Dear partners,

We're delighted to provide you with step-by-step instructions for recruiting participants, for planning and executing your communication approach, with professionally designed visual templates.

Your goal in this project is double

1. Implement a citizens' dialogue in your country, with the goals of enhancing active citizenship and strengthening civic skills;

2. Providing high quality data on the informed views of the public in these countries. This will help and support the existence of a more robust open public sphere in your country.

Here, we will lay the foundation that will propel you toward your objective – **the successful recruitment of a diverse spectrum of citizens.**

Who should you target?

Getting the right diversity criteria

Citizens should reflect diversity of your country in terms of **gender, age, socioeconomic and professional background (from working-class individuals to business owners), ethnicity and cultural representation**.
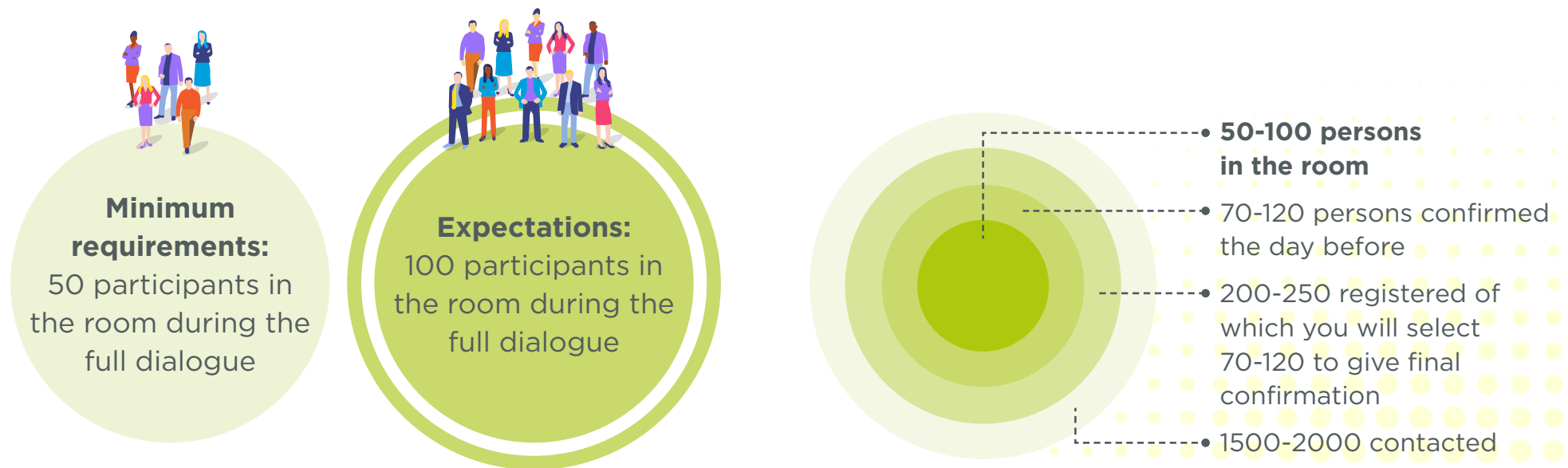
Your group of citizens should also reflect the diversity of channels from which they get their news (example: TV, radio, social media, print newspapers…) A diverse group of citizens will help people from different backgrounds to work together and understand each other. It will bring new ideas and perspectives into your dialogue.

And how many citizens should you reach out to?

To have one person register you will need to contact at least 4 to 8 people.
This means that you need to contact and invite **around 1500 to 2000 people**.

Minimum requirements:
50 participants in the room during the full dialogue

Expectations:
100 participants in the room during the full dialogue

50-100 persons in the room

70-120 persons confirmed the day before

200-250 registered of which you will select 70-120 to give final confirmation

1500-2000 contacted

RECRUITMENT STRATEGY

Leveraging strategic **partnerships** for maximum impact

Collaborate with organizations that possess outreach channels extending beyond your immediate network.

