Cookie policy banner that informs visitors about how they data will be used in a clear way and offer a right to refuse certain categories of cookies to be applied.
- Cookie policy: have an up to date policy that addresses how you use cookies and third-party services.
- Privacy policy: Have an up to date policy to explain how you collect, use , store, and share data in a transparent and easy to read way.

DATA COLLECTION

Website

External and Global data considerations

- Implement a process for dealing with breaches of personal data. Avoid data breaches by keeping track of processes, blocking vulnerabilities and notifying relevant parties when necessary.
- Check if the third-party companies you use are GDPR-complaint.
- If you intend to share data with third parties, you must identify those organisations and the safeguards put in place to protect the data transferred
- Preferably data is not being transferred out of the legal jurisdiction. Otherwise such transfer is only allowed when adequate safeguards are in place.
- Individuals have a right to obtain information about the personal data you hold about them.

Disclaimer: We are not GDPR experts. The data protection guidance on these pages are intended to make you aware of the data protection requirements related to your communication strategy. These must be regarded as additional to the data protection measures required for processing personal data with an application like ICCAM. We highly recommend that you get a qualified GDPR compliance consultant to support the setup of and ongoing monitoring of your compliance with GDPR or local data protection legislation.

Getting Started

This guide is about promoting proactive instead of reactive communication around child sexual abuse and exploitation online. Whether you are a communications expert or just getting started we have here to help. We know and understand that the first step is often the hardest and we recommend that you take your time to prioritise how you spend your time. If you want further guidance on developing and implementing your communications strategy, please reach out to setup a one to one call to review your communications needs.

Note: All of the material covered in this Communications Playbook was put together by INHOPE, therefore any information included was based on the knowledge and experience of the communications team. The goal of this playbook is to provide general guide and not specific individual advice as not all activities and suggestions will be relevant or applicable to your target audience.

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Report Box

INHOPE

Communications strategies for hotlines
by INHOPE Association

Learn more and support
us at inhope.org

End Violence Against Children