



# **GODAN Implementation Plan**

## **July 2015 - updated**



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## INTRODUCTION

GODAN has a clear goal of supporting global efforts to make agricultural and nutritionally relevant data available, accessible and usable for unrestricted use worldwide. Focusing on building high-level policy, public and private institutional support for Open Data, we encourage collaboration and cooperation among existing agriculture and Open Data activities, without duplication, with the aim of bringing together all stakeholders to solve long-standing global problems.

In order to achieve this, communications must:

- Raise awareness of the key issue areas (Agriculture, Nutrition, Food Security)
- Increase understanding of the role Open Data can play among agricultural development, nutrition and food security circles
- Stimulate engagement and discussion on the key issue areas through positive reinforcement of messages (eg Retweet)
- (Retweet), conversation (i.e. comments, debates, replies etc.) and real world action (i.e. event attendance, petition signing, lobbying campaigns, etc)
- Recruit more partners and advocates to collectively demonstrate the role of Open Data and help to raise further awareness and engagement, overall increasing the Partner Network's influence in driving policy discussion

Strong communications are critical for capturing the attention of, and stimulating engagement with, the key issue areas and the organizations and individuals who can drive direct and real global change.

This Implementation Plan has been prepared in conjunction with our Communications Strategy and includes an action plan for achieving the objectives, using a mix of communications channels, tailored messaging for target audiences and an evaluation framework for tracking success/identifying opportunities and/or weaknesses. Our aim is to improve and optimise existing communications efforts with a structure that caters to our current resources whilst working to maximise the opportunities that exist and are yet to develop.

Our purpose is to ensure that all GODAN communications are fully co-ordinated so that the whole initiative and all its audiences benefit from consistent and impactful messaging. By proactively raising the public voice of GODAN and evolving into a hub of content in conjunction with the Partner Network, the likelihood of us achieving our organisational goals will increase. In addition, benefits including streamlined team-working, motivation and cost-effectiveness are also expected to be realised. This document details our five year commitment to key communications deliverables over this period and provides details for the years 2015 to 2018 including templates and guides.

## COMMUNICATIONS OBJECTIVES (to be continually adapted to fit LogFrame)

Year 1 (Jan 2015 – Dec 2015)	Year 2 (Jan 2016 – Dec 2016)	Year 3 (July 2017 – June 2018)
<ol style="list-style-type: none"> <li>1. Set up Secretariat and complete Inception Phase</li> <li>2. To support a programme of events organised by the secretariat and/or in support of events delivered by donors/partners</li> <li>3. Raise the overall profile of GODAN as a key voice and place of knowledge exchange on Open Data as a driver of Agricultural Development, Global Nutrition and Food Security for all audiences</li> <li>4. Deliver increased awareness, engagement and positive action by the GODAN network of partners around the issue of Open Data in the three key issue areas</li> <li>5. Increase awareness, engagement and discussion around Open Data in the three issue areas within the wider ecosystem, including more organizations seeking to become network partners</li> <li>6. Begin to raise awareness and engagement on the role of Open Data with decision-makers and influencers in agriculture, nutrition and food security, with a specific emphasis on those decision makers and influencers for and in India, Brazil and China</li> </ol>	<ol style="list-style-type: none"> <li>1. Continue year 1 activities</li> <li>2. Reinforce the profile of GODAN as a network hub and place of knowledge exchange for credible organizations working to get Open Data for Agriculture, Nutrition and Food Security on government policy agendas around the world</li> <li>3. Position GODAN to become a go-to source of information, knowledge, insight and debate on the key issue areas around the world (thanks largely to the Partner Network) for media and key opinion leaders (KOLs) covering the issue areas</li> </ol>	<ol style="list-style-type: none"> <li>1. Continue year 1 activities. Supporting the partner network to grow organically with a constant stream of best practice guides, case studies and research pouring in from partners and being communicated through network, ecosystems and external audiences</li> <li>2. Increased prevalence of external audiences including/referencing GODAN (positively/ neutrally) in discussions on Open Data and the key issue areas</li> <li>3. Maximise opportunities for GODAN and Partner Network to be referenced in major policy discussions, and representatives invited to decision making events and meetings</li> </ol>

# SWOT ANALYSIS

To understand the point from which we need to move communications forward on awareness and engagement, we conducted a SWOT analysis on our current communications channels: Website, email Newsletter, Twitter (Owned) Media Relations (Earned).

## OWNED CHANNELS: Website, Twitter, email Newsletter

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Simple, straightforward representation of GODAN brand via website and Twitter</li> <li>• Commitment to manage content, produce blogs, monitor and activate Twitter</li> <li>• Use of specific and wider industry hashtags enables GODAN to be included in summaries of global topics</li> <li>• Good basic introductory website style, minimalist blog style content on homepage, dense descriptions of GODAN, minimal user interactivity (other than the Partner Map)</li> <li>• We currently present a standard depository of the latest GODAN news, basic partner directory (organisation name + website URL), robust information about GODAN</li> </ul>	<ul style="list-style-type: none"> <li>• Website’s simplicity is good, but it does not represent what GODAN stands for – there are no graphics or visual cues to reinforce GODAN’s position as an ‘important network hub’ for prospective/potential partners</li> <li>• Website interactivity and content exploration is lacking, not providing an easily browsed experience for audiences visiting the site</li> <li>• Website lacks impact as the front-facing representation of GODAN (the ‘brand’) and fails to explain GODAN proposition immediately</li> <li>• Key items not explained in an accessible way e.g. reports and publications on website</li> <li>• A lack of media information available via website and newsletter</li> </ul>

## OPPORTUNITIES

- here is the potential to capture a vast amount of information relating to Open Data and key issue areas and convert it into engaging content for both the website and Twitter, as well as for media relations exploitation
- We can update the GODAN website to be a content hub for issue areas, global updates and latest news, encouraging regular usage and longer user sessions
- This represents an opportunity to become a centre for inspiration, engagement and resources for Open Data with redefined messaging, tone, calls to action (CTAs) and interactivity
- Large (and growing) Partner Network with well-established and significant Twitter communities to tap-into and engage with via retweets (RTs) and replies (i.e. almost 6 million)
- Opportunities to maximise partnership platform element of GODAN for improved recruitment through prioritising this CTA through website, Twitter, newsletter and media alerts
- The lack of accessible resources and archive for media on issues of Open Data is exploitable through a GODAN virtual media centre, offering easily accessible press contacts, press release archive, comments on timely issues, spokesperson availability and multimedia content (i.e. image bank, infographics etc). A potential model is the Oxfam media centre
- Website also provides regular content for Twitter and media alerts / engagement with influencers / KOLs, media, and general public

## THREATS

- A number of websites offer similar information to GODAN but on different key issue areas to those covered by GODAN (e.g. the ODI) We need to encourage reciprocal signposting and avoid content duplication – in email newsletter as well as published content on website
- The website contains a large volume of static information and out of date content. We must ensure regular management of site content
- Horizontal and vertical themes present challenges for tagging, cross-referencing and searching for content (limited discoverability)
- Quality and quantity of information largely dependent on input and supply of partners
- Multiple administrators of equal access to Twitter creates risk of duplication and/or contradictory publishing streams

## EARNED CHANNELS: Media Relations

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Guardian professional network piece on GODAN launch included quotes from key spokespeople</li> <li>• Good name checks and explanations</li> <li>• Positive and in-depth pieces with analysis of major issues and mention of GODAN’s key messages</li> <li>• Some opinion/blog piece placements made on key issues</li> <li>• Reports received some coverage in specialised/business media - summary piece</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of mainstream international pick-up in titles read by KOLs</li> <li>• Mainly specialist titles and newswires with technical tone making information inaccessible to many</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• International newswires e.g. Reuters and associated press could be tapped to reach widest audience globally (in mainstream)</li> <li>• GODAN could become expert voice to fill current vacuum of coverage/analysis/comment in this area</li> <li>• Large international events could be used as hooks, not just sector specific but agriculture themed ones etc. too (UN &amp; G8 summits etc.)</li> <li>• Could tap into larger narratives and themes which achieve more traction in the mainstream e.g. sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Not currently a lot of coverage on Open Data + Agriculture/Food Security/Nutrition so large existing organisations (e.g. ODI) could be planning upcoming activity around specific news hooks</li> <li>• Lack of coverage generally on Open Data/ Agriculture /Nutrition – this may represent the possibility of low demand</li> </ul>

## INTEGRATED COMMUNICATIONS

To ensure a holistic, well-rounded communications channel mix, based around key events.

it is important to activate Owned, Earned, (and possibly Paid) channels. Typically Owned and Earned will generate a good level awareness and engagement, whereas Paid channels enable and guarantee, wider or highly targeted awareness and engagement – useful during promotional periods such as when we are planning to launch a new report, but obviously resource-dependent.