- **To engage the youth,** forge connections with schools, universities, teachers, and school administrators.

- **For involving the elderly,** establish links with retired clubs, senior centers, and community groups.

- **To include minorities,** collaborate with civil society organizations dedicated to working with these communities.

Make alliances with organizations that have an extensive communication reach

Offer to prominently feature their logo on your communication materials, including social media and press releases. In return, they can spotlight your event on their website, newsletters and social platforms.

Local or **national news outlets**, **journals**, or **magazines**, particularly those covering disinformation, technology, innovation, governance, or related themes. This amplifies your event's visibility and relevance.

Invite key individual speakers or ambassadors

They will extend your event's reach through their influential social media presence.

- **Strategically targeting individuals** with significant media and social media followers (on platforms like Facebook, Instagram, TikTok, Twitter, and LinkedIn) can exponentially magnify event visibility.

- **Identify CEOs, influencers, politicians, or journalists** whose prominence can elevate the event's profile and attract media attention.

- **Offer them compelling incentives** such as showcasing the event on their platforms or even inviting them to attend. For instance, if you're targeting academics or technical experts from private companies, propose an opportunity for them to share their expertise during the event.

Launching an orchestrated social media campaign with your partners

Collaborating with your partners to orchestrate a concerted campaign across various platforms is a good strategy for attention and engagement. Here are a few options:

• **Eventbrite as the Hub:** a powerful event management and free of charge ticketing platform, to create a dedicated event page.

• **Email Campaigns:** elevate brand recognition by incorporating event information and visuals into email signatures. Attach invitation visuals to reinforce your message.

• **Facebook Event Option:** regular updates on terms, conditions, and the importance of joining the dialogue can be shared over months. For broader exposure, invest in cost-effective publicity by boosting posts starting around US$10-15.

• **Website Pop-up Banner:** consider integrating a pop-up banner that links directly to the Eventbrite or Facebook event page.

• **Amplify Through Social Media and email campaigns:** collaborate with partners to disseminate event details through their social media accounts, tailoring messaging according to specific contexts.

• **Leverage Partners' Press Coverage:** For partners with strong press coverage, furnish them with a customizable press release.

Reaching out to unconnected citizens: strategies for inclusion

Acknowledging that many individuals lack access to social media or infrequently use the internet, it's crucial to bridge the gap and engage these citizens. We recommend supplementing online communication with the following approaches:

- **Phoning for Confirmation:** employ the highly effective method of direct phone calls in the fortnight preceding the event.

- **Traditional Mailing:** Consider printing invitation letters to distribute randomly in selected neighborhoods. Ensure diversity across socioeconomic and ethnic backgrounds when deploying this method. This can be remarkably efficient – distributing as many as 1500 letters in under three hours.

- **Face-to-Face Recruitment:** tap into diverse demographics by venturing into public spaces like markets, churches, or townhall events. Allocate effort to secure at least 25% of participants through these channels.

- **Poster Placement:** use posters as a cost-efficient means of reaching unconnected citizens. Display them in public areas like markets, churches, townhalls, and shopping centers.

- **Door-to-Door Engagement:** allocate an afternoon for a team to visit a chosen neighborhood, fostering a sense of unity within your team while connecting with potential participants.

- **Snowball-Sampling Technique:** As a last resort, employ the snowball-sampling technique where one confirmed participant invites three others or a family. While not as effective in ensuring diversity, it can be useful in boosting participant numbers.

WHAT'S THE RIGHT TIME TO LAUNCH A CAMPAIGN?

From FAKE to CHECK

Schedule of the recruitment process

Launch of the campaign

General reminders

D-30 · · · D-15 · · · D-7 · · · D-1 · · · D-day

1 month might seem like a lot of time, but it's a strategic window that strikes a balance between participant availability and organizational needs.

Let's see what the recruitment process looks like on a day-to-day basis...

Launch of campaign (1 month before event)

- **Introduce the event** through official communication channels (website, social media, newsletters).

