**ENAR Steering Group on Communications, 20 October 2017 – Summary & next steps**

**Building ENAR as a movement**

* Refocus communication partly on building ENAR as a movement and use different opportunities to mobilise ENAR membership.
* Survey ENAR membership and assess relationship; ask members about satisfaction with ENAR communications strategy (internal and external) and about their capacity to support ENAR communications/their expertise.
* Create a communications welcome package for members, providing presentation and pitch of ENAR, its work and successes, explain communication guidelines.
* Reframe the internal communication strategy – between the secretariat and members – to make it easier for members to engage with ENAR: make explicit how ENAR can support them/what ENAR can do for them, clarifying persons of reference (e.g. Juliana works on migration, etc.), ENAR communication tools and channels, etc.
* Make members and their stories more visible in ENAR’s communications (e.g. website).
* Rethink ENAR audiences: develop partnerships with youth activists

**Strategic relations with the media**

* Map audiences and how to reach them + develop content strategy for each audience.
* Map top 10 mainstream media/journalists and influential bloggers on human rights/anti-racism in EU countries + develop relationships with them – with the help of ENAR members.
* Give a face to the anti-racism movement, make it more tangible through news from ENAR members with a European element.
* Importance of planning - a structured calendar of communication milestones to be sent to members and offer them to be more involved, e.g. by contributing content, images, videos.
* Make ENAR’s website a media source – this can then be used by national members who also provide proposals for content and relay the information in local languages through their local media and social networks.

**Creating our own content**

* Potential of pushing out stories that the mainstream media isn’t covering or focusing on.
* Use synergies with members: voices from our communities; republish content by members.
* If ENAR has a blog, it should do it properly and consistently – commit to planning issues; timing; create mechanisms for integrating members in the process.

**Next steps**

* Draft ENAR communications strategy 2018-21 and discuss strategic direction with ENAR Board.
* Use this steering group as a sounding board + develop more active working group.
* Develop welcome pack for members and strategy for getting members more involved in communications, developing mutually beneficial synergies.
* Extra resources required for communication + potential external consultant support for development of comms strategy.