### EVENTS

Our experience in the first six months of this programme demonstrates the importance of events as a primary focus for our communications activities. Each key events provides opportunities for communicating with partners through email, newsletters, godan.info and social media, it provides subject matter for communication with external audiences, and crucially the opportunity for face-to-face advocacy with spin-offs of quotes, interviews, videos and photographs.

Given the limited resources available to the secretariat we plan to build a programme based on the reality that these events require large amounts of time and material investment.

The therefore plan to develop an annual timeline of events and focus our resources on activity bursts that around each event.

#### Event collateral

- Branded materials, stationery, print collateral, etc
- Awareness
  - i. Speaking at the event, support presentations and videos, materials for face-to-face discussions.
  - ii. Host and facilitate online and/or public debates and side events
  - iii. Networking & Innovation
  - iv. Hackathons / mashups on Open Data
  - v. Offering in-kind spaces to host start-up Agriculture, Nutrition, Food Security-related projects, working with technology-centred spaces such as iHub in Nairobi, Kenya

### OWNED CHANNELS

#### Branded Channels

GODAN -> world

Owned properties of GODAN where content is hosted directly by GODAN itself.

## **GODAN website**

The website is the first port of call for anybody searching for information on GODAN, our published reports and Partner activity. As the digital ‘face’ of GODAN, the website must represent a professional, well-organised hub in order to appeal to Prospective Partners as well as External Audiences (in particular the media).

It will focus on providing information about upcoming events, providing advocacy materials for use at the event, reporting from the event and promoting outputs from the event.

To become seen as a collaborative, recognisable specialist organisation our website represents a strong opportunity to ‘hub’ worldwide news on the issue areas and developments in the movement. To achieve this, as well as ensure intuitive usability and drive (as well as retain) traffic to the website it requires an update.

## **Website update**

### **Current situation:**

The current website suits the purpose of introducing Prospective Partners to GODAN’s mission, purpose and network. However beyond converting Prospective Partners into signing-on to become GODAN partners, there is little interactivity.

### **Solution:**

Develop the GODAN website into an online collaboration platform as a place to connect multi-stakeholder groups together.

- Review user interactivity with website to draw insights on usage
- Develop a brief to commission a website re-design focused on content and resources with an intuitive story-flow (in development)

Website’s simplicity is good however it does not represent what GODAN stands for – there are no graphics or visual cues to reinforce GODAN’s position as ‘important network hub’ for prospective partners.

## **Suggested Updates**

### **Partner listing**

- Add Twitter handles to each Partner

- Add one short sentence 'About' next to each Partner name
- Search function on Partner listing by Name, Region, Location, Sector, Keyword

#### **Event listings / calendar**

- Make available on website, searchable by Date, Region, Location, Sector, Keyword

#### **Resources / reports**

- Directory of reports on website, searchable by Author, Region, Location, Sector, Keyword
- Downloadable as PDFs

#### **Blog content**

- As well as be an easily-browsed content depository, content also needs to sign-post to other quality content and Partner assets clearly via website URLs, hyperlinked keywords and social media links

#### **Media Centre**

- Develop a licence-free image bank for Media Centre – potential to initially request imagery, infographics, video etc from Partners in the short-term

- **Sections**

- Retain current role /sections, but improve on interactivity and depth of website and add additional sections such as: Agriculture, Nutrition, Food Security and Blog

#### **Actions**

Review user interactivity with website to draw insights on usage. This has already been carried out and has informed the website re-design brief developed.

Develop a website brief to commission a website re-design focused on content and resources with an intuitive story-flow. The proposed architecture for a new website can be found in our Digital Communications Plan attached.

The website management team will need to review Google Analytics monthly and complete the Digital Metrics Log, possibly automated (see Digital Communications Plan and Appendices).

## **GODAN Twitter**

Twitter is where the connected world gathers to share thoughts, ideas, and generate social impact. It is an essential channel for GODAN to have a voice and it enables regular public interaction with the Partner Network.

### **Twitter Management**

Content generation and ideas are welcomed from everyone at GODAN, but to manage a streamlined output and reduce the possibility of risks we have decided to have one 'lead' administrator responsible for the account and one 'back-up' (should the lead be unavailable).

The 'lead' and 'back-up' administrators will:

- Be committed to managing a content calendar
- Be committed to monitoring Twitter daily (checking notifications, updating and cross-referencing influencer list for people to follow, cross-referencing organisations to Follow, replying to Follower comments etc)
- Be authorised to represent GODAN officially and publicly
- Be proficient in using a Twitter desktop and mobile app (and/or third party management tool such as Hootsuite or Tweetdeck) and will have received training prior to taking over control.
- There will be a commitment within the GODAN team to collaborate actively on Twitter and manage the website to coordinate content uploads, blog posts, review traffic driven in/out from Twitter and ensure keywords and tone are consistent.
- Those responsible for Twitter management will liaise with Partner communications to ensure that there is current knowledge in the team about Prospective Partners, Partners, and Active Partners and ensure that this information is shared regularly.
- Staff responsible for the Twitter management team will also directly liaise with Events colleagues to ensure the Content Calendar is up-to-date with upcoming events to tweet about, including official event hashtags and KOLs in attendance.
- During events where GODAN is present, the delegate responsible should live-tweet using @GODANSec and official event hashtags.

- After events where GODAN was hosting / officially attending / speaking, the colleague responsible for Twitter should input all new contacts into the Influencers List to maintain up-to-date information.
- The Twitter manager should be committed to updating the Digital Metrics Log on a weekly or monthly basis to track success of Twitter content and community and use Twitter Analytics to get the information.

NOTES:

- We will reserve hashtags for conversation topics (we will not use #GODAN as a 'topic' as this is a misuse of the function)
- We will consider how best to use GODAN Sec individual profiles

GODAN Sec team members on Twitter to continue to advocate for GODAN and share content as and when appropriate, building direct relationships with Influencers, KOLs, and media where available.

- Martin Parr        @parr2\_parr        (495 Followers)
- Tim Davies        @timdavies        (6,628 Followers)
- Ben Schaap        @benschp        (163 Followers)
- Ana Brandusescu   @anabmap        (563 Followers)

## **GODAN email Newsletter**

We will conduct annual email database health-checks by:

- Cross-referencing auto-bouncebacks (i.e. incorrect email addresses, permanent out-of-office, etc) with database, removing old emails

Continue with branded email newsletters to database, with segmentation applied for specific newsletter themes such as:

- CTA (Call to action) message to join GODAN when sent to Prospective Partners (with direct link to online new Partner form embedded in email)
- Introductory welcome message included in first email newsletter to new Partners
- Regional events round-up sent to geo-segmented Partner database

## **Facebook**

We have created a Facebook page for the specific purpose of raising our profile and promoting awareness in the developing world including Africa, where the development community prioritises the creation of sustainable agricultural systems and food security initiatives. Facebook is much more likely to be used in Africa than Twitter, although the latter is growing, and it is therefore a priority that we should have Facebook as a channel.

## **EARNED CHANNELS**

### **Media Relations**

GODAN -> Media

Generating coverage via media outlets and journalists is a very important part of our External Audience group, both as a lever of the general public's opinion, and as Influencers / Key Opinion Leaders themselves.

- Editorial mentions
- Newswire pick-up (i.e. of reports, media alerts, media releases etc)
- Event listings

### **Public Relations**

We will engage with Influencers and Key Opinion Leaders to act as levers to raise mass (or targeted) awareness on key issue areas on behalf of GODAN.

Using a combination of manual trawling and a third party social listening tool we have pulled a starter list of Influencers and KOLs based on a combination of their online communities (Reach), their frequency in usage of keywords (i.e. #foodsecurity), and their appearance in media.

### **Influencers**

Identify specific individuals talking about Open Data and/or Agricultural Development/Global Nutrition/Food Security, and develop relationships with the ones who have the potential to positively impact the awareness of GODAN and the key issue areas to a wide audience.