- **Distribute** an engaging announcement email to potential participants.

- **Post event details** on relevant online platforms (Eventbrite, social media event pages).

- **Initiate poster/flyer distribution** in physical locations (markets, community centers).

General reminders

D-15

- **Send a gentle reminder email** to participants, reiterating the event's significance and details.

- **Share an engaging social media post** highlighting the countdown to the event.

D-7

- **Issue a succinct reminder email,** emphasizing final preparations and excitement.

- **Publish a captivating social media post** featuring participant testimonials or event highlights.

D-1

- **Dispatch a final email reminder,** focusing on logistical details and last-minute considerations.

- **Utilize social media** to generate a sense of anticipation with a sneak peek of the event setup.

Ongoing engagement

• **Regularly update event information** on all platforms, maintaining participant interest.

• **Respond promptly to inquiries and comments** across social media and email channels.

• **Consider sharing** behind-the-scenes glimpses, speaker profiles, or teaser content.

Post-Event Engagement

• **Express gratitude** to participants through a follow-up email, thanking them for their involvement.

• **Share event highlights and key takeaways** on social media, extending the event's impact beyond its duration.

• **Collect feedback** from participants to inform future initiatives and improvements.
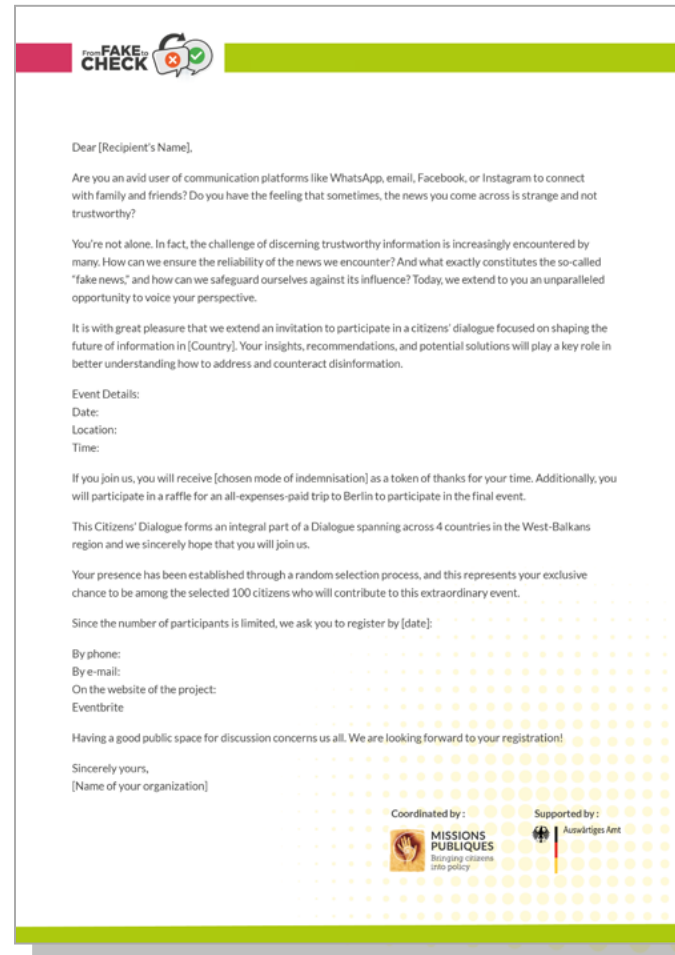
Continuous outreach

• Beyond the event, **continue sharing relevant content** on social media to sustain engagement.

• **Maintain contact with participants** through newsletters, updates, and information related to the event's outcomes.

Finding the right wording

This main message must be common to all campaigns

Here is the invitation letter we propose to use. Please adapt it as you see fit.

Dear [Recipient's Name],

Are you an avid user of communication platforms like WhatsApp, email, Facebook, or Instagram to connect with family and friends? Do you have the feeling that sometimes, the news you come across is strange and not trustworthy?

