



MODALITIES OF PROMOTING THE EASECA CATALOGUE

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INFORSE
East AFRICA

Supported by



CISU CIVIL SOCIETY IN
DEVELOPMENT

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



How best students could promote the EASECA Catalogue on social media

- 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 www.facebook.com/www.suswatchkenya.org twitter.com/Suswatch_Kenya
- Share videos from the cases on TikTok, YouTube
- Tag relevant National and County institutions/actors-e.g. Ministry of Energy



How best students could promote the EASECA Catalogue on social media



- 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

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



THANK YOU!!!