The following list of key media targets was compiled is current at June 25 2015 and will be updated as necessary. This list is derived from paid-for Gorkana listing, with those requiring an international level of subscription highlighted. Descriptions are based on material published on each website.

Newswires	Description	Circulation
Associated Press	The Associated Press is an American news agency. The AP is a cooperative owned by its contributing newspapers, radio and television stations in the United States, which both contribute stories to the AP and use material written by its staff journalists. Many newspapers and broadcasters outside the United States are AP subscribers, paying a fee to use AP material without being contributing members of the cooperative. These media outlets contribute stories written by their staff journalists, which cover everything from national and international news, arts, entertainment, business, politics and sports.	N/A
Press Association	The Press Association (PA) provides real time news, business and sports information and images. Its services are used by every national and regional daily newspaper, major broadcasters, online publishers and a wide range of commercial organisations in the UK.	N/A
Reuters	Thomson Reuters is an information company created by the Thomson Corporation's purchase of Reuters on 17 April 2008. Thomson Reuters shares are listed on the Toronto Stock Exchange (TSX: TRI) and the New York Stock Exchange (NYSE: TRI). Thomson Reuters is a Canadian-controlled corporation operating from Midtown Manhattan, New York City. Thomson Reuters operates in 93 countries, employs upwards of 3,000 journalists in 200 bureaus worldwide. They publish anywhere from 400-450 stories a day reaching more than 1 billion people every day. Reuters provides business, financial, national, and international news to professionals via Thomson Reuters desktops, the world's media organizations, and directly to consumers at Reuters.com.	51,000,000

International print & onlines		
New York Times	Online and print title, covering national US and international news and features.	N/A
Wall Street Journal	The Wall Street Journal (Europe Edition), or WSJE, is a daily newspaper published by Dow Jones & Company, Inc. It is not editorially separate from the New York-based Wall Street Journal, and content is shared across both papers, but the Europe-specific edition was founded in 1983 and relaunched in compact format in 2005. Throughout 2013 and 2014 there has been a merge of editorial staff between The Wall Street Journal and Dow Jones Newswires, and both teams are now the same. All editorial content is published online, with some reproduced in print and some on the newswires. Targets a range of consumers, particularly those with an interest in news and current affairs, business, finance and markets.	190,205
National Post	A national Canadian English-language newspaper covering national and international news.	163,137
The Times	UK based national print and online outlet covering national and international news and features.	397,171
The Financial Times	The business newspaper, which is published daily, focuses on providing extensive finance and business news, commentaries and analysis. In addition, Financial Times is the only UK paper that provides a daily overview of the London Stock Exchange and world markets. The newspaper is published six days a week and printed in 20 cities worldwide.	210,481
The Guardian	UK based national print and online outlet covering national and international news and features. Its readership is generally on the mainstream left of British political opinion and it regularly features analysis on issues such as sustainability and climate change.	178,758
Business Insider	International tech, finance and political news online outlet.	N/A

International Herald Tribune	The International Herald Tribune was, for 125 years, the newspaper of choice for the international community. Its role was to assemble the best news report using content from The New York Times and other sources. The New York Times Company now plans to use iht.com to experiment with new ways to deliver information and to learn how international readers want to follow the news. The new IHT.com will be an aggregation platform for compelling journalism underpinned by a belief that a story has more value when put in context, viewed from different angles and given a global perspective. A network of curators will contribute ideas that inform, surprise and drive conversation. The website is a work in progress and aims to serve an international community of readers who can help each other discover new sources of inspiring, original and surprising content.	N/A
International Business Times	International Business Times (IBTimes) is a growing digital global news publication that delivers international business news to an audience of over 5 million in the UK and 50 million people worldwide every month through its network of digital publishing platforms.  IBTimes provides comprehensive content around the most important business, economic and political stories from around the world, while also adhering to other niche areas that interest global readers. It is produced in 10 country editions in 5 different languages, offering in-depth coverage that is relevant and specific to each global market.	13,800,000
Times Of India	The Times of India (TOI) is an English-language daily newspaper in India. It has the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid, compact, Berliner and online).	3,433,000
The Hindu	The Hindu is an English language Indian national newspaper. It is published daily.	1,466,304
The Economist	The Economist was founded in 1843 and provides weekly news and analysis on politics, economics, business and finance. The Economist is read by independently-minded people curious about the world around them and are interested in fresh ideas, innovations and opportunities.	1,549,161

New Statesman	New Statesman is a weekly political, cultural and current affairs magazine. Provocative reports, columns and essays explore the issues ranging from politics to economics, the arts or the environment. The magazine is celebrated for its progressive politics, boldness, independence and scepticism. Aimed at senior politicians, civil servants, business decision-makers, heads of local authorities, trade unions, trade associations and opinion shapers in the UK.	29,353
Monocle	Launched in February 2007, Monocle is a global briefing on international affairs, business, culture and design headquartered in London. Monocle is focused on informing and entertaining an international audience of readers. Monocle is aimed at business-oriented urban readers from around the world.	80,018
The New Yorker	The New Yorker is a weekly magazine offering a signature mix of reporting and commentary on politics, international affairs, popular culture and the arts, science and technology, and business, along with fiction, poetry, humour, and cartoons.	N/A
TIME	US based international news and features outlet.	N/A
Forbes	US based outlet covering technology, business and leadership.	N/A
The New Economy	The New Economy is a magazine covering issues on business, finance, science, technology and politics and brings news, analysis of the issues of the day and clear and explanations of emerging technologies. It is aimed at finance directors, chief financial officers and their legal and strategic advisers, corporate treasurers and leading bankers, institutional investors and compliance officers, regulators, ministers of finance, energy/environment ministries and their senior council.	99,211
New Scientist	New Scientist was founded in 1956 and provides the latest science and technology news from around the world. The publication is accompanied by a website that includes news and features, headlines, stories and facts, delivered through the latest news slots, in-depth articles, video, blogs and commenting. New Scientist explains why a development is significant as well as putting social and cultural context around it, delivering more insight than any other current affairs or science source. New Scientist communicates brands, products and services to a discerning and influential audience of business decision-makers, purchasers and those with a keen eye for technology. New Scientist provides an environment where marketing messages can be associated with the thought-leadership of influential editorial content.	129,135

Nature	Nature is a weekly international journal that seeks to publish peer-reviewed research in all fields of science and technology on the basis of its originality, importance, interdisciplinary interest, timeliness, accessibility, elegance and surprising conclusions. Nature also aims to provide rapid, authoritative, insightful and arresting news and interpretation of topical and coming trends affecting science, scientists and the wider public. The journal features news and interpretation of topical and coming trends affecting science, scientists and the wider public. Topics covered include; food science, agricultural biotechnology, biological sciences, chemical sciences, physical sciences, the Earth, the environment and more.	63,000
Standpoint	Standpoint is a cultural and political magazine. Its aim is to celebrate civilization, arts, democracy, debate and freedom of speech.	14,000
Prospect	Launched in 1995, Prospect magazine covers current affairs, business, economics, global politics, the arts, science, technology and cultural debate in Britain.  The magazine claims to reach influential and wealthy businessmen, professionals, academics and thought leaders in the world.	31,070
CNBC	International news updates outlet.	N/A
<b>Agriculture</b>		
Agriculture & Food Security	Agriculture & Food Security is a peer-reviewed open access journal that addresses the challenge of global food security. It publishes articles within the field of food security research, with a particular focus on research that may inform more sustainable agriculture and food systems that better address local, regional, national and/or global food and nutritional insecurity. The journal considers cutting-edge contributions across the breadth of relevant academic disciplines, including agricultural, ecological, environmental, nutritional, and socio-economic sciences, public health and policy. The published articles are accessible not only to researchers, but are also of special interest to the wider community of farmers, development and public health workers, policy makers and the general public.	N/A