You're not alone. In fact, the challenge of discerning trustworthy information is increasingly encountered by many. How can we ensure the reliability of the news we encounter? And what exactly constitutes the so-called "fake news," and how can we safeguard ourselves against its influence? Today, we extend to you an unparalleled opportunity to voice your perspective.

It is with great pleasure that we extend an invitation to participate in a citizens' dialogue focused on shaping the future of information in [Country]. Your insights, recommendations, and potential solutions will play a key role in better understanding how to address and counteract disinformation.

Event Details:
Date:
Location:
Time:

If you join us, you will receive [chosen mode of indemnisation] as a token of thanks for your time. Additionally, you will participate in a raffle for an all-expenses-paid trip to Berlin to participate in the final event.

This Citizens' Dialogue forms an integral part of a Dialogue spanning across 4 countries in the West-Balkans region and we sincerely hope that you will join us.

Your presence has been established through a random selection process, and this represents your exclusive chance to be among the selected 100 citizens who will contribute to this extraordinary event.

Since the number of participants is limited, we ask you to register by [date]:

By phone:
By e-mail:
On the website of the project:
Eventbrite

Having a good public space for discussion concerns us all. We are looking forward to your registration!

Sincerely yours,
[Name of your organization]

Coordinated by: MISSIONS PUBLIQUES   Bringing citizens into policy

Supported by: Auswärtiges Amt

HARMONIZING THE BRAND ACROSS ALL COMMUNICATIONS

Understanding the projects' logo, it's do's and don'ts and using its' visual guidelines

Visual identity is key in creating trust. By using the same graphic elements in all countries, we're making sure that the projects' brand becomes recognizable everywhere. The logo should appear prominently on all communications.

See p.27 for more information.

The logo from the German Federal Foreign affairs and the logos from partners

Use our banner which comprises of the different logos you need to showcase among all your communications.

MISSIONS PUBLIQUES
Bringing citizens into policy

Auswärtiges Amt

NEW SOCIAL INITIATIVE

IDMC
INSTITUTE FOR DEMOCRACY MEDIA AND CULTURE

ZdInstitute
local governance | informal learning

Use the specific hashtag #fromfaketocheck

By using a hashtag campaign, you will increase reach and participation. While hashtags are used on Twitter as well, Instagram is widely regarded as the best platform for running a social media campaign because of the high utilization of hashtags by brands and users.

Use Canva for free

This free app will allow you to adapt the branded templates of visuals and dowload them to use them.
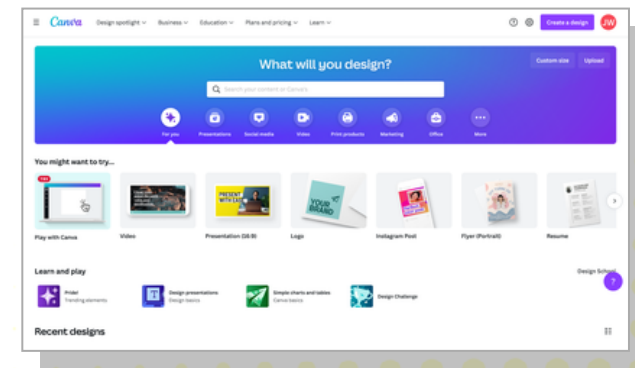
7 WAYS TO PROMOTE YOUR EVENT AND SHARE ITS RESULTS

1. Organize a public meeting with high-level decision-makers

Handing over the final results of your citizens' dialogue to decision-makers is an impactful moment. You can broadcast the handover event live on YouTube, ensuring a global reach. Share the live stream on our social media channels to engage a wider audience.

Or, you can host an exclusive in-person handover event with key decision-makers. Record the event for later dissemination.

2. Invite journalists to come to your event and share the results with them after the event

Sending out a press release after the event and emails to journalists with photos, quotes from spokespersons and citizens is a good way of illustrating the results and outcomes.

3. Communicating to attendees after the event

Each attendee is a potential voice that could echo your results: encourage them to share their experience online using the dedicated hashtags, taking photos etc.

