

COMMUNICATIONS STRATEGY

Every Food Systems Summit Dialogue will contribute to the United Nations 2021 Food Systems Summit and help steer a global conversation towards the sustainable food systems of the future. As such, effectively communicating and celebrating the preparation and outcomes of Dialogues is important. A communications plan can range from a simple email to a network of colleagues to a full-scale plan involving news media, press conferences, posters and opinion pieces. Depending on the capacity, resources and skills available to Convenors, key elements for consideration include:

DIALOGUE WEBPAGE

At a very minimum, every Dialogue will have a webpage created on the Dialogues Gateway. Convenors are encouraged to steer people towards this page to learn more about the Dialogue. Here visitors will find the Dialogue title, Convenor name, Curator name, any additional description, as well as the image selected.

NETWORK COMMUNICATIONS

Network communications could include friends, family, current and old colleagues plus any associations that Convenors, Curators and supporters are involved with. Whilst Dialogues are by invitation only, they still represent an opportunity to share key messages about the area of focus and increase the level of interest and appreciation for food systems, encouraging people to learn more, especially after the Dialogue event when Official Feedback is published and available for reading.

MEDIA

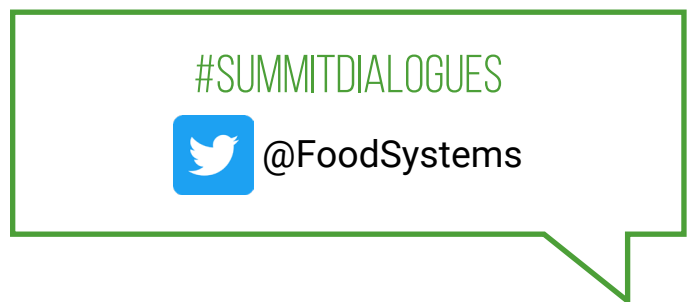
If the event is deemed newsworthy, for example if it addresses a topic of particular interest in the community or a high-level official is opening the event, Convenors should consider engaging with local and/or international media. They can do so by sending a press release to media contacts – consider local/regional/national newspapers, online media outlets and radio stations. A template press release is available on the Gateway in the materials section.

RESPECTING PARTICIPANT PRIVACY

“When a meeting, or part thereof, is held under the Chatham House Rule, Participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other Participant, may be revealed.” This is known as the Chatham House Rule.

The Chatham House Rule provides anonymity to speakers and to encourage openness and the sharing

of information. It is used throughout the world as an aid to free discussion. Meetings do not have to take place at Chatham House, or be organized by Chatham House, to be held under the Rule. This principle allows people to speak freely and express views that may not belong to their organization. It is important to create a safe and open space for discussion.



SOCIAL MEDIA

Using social media ahead of your Dialogue can help facilitate connections and stimulate excitement and thinking. Social media channels, including Twitter, Facebook, Instagram, LinkedIn, YouTube and WhatsApp, are platforms for interaction, content sharing and collaboration. These can be harnessed to share, ensure accountability and communicate major plans and activities with key stakeholders. Used strategically, social media has the potential to generate large-scale positive change and serve as a crucial tool in growing the narrative around food systems. Convenors are encouraged to tag **@foodsystems** and use **#SummitDialogues** to help amplify the visibility of this global effort. Social media accounts should ideally build on existing individual or organizational identity; however, if Convenors or supporters are starting from scratch, they should take time to explore what other related accounts are posting and learn from experience. Templates for social media graphics are available on the Gateway in the materials section.

This [communications trello board](#) featuring the **Promotional Toolkit** provides:

- A list of helpful hashtags
- Sample posts to promote your Dialogue
- Visual downloads
- Sample Press Release

Consider connecting and promoting your Dialogue on the [U.N. Food Systems Community](#).

To support the conversation on social media, follow [@FoodSystems](#) on Twitter, [@UNFoodSystems](#) on Facebook, [@unfoodsystems](#) on Instagram and use the hashtag **#SummitDialogues**.