<b>Nutrition</b>		
Nutrition & Food Science (NFS)	An international, peer-reviewed journal offering accessible and comprehensive coverage of food, drink and nutrition research. Audience: Academics and researchers in the field, dietitians, food industry and institutes, healthcare professionals and nutritionists.	N/A
<b>Data/ Tech</b>		
Wired	Wired UK is a magazine about what's next - bringing the reader the people, the trends and the big ideas that will change their lives. Each month, through thought-provoking features and stunning photography, they explore the next big ideas in science, culture, business -- wherever innovation and new thinking are reshaping our world.	54,024
TechCrunch	A leading technology media property, dedicated to obsessively profiling start-ups, reviewing new internet products, and breaking tech news". PR opportunities exist within product and research placement, product and service launches, guest columns, and event information among others. TechCrunch DOES accept bylined articles/submissions in the form of guest columns.	N/A
Tech Times	Tech Times covers news on technological innovation and how business and technology intersects, influences and impacts different markets and industries to bring about cultural transformation in our lives, and how that is relevant in our increasingly interconnected world. We publish interesting, informative and insightful news, reviews, analysis and opinions on a wide spectrum of topics, ranging from innovation and leadership in the U.S. technology industry, especially Silicon Valley companies, to the latest scientific and medical breakthroughs, to how emerging technology is changing the future of society and culture.	N/A
Fast Company	World's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders, Fast Company and FastCompany.com inspire readers and users to think beyond traditional boundaries, lead conversations, and create the future of business.	N/A

Information Age	Information Age magazine is for all executives, regardless of job title, involved in the application of technology for strategic, competitive advantage and improved efficiency. Cover topics that increase efficiency in the technology industry.	29,701
Opensource.com	Opensource.com is an online publication focused on how open source is applied to different areas including business, education, government, health, law and other disciplines of life.	N/A
<b>Broadcast</b>		
BBC World Service	BBC World Service is an international news service available on radio, television and online. It provides impartial news reports and analysis in English and 28 other languages. Funded by the Licence Fee, BBC World Service aims to inspire and illuminate the lives of its audience by bringing the world together, making connections and helping listeners to make sense of the world. Programmes range from news, education and entertainment and have a reputation for being authoritative, impartial and accurate.	1,353,000
BBC Click	Click provides the debate on global technology, social media and the internet. It explores the latest news and trends. The radio version of the show is hosted by Gareth Mitchell and Bill Thompson. Viewers with a keen interest in global technology, social media, the internet, gadgets, websites, games and the computer industry.	N/A
BBC Radio 4: The Today Programme	BBC Radio 4's flagship news and current affairs programme. Listeners aged 35 and over.	N/A
BBC Radio 4: Farming Today	Farming Today is a daily news show covering food, farming, the countryside and the environment with analysis and context from the BBC's experts in the field. The show is aimed at farmers and listeners with an interest in farming rural affairs.	N/A

**PAID** - FYI only, not recommended at this stage.

**Advertising / Broadcasting:**

GODAN -> world

Paying third parties would enable us to broadcast branded GODAN messaging to certain audiences.

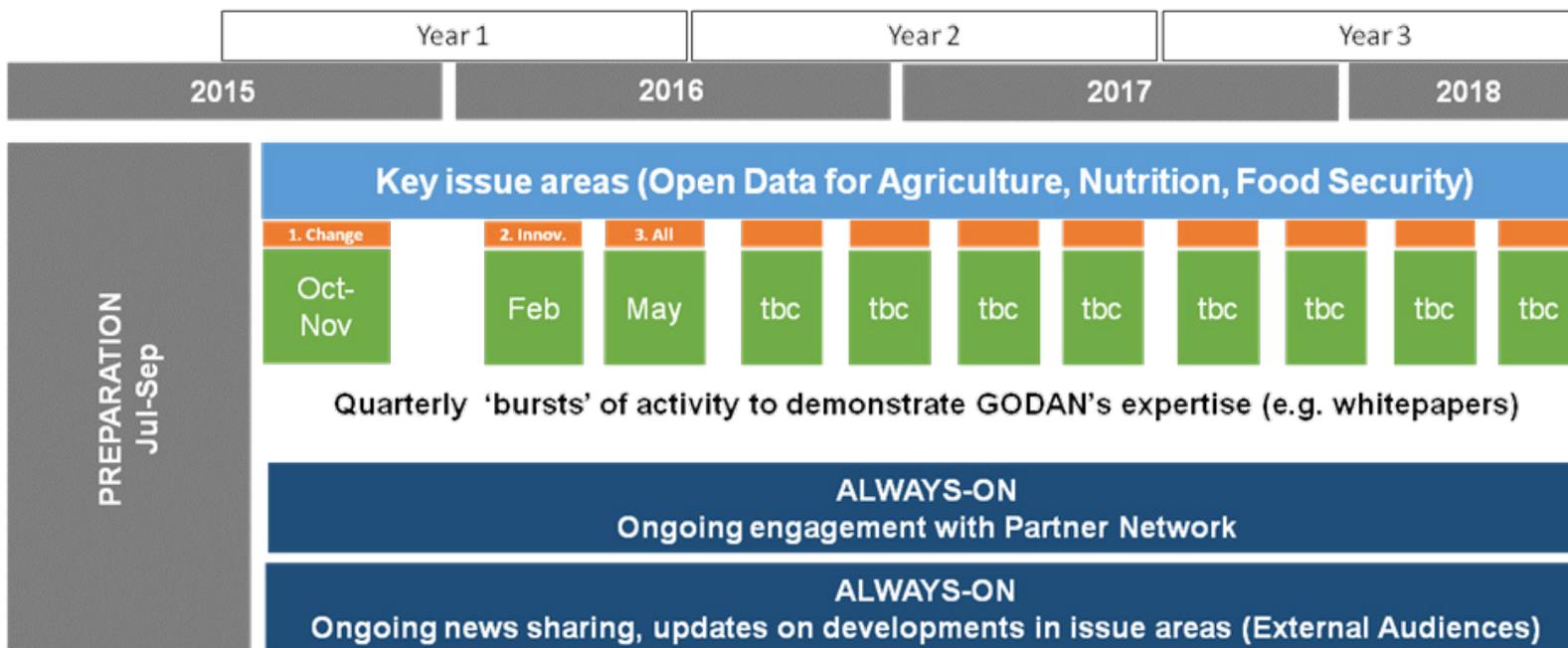
In some circumstances there might be options worth considering in broadcasting GODAN messages to certain audiences including advertorials (paid for sponsored sections/topics or posts within print/press/online publications), social media advertising (sponsored posts, promoted Tweets, YouTube pre-rolls etc), digital network advertising (eg banner ads) and digital syndicated content (sponsored content on third party news websites).

In some circumstances articles in some media in particular developing countries become a paid-for channel. The use of this may be investigated as and if the need arises.

# COMMUNICATIONS FRAMEWORK

The following communications framework outlines Year 1 communications in detail, beginning with a Preparation stage (to create / reinforce GODAN resources and preparedness for regular proactive communications outreach) and detailed Activity Bursts. As outlined in the strategy, it is essential to maintain a level of ‘always-on’ proactive communications in order to build awareness momentum in the lead-up to bursts / spikes in activity (i.e. report releases, major events etc).

For clarity, due to where we currently are in the year, Year 1 (January 2015 - June 2015), will have three ‘bursts’, with quarterly (i.e. four per year) bursts for Year 2 and Year 3 respectively.



## **Preparation** (July – September 2015) Website

To prepare for three years of proactive communications, we first need to prepare the appropriate asset management infrastructure internally at GODAN that includes a catalogue of resources and basic guidelines for proactive communication. Below is a list of key tasks that we need to have undertaken in order for us to perform during the ‘Preparation’ phase before moving on to the planned bursts of activity.

### **Website**

#### **Issues**

The current website suits the purpose of introducing Prospective Partners to GODAN’s mission, purpose and network. However beyond converting Prospective Partners into signing-on to become a GODAN Partner, there is little incentive for audiences to use the website. This applies particularly to media, partners and Influencers. The current architecture lacks depth and there are few resources to interest the majority of visitors. The Wordpress based site is open source, but is difficult to integrate with other sites such as CIARD Ring which are Drupal based

#### **Solution:**

Proposals to address current issues are reflected in the preparation we have already undertaken in the attached Digital Communications Plan. This includes a proposed website architecture based on resource gaps identified in visitor journeys. This proposal is consistent with our aim of developing the GODAN website into an online collaboration platform and content hub – a place to connect multi-stakeholder groups together. The platform should supply all audiences with relevant, user-friendly content relevant to their needs, i.e. a Media Centre for news and updates for Partners, blog content for the general public and events for Influencers, etc. We will work with a Drupal developer who has experience of integration.