4. Encourage your partners, spokespersons and ambassadors to echo your report and results

You can also encourage Instagram/Twitter/LinkedIn influencers to use your hashtag to give the campaign an initial boost when you launch it. An incentive could be a direct payment or an invitation to speak at your event. Call to action: "Share your day online!" persuade them to share their experience online by using the dedicated hashtags, sharing photos etc

5. Interview your participants and speakers.

By interviewing your speakers, and citizens in written format or filmed, you can ask them questions such as: Why did you decide to come to this event? Why do you think this initiative is so important in such a context? Sharing their interview on social media with the hashtag will increase reach while these ambassadors will then share the interview among their own network.

6.Live-tweet during your event...

...by sending a series of tweets on various aspects of the event as it unfolds. This is likely to include sending out tweets about your event, replying to tweets from attendees and retweeting relevant tweets.

7. Take photos of the event and post them with the dedicated hashtag

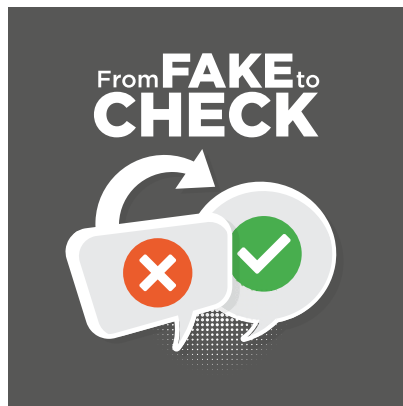Download a photo approval form to gather from participants at the beginning of the day.

VISUAL
IDENTITY

Logotype
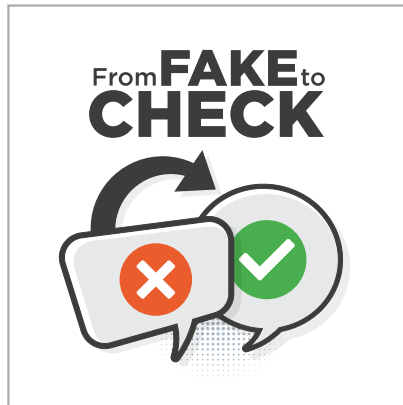
Horizontal and vertical logo for use on white (or light) background

Horizontal and vertical logo for use on black (or dark) background

Typeface

Gotham

Gotham (Black)

Gotham (Bold)

Gotham (Book)

Gotham (Light)

Gotham (Narrow Black)

Gotham (Narrow Bold)

Gotham (Narrow Book)

Gotham (Narrow Light)

Color palette

Check Green

#8bbf46
R140-G191-B70
C53-M0-J87-N40

Fake Red

#d33561
R212-G54-B98
C13-M90-J42-N0
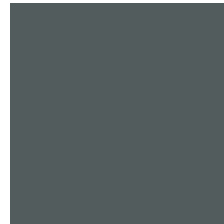
Font dark grey

#525b5d
R82-G92-B93
C63-M46-J46-N40

Secondary colors

Yellow

#8bbf46
R255-G128-B3
C1-M12-J92-N0

Blue

#0080b0
R0-G128-B177
C83-M37-J15-N2

Background grey

#d1d1bd
R210-G209-B188
C22-M14-J29-N0

Visuals and templates

You can download all available templates via the link below:

