# MODALITIES OF PROMOTING THE EASECA CATALOGUE

CIVIL SOCIETY IN DEVELOPMENT

Wendy Mitoko March 9<sup>th</sup> 2023





Supported by

### **Different ways include:**

- Media strategy- Mega sharing of the catalogue including through Media campaign via media houses (live tv/radio studio shows) and on social media (Facebook (SusWatch and INFORSE East Africa pages), twitter, WhatsApp, Instagram etc.), tagging/ mentioning the decision makers.
- Advocacy materials -such as print material; handout, brochures, booklet, stickers etc.
- Public talks/ lecture
- Exhibitions during events
- Sharing the catalogue during physical events and meetings
- **Public sensitization** at both the county and national levels.
- Gifting parents and loved ones the solutions available in the catalogue
- Update on Website





## **Catalogue promotion on Social media platforms**

WhatsApp

Facebook

Twitter

LinkedIn

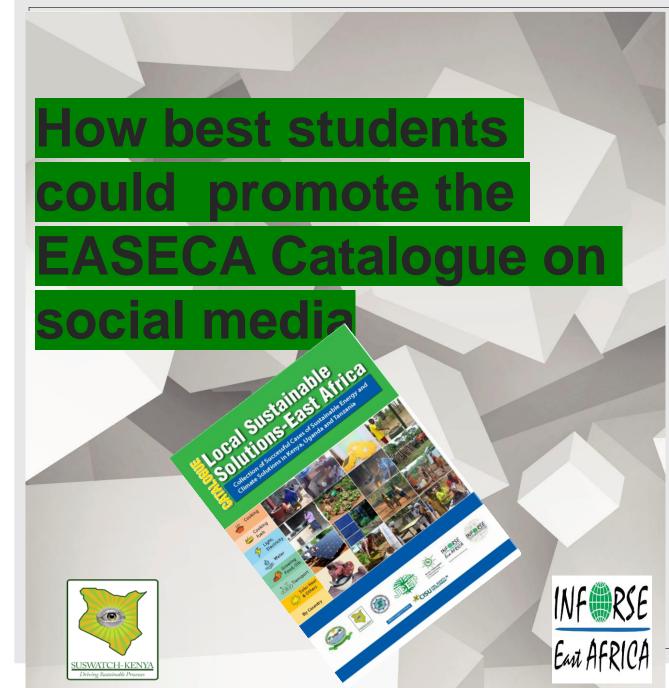
TikTok

✤YouTube

Instagram

✤Reddit

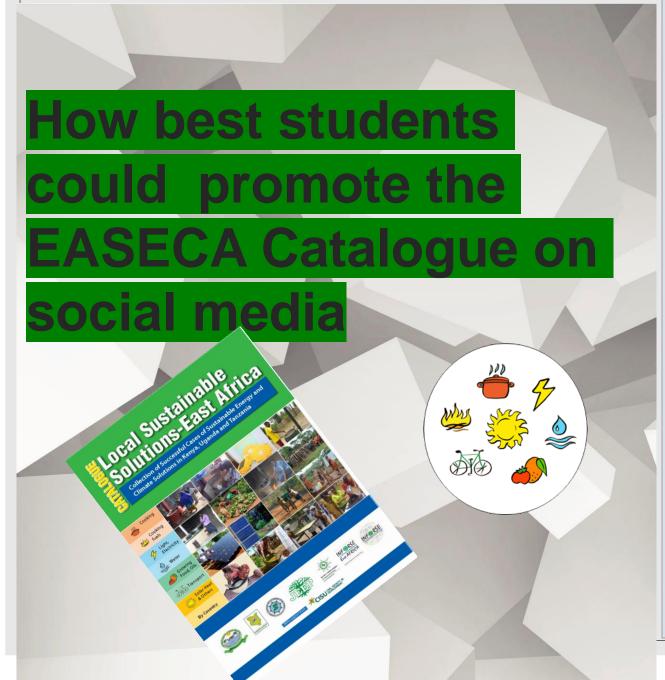




- Tap directly on social media icons on a particular solution and share on your platform
- Ask your followers to share-Ask your audience to help you promote
- Add hashtags-e.g. #EASECACatalogue, #SDGs, #COP28, #climate action #cookstove #solar
- Cross promote on other social media platforms-Post the same content on two or more platforms e.g. post on Facebook and Twitter helps reach wider audience with less resources.
- Share posts from SusWatch K Facebook page, Retweet SusWatch K posts-Follow us on <u>www.facebook.com/www.suswatchkenya.org</u>

#### twitter.com/Suswatch Kenya

- $\circ\,$  Share videos from the cases on TikTok, YouTube
- Tag relevant National and County institutions/ actors-e.g. Ministry of Energy



- Download a picture of a case, and share it on your Fb/Instagram/twitter page with short and concise description about it and the direct link to the case, remember to tag us.
- Share on your WhatsApp groups, and status.





## Main link to EASECA Catalogue

<u>http://localsolutions.inforse.org/</u>







# THANK YOU!!!