#### **Action:**

Craft a website re-development brief and put to market with a budget, timeframe (i.e. re-launch website at the end of 2015) and list of requirements, relating to both communications and technical matters. This work is in progress. *(Update, tender process complete and new developers contracted)*

### **Email Newsletter**

- Review statistics for last six emails and identify areas to focus on improving, i.e.
  - Open rates
  - Click-through rates to online articles
  - Shares
  - Bounce-rate
  - Develop content to create interest and engagement

### **Mapping GODAN audiences**

The next phase of developing the communications plan is to create a matrix for audiences.

We have already segmented audiences into PARTNERS ACTIVE, PARTNERS INACTIVE, PARTNERS POTENTIAL, INFLUENCERS, MEDIA, PUBLIC. This phase will refine this segmentation into more granular groups (i.e. Influencers/Government/India or Partners potential/corporate/US)

The matrix will identify relevant messages and appropriate channels for each audience segment.

We will also identify segments where list of individual targets are appropriate. Then these individuals can be engaged in two way communications via social media and face-to-face at meetings and conferences.

Communications processes will then be set up for each audience segment, i.e:

- Prospective Partners
  - Follow full list of Prospective Partners on Twitter (refer to Master Partner Network list for @handles - appendices).
  - Identify key contacts at Prospective Partner organisations and enter them into the Master Partner Network list with email addresses.
  - Add the relevant individual(s) to the GODAN email newsletter database.

- Partners
  - Ensure GODAN follows all Partners who have a Twitter account (refer to Master Partner Network list for @handles).
  - Review which Partners have recently (in last 6-9 months) produced a report / case study / some material for GODAN to use, i.e. in partnership with GODAN or an event co-hosted with GODAN / consider which current Partners are actively promoting GODAN and the Network. Update their status in the Master Partner Network list to 'Active Partner' where applicable.
  - Develop a GODAN Content Toolkit for Network Partners (see detail below), hosted on GODAN website via password-protected link. Email all Partners a link to the toolkit with unique password to download files (i.e. an exclusive benefit for being a Partner). Track downloads.
  - Commence development of a licence-free GODAN Image Bank (i.e. through creative commons, archives, own photography etc). If the budget to develop our Image Bank is limited we can consider reaching out to Partners for their imagery and permission to reproduce.
  
- Active Partners
  - Email all Active Partners an invitation to download the GODAN Content Toolkit for use in collaborative activity, with unique password to access. Track downloads.
  - Obtain updates from Active Partners on planned activity calendars for July 2015 – June 2016, such as events they are speaking at / hosting / attending, reports whitepapers / case studies scheduled for release and their topics, any major research projects being conducted. The purpose is to identify opportunities to collaborate and reduce the risk of duplication or contradiction from GODAN-planned activity.

**GODAN Content Toolkit for Partner Network: suggested contents to develop**

- \* GODAN logo (1x high res, 1x low res)

- \* Designed 1-pager 'About GODAN Partner Network' (PDF) (for official, public-facing usage)
  - \* Media alert template with GODAN's key messages, bullet pointed (for official, public-facing usage)
  - \* Statement of Purpose
  - \* 'Becoming a GODAN Partner'
  - \* All GODAN publicly-released reports and Whitepapers (PDFs)
  - \* Q&A on all aspects of Open Data in relation to our issue areas
  - \* Image bank, license-free high/low res images for wide use, courtesy of GODAN (/Partner Network)
  - \* Latest full list of Partner Network, with key contact details (ensure permission to share the name and email address of the key contact at each organisation is obtained, in writing, first)
  - \* Guidelines for using the above content
  - \* Translated versions for key markets: India, China, Brazil
- The Partner toolkit will sit on the GODAN website and will be promoted in each of the owned communications channels on a regular basis, including via the email newsletter.
  - For each content peak the overall package will be made available to Partners for them to use any of the elements they wish to feature in their own internal and stakeholder communications.
  - The toolkit will be updated on a regular basis with examples of successful communications and engagement from the GODAN team, with suggestions for how Partners might adapt and use the same approach for communications in their own networks.
  - We plan to work with the most active Partners to offer regular (once every quarter) meetings (face to face or online, depending on logistics). The purpose of those meetings is to remind them of the upcoming GODAN activity planned (through the bursts outlined below primarily), share any coverage, impact or learnings from previous activity, ask for updates and suggestions from them for communications activity, and workshop with them around the detailed development of each of the planned bursts. This collaboration will take the form of a regular meet-up to allow those partners to contribute and have a say in the broad

communications for the campaign. It will also act as a reminder for them to be proactive in pushing out the content and communications via their internal and stakeholder networks.

### **Generating case studies from Partners:**

- All Partners will be encouraged to nominate individuals who are either taking a lead on an aspect of Open Data in our sector areas, or illustrate the positive impact it is having. This will take the form of a nominations form on the website, housed within the toolkit area that is promoted in each communication to Partners. The form will ask for a short summary of why they have put the individual forward, the aspect of Open Data in our sector areas their experience relates to, and the contact protocol for getting hold of them.
- These nominations will be reviewed by the GODAN team and followed up with interviews with the individual involved, where feasible, or the Partner who nominated them. A case study will then be generated and promoted to both the Network as an example of impact, and as a case study for media placement and social media dissemination.
- The process for building that bank of stories will start with the current 13 cases from the paper and communications asking the Partners involved to nominate a suitable individual where possible. This should produce a small number of stories that can be used to bring to life some media briefings with an initial 10 target media titles.
- Media  
We will develop a GODAN Media Centre (see below) for media to access and use, hosted on the GODAN website under its own section. This will include key media contacts / GODAN press representative(s) and key facts and figures about Open Data in relation to our focus sectors – this would include “What is Open Data?”, “Open Data and...” series for each sector, the existing case studies from the discussion paper, as well as any media materials produced including the quarterly “Open for...” reports, presentations from the GODAN team and partners, and any visual or video content produced in support of each of the content peaks.
- Influencers / KOLs  
Craft potential hooks and using the Opportunities Calendar, make note of events of relevance to Top Influencers and KOLs, and consider extending an invitation to attend as a guest of GODAN – must provide appropriate advance notice

**General Public**

Develop a rolling monthly Content Calendar for Twitter and website blog, structured as follows:

	Open Data (to use as filter for content on key issue areas)	Agriculture	Nutrition	Food Security
Relevant Influencers	Influencer list being prepared in this phase	Influencer list being prepared in this phase	Influencer list being prepared in this phase	Influencer list being prepared in this phase
Relevant Keywords/ Hashtags (refer to Hashtags_ template – Appendices)	#opendata, #statistics, #bigdata, #transparency, #publicdata, etc	#agriculture, #climatechange, #soils, #farming, #askag etc	#nutrition, #zerohunger, #farmfresh, #organic, #globalhealth, #publichealth	#foodsecurity, #disruptor50, #aquaponics, #globaldev, #globaldev
Open Data proof / case study / idea / conversation	Trawl latest global news and Partner updates	Trawl latest global news and Partner updates	Trawl latest global news and Partner updates	Trawl latest global news and Partner updates

### **GODAN Media Centre: suggested contents to develop**

- GODAN logo (1x high res, 1x low res)
- Designed 1-pager 'About GODAN Partner Network' (PDF) (for official, public-facing usage)
- Media alert template with GODAN's key messages, bullet pointed (for official, public-facing usage)
- Latest media releases (with quotes, etc.) in plain text format
- Shortened image bank, licence-free high/low resolution images for wide use, courtesy of GODAN (Partner Network)
- Q&A on all aspects of Open Data in relation to our issue areas

### **Media relations preparation process:**

- As well as developing the media centre outlined above, we will build relationships with the top 10 media titles. The initial contact with them will focus on using the findings and content from the recently published GODAN paper, developed into a single page briefing on GODAN including a preview of the three reports outlined in the bursts of activity below.
- The purpose of this initial briefing is to create engagement rather than to generate coverage. It should start to get them involved in issues of interest to GODAN in possibly shaping some of the content in the bursts of activity, to more substantial coverage rather than just news reporting.
- A forward features trawl across all of the target media in our media list has not identified a huge number of confirmed opportunities but we will use calendar events in our Opportunities Calendar to use as hooks for both releasing key information, insights and case studies generated both through the bursts of activity and the ongoing work of the GODAN team and the wider Partner Network.
- For example, the XIV International Conference on Food Security and Nutrition, due to take place in Delhi in February 2016, provides an ideal hook for media engagement, with the potential for a planned burst of activity around the time of that conference, so the media titles in that territory, as well as the main targets identified for food security and nutrition can be sent a media briefing six months ahead of the conference itself. This offers the chance to build a feature around the issue, facilitated by GODAN.