- Flyer (A5)
- Poster (A3)
- Letter (A4)
- Invitation card
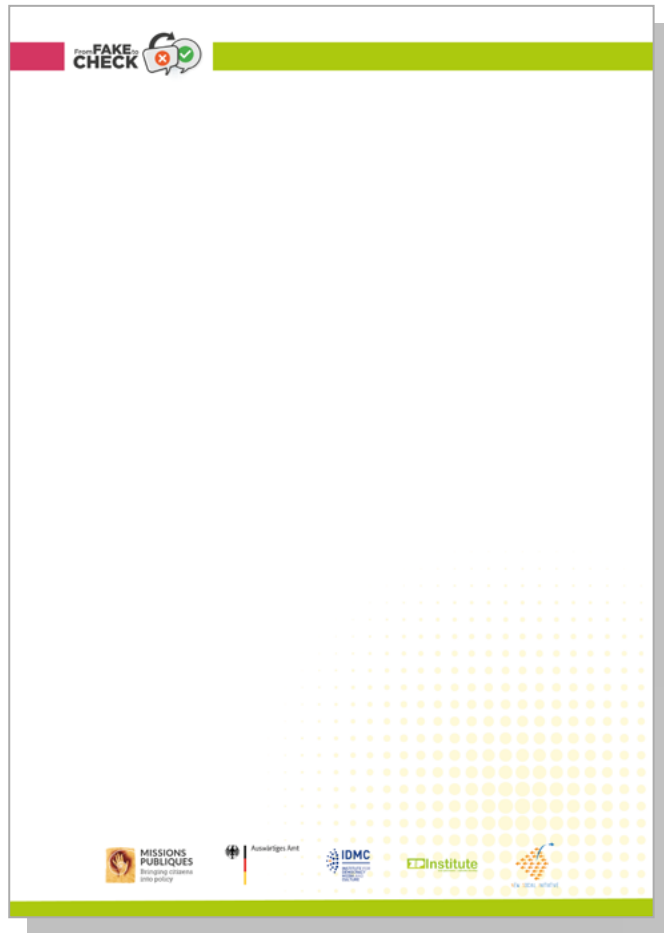- E-mail signature
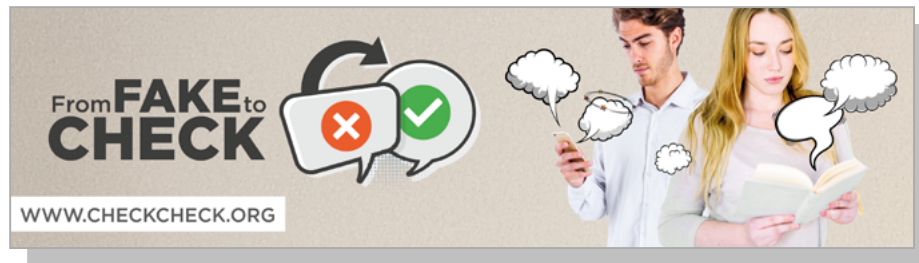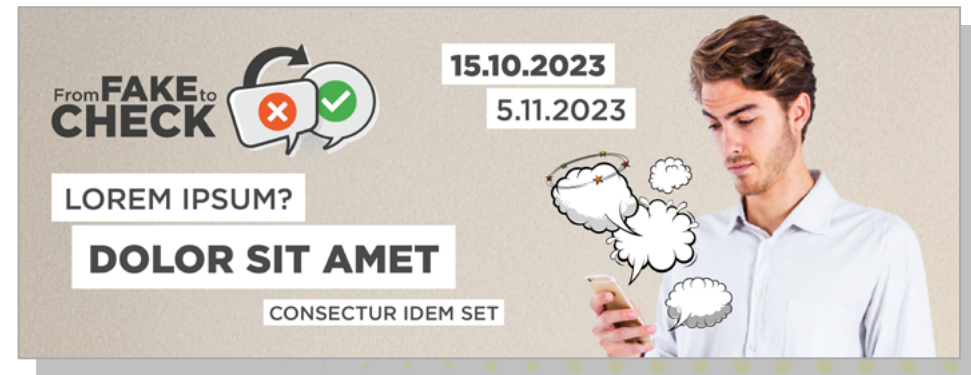- Facebook event banner

Flyer

Poster

Letter

Invitation card

Email signature

Facebook event banner

MISSIONS
PUBLIQUES
Bringing citizens
into policy

Auswärtiges Amt

IDMC
INSTITUTE FOR
DEMOCRACY
MEDIA AND
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local governance | informal learning

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From FAKE to CHECK