## ACTIVITY BURSTS

Quarterly spikes of activity from GODAN will generate momentum of interest from all audiences. Each burst is to be themed to represent variations of **“Unlocking..”**

**Our original ideas generation sessions led to the concept of “Open for”** as a positive expression of a belief in the impact Open Data can make. But with the rapid growth of the data revolution discourse, the emergence of the Global Partnership on Sustainable Development Data (GPSDD), and the general breadth of discussion of data, the team now recommends sharpening our strategy to primarily focus on the additional value of openness on top of the value of data - and to be able to be much stronger in offering a constructive critique of non-open approaches to using data for innovation, development, accountability etc.

e.g.

Unlocking innovation: If Data is opened-up it will generate new ways to tackle the challenges faced by agriculture, food security and nutrition

Unlocking improvements: If Data is opened-up there can be faster and more effective decision making

Unlocking discussion: Encourage debate on how to use Open Data sustainably and responsibly to the benefit of all

Unlocking business: Open Data can help drive economic development at all levels

Unlocking co-operation: How Open Data can bring people and organisations together to help solve pressing issues in Agriculture, Nutrition and Food Security for the benefit of the global population

## 1.) Unlock... Change

### Partner Network Survey

- Survey of GODAN Partner Network to gauge their views on where Open Data is changing approaches in our key issue areas for the better (complete and on-going).
- Supplement survey results with ‘think’ pieces / articles from a Key Opinion Leader (KOL) (refer to Influencers List in appendices for suggested list) in each of the key issue areas (Open Data, Agriculture, Nutrition, Food Security).
- Package results and articles alongside case studies from unrelated sectors that illustrate the positive change that has been achieved through the greater use of an Open Data approach – to illustrate the benefits that could be accrued in our sector areas – seek suggestions from the Partner Network for those case studies for inclusion in the report. e.g. ODI Report
- Professionally design reports and launch to both Partner Network (Partners, Active Partners) and External Audiences (selected Influencers, Media, General Public) via GODAN-branded elements:
  - Press release
  - Email newsletter
  - Website upload
  - Social media (hashtags, links to report hosted on website)
  - Supporting webinar presentation (hosted via website)
- Encourage Partners (via the GODAN Content Toolkit) to disseminate reports via their own networks, as well as providing GODAN with feedback and content of their own, that GODAN can then share via its owned channels (i.e. full content loop).
- Follow-up report release with specific tailored direct communications to top Influencers and Prospective Partner targets (refer to Master Partner Network list), offering chances to meet GODAN representatives/ contributors to the report, online or face to face, to consider how to engage further in both promoting the report and discussing the opportunities in the different sectors, with a specific focus on those in India, China and Brazil.

## 2.) Unlocking ... Innovation

2016

### Partner Network Survey

- Survey of GODAN Partner Network asking them to identify any areas in their work and relationships where they believe Open Data can be used for innovation, alongside identifying their potential innovation partners – the organizations they believe they can work with using Open Data to unlock innovation that benefits them both (and the world at large).
- Identify three or four partnerships to pull-out and feature, highlighting the potential innovations they feel can be delivered through an Open Data approach.
- Support survey results with think pieces from a Key Opinion Leader (KOL) in each of the sectors (agriculture, nutrition etc), if feasible.
- Package alongside two case studies from unrelated sectors that illustrate the positive change that has been achieved through the greater use of an Open Data approach – to illustrate the benefits that could be accrued in our sector areas – seek suggestions from the Partner Network for those case studies for inclusion in the report.
- Professionally design the report and launch to both Partner Network (Partners, Active Partners) and External Audiences (selected Influencers, Media, General Public) via GODAN-branded elements
  - Press release
  - Email newsletter
  - Website upload
  - Social media (hashtags, links to report hosted on website)
  - Supporting webinar presentation (hosted via website)
- Encourage Partners (via the GODAN Content Toolkit) to disseminate the report via their own networks, as well as providing GODAN with feedback and content of their own, that GODAN can then share via its owned channels (i.e. full content loop).

- Follow-up report release with specific tailored direct communications to top Influencers and Prospective Partner targets (refer to Master Partner Network list), offering chances to meet GODAN representatives/ contributors to report, online or face to face, to consider how to engage further in both promoting the report and discussing the opportunities in the different sectors.

### **Hackathon**

- Follow-up report release with a hackathon focused on using Open Data to crack an issue / problem put forward by one of the highlighting innovation partnerships – hosted by the most relevant GODAN Partner(s) (facilitated by GODAN). If resource allows, we will consider running hackathons in each of the key focus countries, managed by the most relevant and willing GODAN Partner(s)
- Promote hackathon with relevant media and Influencers, with specific hashtag for sharing on Twitter.

### 1st Annual Survey & paper

- Annual barometer survey of GODAN Partner Network, opened-up via social media to all interested parties to provide a ‘temperature take’ on the progress of global Open Data and its impact in Agriculture, Nutrition and Food Security.
- The survey will ask those taking part to provide their take on a SWOT analysis of the current progress of global Open Data, with a specific focus on how it is developing across the different levels of the sectors – end consumer, small farmer, farming cooperatives and smaller manufacturers, regional bodies, national state bodies, international development organisations, multinational businesses, global bodies and networks.
- Identify ambassadors / Key Opinion Leaders (KOLs) at each of these levels to contribute their thoughts on how Open Data is progressing at their level, including hopes, fears, barriers and needs.
- Professionally design the paper and launch to both Partner Network (Partners, Active Partners) and External Audiences (selected Influencers, Media, General Public) via GODAN-branded elements
  - Press release
  - Email newsletter
  - Website upload
  - Social media (paper hashtags, links to paper hosted on website)
  - Supporting webinar presentation or live Q&A (hosted via website)
- Encourage Partners (via the GODAN Content Toolkit) to disseminate the paper via their own networks, as well as providing GODAN with feedback and content of their own, that GODAN can then share via its owned channels (i.e. full content loop).
- Follow-up with series of video interviews with the ambassadors at each level, including their ‘wishlist’ of the top five things they would like to see happen to increase the opportunity for Open Data to benefits those at all levels – for promotion via owned and earned channels as well as via the Partner Network.

## ALWAYS-ON

### Partner Network

#### Prospective Partners

- i. Continuously identify more Prospective Partners by:
  1. Regularly trawling Twitter (i.e. weekly), searching for active Twitter accounts using category-based hashtags (i.e. #opendata, #agriculture, #nutrition, #foodsecurity and more – see hashtag list)
  2. Through own GODAN and CABI networks and general work in the sector
  3. By skim-reading headlines and regional and global media alerts
  4. By regular liaison between GODAN secretariat and CABI team – sharing contacts and leads at meetings
- ii. Identify key contacts at prospective Partner organisations (i.e. Communications Representative) and enter them into the Master Partner Network list with email address.
- iii. Add the relevant individual(s) to the GODAN email newsletter database.
- iv. Once identified, briefly review the organisation's latest work related to the key issue areas, then craft a relevant hook to reach out to them directly (via email, phone, or DM on Twitter) and proactively invite them to join the GODAN network.
- v. Each time a Prospective Partner joins the network, update them in the Master Partner Network list to 'Partner'.
- vi. Make a note of Prospective Partners who are uninterested in joining by creating a separate list. If required, pursue the reason(s) why they may not be interested in joining and take as GODAN development learnings.

#### Partners

- i. Regularly check-in with public-facing Partner activity relating to our key issue areas and consistently engage with them via Twitter (not just RTs, but replies and comments as well – GODAN must contribute an opinion where possible).
- ii. Encourage attendance at Partner-hosted events by actively promoting them via Twitter and website.

- iii. Encourage Partner networking via GODAN-hosted small-scale localised events in various regions and/or GODAN-hosted forums or discussion groups.
- iv. When a Partner produces a report with GODAN / submits 1+ case studies / is considered by the Secretariat to be actively promoting and working with GODAN, update their status in the Master Partner Network list to 'Active Partner'.

### **Active Partners**

- i. Regularly maintain contact with Active Partner representatives to nurture relationships with GODAN
  - 1. Invite Active Partners to collaborate on a forward planning / opportunities calendar to identify opportunities to co-create blog posts, articles, media releases, reports, whitepapers etc.
  - 2. Solicit case studies and research/ report updates from Active Partners semi-regularly (i.e. twice-monthly).
- ii. Encourage attendance at Partner-hosted events by actively promoting them via Twitter and website.
- iii. Encourage Partner networking via GODAN-hosted small-scale localised events in various regions and/or GODAN-hosted forums or discussion groups.

### **External Audience**

#### **Influencers / KOLs**

- i. Continuously trawl for Influencers and KOLs (see Influencers list template in appendices) and tag them according to their focus, recording their Twitter handles and Follower count.
- ii. Draw Influencers and KOL's attention to important Tweets such as new relevant blog posts, upcoming events, latest reports, etc (i.e. by @mentioning them). We should be careful to avoid the impression of spam so will use caution when engaging directly, particularly if individual is unaware of, or disengaged with GODAN.
- iii. Using the Opportunities Calendar, we will make note of events of relevance to Top Influencers and KOLs, and consider extending an invitation to attend as a guest of GODAN – with appropriate advance notice. We will note new hashtags being used by Influencers / KOLs, and record in Hashtag log (see Appendices).

- iv. We will publicly endorse KOLs when they publish relevant content i.e. articles, interviews, etc.
- v. We will monitor and respond to media coverage around Open Data and the opportunities within our focus sectors, including regular letters to editors in response to relevant articles.
- vi. We will package any data, insights, opinion or analysis that is generated from the GODAN team or wider Partner Network, to use as pitches to the top 10 media titles and relevant titles from the wider media list.
- vii. We will use the hashtag activity to specifically target identified influencers and KOLs with summaries of engagement, dialogue and activity from the social media conversations that have taken part.
- viii. We will review the opportunities calendar at the end of every month and look at the events taking place in the next four to eight weeks – sending reminders to key relevant titles on the issues covered by the event, to engage them on what GODAN can offer around any coverage they were planning (around the event), as well as reminding them of any content developed through the bursts, GODAN team or the network that can be repackaged using the event as a hook.
- ix. We plan to seek opportunities to put key members of the GODAN team or members from the Partner Network in front of journalists from our top 10 targets, offering them preview briefings on new content as well as opinion pieces in response to news or activity relating to Open Data and our sector areas.

### Top 10 Media targets

Name	About	Circulation
Wall St Journal	The Wall Street Journal (Europe Edition), or WSJE, is a daily newspaper published by Dow Jones & Company, Inc. It is not editorially separate from the New York-based Wall Street Journal, and content is shared across both papers, but the Europe-specific edition was founded in 1983 and relaunched in compact format in 2005. Throughout 2013 and 2014 there has been a merge of editorial staff between The Wall Street Journal and Dow Jones Newswires, and both teams are now the same. All editorial content is published online, with some reproduced in print and some on the newswires. Targets a range of consumers, particularly those with an interest in news and current affairs, business, finance and markets.	190,205
New York Times	Online and print title, covering national US and international news and features.	N/A
International Herald Tribune	The International Herald Tribune was, for 125 years, the newspaper of choice for the international community. Its role was to assemble the best news report using content from The New York Times and other sources. The New York Times Company now plans to use iht.com to experiment with new ways to deliver information and to learn how, you, our international readers, want to follow the news. The new IHT.com will be an aggregation platform for compelling journalism. We believe that a story has more value when it's put in context, viewed from different angles and given a truly global perspective. Our network of curators will bring you ideas that inform, surprise and drive conversation. The website is a work in progress. We hope to serve an international community of readers who can help each other discover new sources of inspiring, original and surprising content.	N/A
The Financial Times	The business newspaper, which is published daily, focuses on providing extensive finance and business news, commentaries and analysis. In addition, Financial Times is the only UK paper that provides a daily overview of the London Stock Exchange and world markets.	210,481
The Guardian	UK based national print and online outlet covering national and international news and features. Its readership is generally on the mainstream left of British political opinion and it regularly features analysis on issues such as sustainability and climate change.	178,758
The Economist	The Economist was founded in 1843 and provides weekly news and analysis on politics, economics, business and finance. The Economist is read by independently-minded people curious about the world around them and are interested in fresh ideas, innovations and opportunities.	1,549,161

New Statesman	New Statesman is a weekly political, cultural and current affairs magazine. Provocative reports, columns and essays explore the issues ranging from politics to economics, the arts or the environment. The magazine is celebrated for its progressive politics, boldness, independence and scepticism. Aimed at senior politicians, civil servants, business decision-makers, heads of local authorities, trade unions, trade associations and opinion shapers in the UK.	29,353
New Scientist	New Scientist was founded in 1956 and provides the latest science and technology news from around the world. The publication is accompanied by a website that includes news and features, headlines, stories and facts, delivered through the latest news slots, in-depth articles, video, blogs and commenting. New Scientist explains why a development is significant as well as putting social and cultural context around it, delivering more insight than any other current affairs or science source. New Scientist communicates brands, products and services to a discerning and influential audience of business decision-makers, purchasers and those with a keen eye for technology. New Scientist provides an environment where marketing messages can be associated with the thought-leadership of influential editorial content.	129,135
Wired	Wired UK is a magazine about what's next - bringing the reader the people, the trends and the big ideas that will change their lives. Each month, through thought-provoking features and stunning photography, they explore the next big ideas in science, culture, and business - wherever innovation and new thinking are reshaping our world.	54,024
TechCrunch	A leading technology media property, dedicated to obsessively profiling start-ups, reviewing new internet products, and breaking tech news". PR opportunities exist within product and research placement, product and service launches, guest columns, and event information among others. TechCrunch DOES accept bylined articles/submissions in the form of guest columns.	N/A

### **General Public**

- i. Will be reached primarily through ‘overheard’ media coverage generated via the bursts of activity as well as the content generated by the team and the network
- ii. We will use human interest stories generated via the Partner Network for selling-in as features on the human impact of Open Data in our issue areas – as and when those human interest stories are generated.
- iii. Using GODAN Twitter, continuously post global and regional updates on changes in the sector, we will proof / ideas on how Open Data can improve our key issue areas, share images / videos / links regularly (i.e. daily) to maintain a constant stream of news updates and developments from around the world.
- iv. Where relevant, we will post links to GODAN blog pieces on website, via Twitter.
- v. We will continuously update monthly Content Calendar (i.e. see Content ‘Calendar template’ in appendices) for Twitter and website blog.
- vi. We can encourage the general public’s engagement with the key issue areas through lightweight reinforcement (i.e. RTs, Favourites etc), and answer direct questions by Followers promptly (i.e. within 24 hours).

## **MESSAGING** **Setting GODAN in context**

We face a real challenge to feed a growing global population and it is an issue that affects all of us. Global demand for food, feed and fibre is predicted to nearly double by 2050.

In the Sustainable Development Goals we set ourselves a target that the world should “end hunger, achieve food security and improve nutrition and promote sustainable agriculture” by 2030. That can only be achieved through greater cooperation between everyone with a stake in the issue, from the very local to the international level. Greater access to data and the development and dissemination of the tools and skills needed to use it will play a key role in securing that.

Open Data is already transforming other aspects of our lives, industries and societies, and it is already bringing benefits in agriculture, nutrition and food security, but its potential positive impact is huge.

GODAN is an initiative working to build a diverse and dynamic network of partners committed to exploring and promoting the benefits of using Open Data to tackle the real world problems we are facing in agriculture and nutrition across the globe, and engaging audiences at all levels on those benefits; from international businesses and state bodies; to communities and farmers on the ground; as well as the end consumer.

We are doing that by sharing success stories, insights and learning and encouraging all audiences to consider how Open Data can make a difference for them, acting as a place of exchange, insight and discussion for our partners and wider audiences including policy makers and influencers.

## Core Messages

Partner network	External audiences
<p>Greater use of Open Data can drive innovation and economic growth and help us meet the challenge of feeding a growing global population. You're part of a network working together to drive greater use of Open Data.</p>	<p>Greater use of Open Data can drive innovation and economic growth and help us meet the challenge of feeding a growing global population.</p>
<p>The use of Open Data is already changing our approach to agriculture, nutrition and food security for the better, but it could do so much more, Share your experiences with the network and wider audiences via GODAN.</p>	<p>The use of Open Data is already changing our approach to agriculture, nutrition and food security for the better, but it could be doing so much more.</p>
<p>Open Data allows everyone involved in the system, from the small-scale farmer to the largest international organisation to share successes, failures, learnings, insights, predictions and previous performance. You have much to gain from being open to sharing on the network.</p>	<p>Open Data allows everyone involved in the system, from the small-scale farmer to the largest international organisation to share successes, failures, learnings, insights, predictions and previous performance.</p>
<p>The more we take an Open Data approach, the more likely we are to find new ways to improve agriculture, nutrition and food security, the better our chances will be of meeting the challenge of feeding a growing global population. Engage with the network, share your insights and benefit from others doing the same.</p>	<p>The more we take an Open Data approach, the more likely we are to find new ways to improve agriculture, nutrition and food security, the better our chances will be of meeting the challenge of feeding a growing global population.</p>
<p>Open Data could and should be for everyone – our network is committed to supporting stakeholders at all levels to get the tools and capacity to make the most of Open Data, and you are key to us achieving that.</p>	<p>Open Data could and should be for everyone – organisations need to work together to ensure all stakeholders, from local to international, have the tools and capacity to make the most of Open Data.</p>
<p>Open Data is a powerful tool for encouraging and rewarding cooperation, partnership and the innovation that can only come through working together. We can't tackle this issue alone, we need to team up and Open Data can help us do that. This network is your chance to be one of the pioneers of more joined up thinking and action.</p>	<p>Open Data is a powerful tool for encouraging and rewarding cooperation, partnership and the innovation that can only come through working together. We can't tackle this issue alone, we need to team up and Open Data can help us do that.</p>

## EVALUATION FRAMEWORK

Evaluating communications efforts is key to improving and optimising activity. The journey to real world action / behaviour change goes through several phases: Reach (opportunities to see), Engagement (interaction with messages / ideas) and Action (real world actions that indicate a behaviour change).

Below is our framework for tracking outputs and outcomes, split by communications channel:

	<b>REACH -&gt;</b> Opportunities to see key messages	<b>ENGAGEMENT -&gt;</b> Immediate impacts from key messages	<b>ACTION -&gt;</b> Real world actions from key messages	
<b>COMMUNICATIONS CHANNEL</b>	<b>Metrics</b>			<b>MEASUREMENT TOOLS</b>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Reach (i.e. number of Followers)</li> <li>• Opportunities to see social media posts, tweets ,etc (i.e. impressions)</li> <li>• Frequency of exposure (via social media) to message during campaign periods (i.e. 2+)</li> <li>• Video plays (where applicable)</li> <li>• Image and linkclicks (where applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Number of shares, RTs, Favourites, Re-Pins, ups or downs</li> <li>• Number of comments, replies, direct messages</li> <li>• Number of #tags used i.e #foodsecurity</li> <li>• If #tags trend at all, i.e. for GODAN-hosted events</li> <li>• Partner @mentions of GODAN</li> <li>• @GODANSec saved to Lists, Subscribed To</li> </ul>	<ul style="list-style-type: none"> <li>• Negative sentiment decrease, positive sentiment increase month-on-month. week-on-week</li> <li>• + / - in average number of people engaging with GODAN</li> <li>• Confirmed attendance to public events hosted by GODAN</li> <li>• Confirmed attendance to public events hosted by Partners</li> <li>• Outreach to governments with (positive) mention of GODAN</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media listening service</li> <li>• GODAN’s own channels, activity (Google, Twitter Analytics)</li> <li>• Social Media tracking service (i.e. Followerwonk)</li> <li>• Event attendee lists (and invites sent)</li> </ul>

<b>Influencers</b>	<ul style="list-style-type: none"> <li>• Number of Influencers targeted with GODAN key messages (p/mth)</li> <li>• Size of Influencer’s audiences on social media</li> <li>• Number of monthly unique views to Influencer’s blog / website (if available)</li> <li>• Number of subscribers to Influencer’s emails / blog posts / etc (if available)</li> <li>• Number of audience attendees at several recent events where Influencers spoke (if available)</li> </ul>	<ul style="list-style-type: none"> <li>• Number of times GODAN Tweets / posts / articles etc were Shared by our targeted Influencers</li> <li>• Number of mentions of GODAN by Influencers</li> <li>• Sentiment / quality of content posted by Influencers relating to GODAN</li> <li>• Percentage of GODAN key messages shared by Influencers</li> </ul>	<ul style="list-style-type: none"> <li>• Number of key Influencers in attendance at GODAN-hosted events / accepted invites by GODAN to attend partner events</li> <li>• Number of key Influencers who convert to advocacy of GODAN, either through pledging themselves, or by offering themselves to speak at events / host their own event / post regular feature articles on GODAN’s work, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media listening service (i.e. Pulsar)</li> <li>• Event attendee lists (and invites sent)</li> <li>• Internal tracker of liaising with Influencers (i.e. email records, spreadsheet trackers)</li> </ul>
<b>Media Relations</b>	<ul style="list-style-type: none"> <li>• Number of (relevant) media interviews conducted</li> <li>• Opportunities to see through target media (online)</li> <li>• Readership of publication where coverage appeared (print)</li> </ul>	<ul style="list-style-type: none"> <li>• Comments on online articles mentioning GODAN</li> <li>• ‘Shares’ from media social media mentions of GODAN</li> <li>• @mentions from journalists/media</li> </ul>	<ul style="list-style-type: none"> <li>• KOL’s reaching out to GODAN as a result of seeing a feature / article in key media titles</li> <li>• Policy-makers inviting GODAN to discussions</li> <li>• Key / high profile journalists proactively reaching out to GODAN</li> </ul>	<ul style="list-style-type: none"> <li>• Media cuttings service</li> <li>• Internal GODAN tracking of results</li> </ul>

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| <ul style="list-style-type: none"><li>• Opportunities to see through target media (online)</li><li>• Readership of publication where coverage appeared (print)</li><li>• Listenership of programme where coverage was obtained (radio)</li><li>• Viewership of programme where coverage was obtained (TV)</li><li>• Number of key messages included in target media coverage</li><li>• Sentiment / tone of coverage in target media coverage</li><li>• Percentage of coverage with a link to GODAN website</li><li>• Length of pieces e.g. percentage of pieces over 300 words.</li></ul> | <ul style="list-style-type: none"><li>• Letter responses in media</li><li>• Direct contact from target audience members as a result of media coverage</li></ul> |
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<p><b>Website</b></p>	<ul style="list-style-type: none"> <li>• Number of monthly impressions</li> <li>• Number of monthly unique visits to GODAN website</li> <li>• Number of unique visitors to a particular page/campaign page</li> <li>• Number of people from certain traffic sources (i.e. from Partner website, from Google Search, from Twitter, etc)</li> <li>• Average pages viewed per user session</li> <li>• Average dwell time per user session</li> </ul>	<ul style="list-style-type: none"> <li>• Downloads of a GODAN document / report</li> <li>• Sign-ups to GODAN emails</li> <li>• Contact Us forms submitted</li> <li>• User-generated content shared with GODAN</li> <li>• Shares of content from GODAN website to social media</li> </ul>	<ul style="list-style-type: none"> <li>• + / - Repeat Visits to GODAN website (i.e. to view new content)</li> <li>• Number of new Partner sign-ups</li> </ul>	<ul style="list-style-type: none"> <li>• Google analytics</li> </ul>
<p><b>Partner Network</b></p>	<ul style="list-style-type: none"> <li>• Total materials distributed through partners (e.g. mentioned on website, in a newsletter)</li> <li>• Number (per month) of Prospective Partner enquiries</li> </ul>	<ul style="list-style-type: none"> <li>• Number of partnerships or strategic alliances established</li> <li>• Partner engagement via Social Media (RTs, Favourites)</li> <li>• GODAN added to Twitter Lists created by Partners, or added to existing Lists</li> </ul>	<ul style="list-style-type: none"> <li>• Extended relationship with partner as a result of project (i.e. into Advocacy)</li> <li>• Proactive collaboration on reports, whitepapers, case studies, etc.</li> <li>• wJoint lobbying of government</li> </ul>	<ul style="list-style-type: none"> <li>• Bespoke research / follow-up survey with partners / stakeholders on perception of GODAN (in general)</li> <li>• Bespoke research / survey with Partners on perception of GODAN in context of partnership</li> </ul>