

Dissemination and Promotion of the GSC Outputs

Objective: To better promote and disseminate outputs of the GSC, created by the Communities of Practice (CoPs), WGs and the SAG.

Dissemination mediums: the sheltercluster.org website, newsletters (global, CoPs), twitter, Shelter Cluster YouTube channel, GSC events.

Standard Dissemination Procedure

- a. Circulate among the GSC Support Team.
- b. Upload on the website with appropriate tags on relevant CoP, WG and the SAG pages as well as under Resources page.
- c. Advertise on the homepage, accompanied with an appropriate image.
- d. Publicize via twitter.
- e. Products designed for use at the country-level should be integrated into the Coordination Toolkit.
- f. Regularly send out recent GSC outputs via the global newsletter.
- g. Circulate among the members of relevant CoPs.
- h. Create concise visual infographics/handouts summarizing the main arguments, findings and/or objectives of an output to use as a promotion tool on social media, events, presentations and etc.

Impact duration of promotion tools:

Short-term:

- Twitter

Medium-term:

- Newsletters,
- Handouts/Infographics

Long-term:

- Website
- YouTube videos

Promotion of Flagship Products

Option 1: Stand Alone Event

- a. Organize a promotion event, preparing a venue, agenda, handouts and etc.
- b. Invite key speakers from partner agencies and academia to participate in panel discussions linking the product to a broader theme.
- c. Use webinars for those who cannot attend.
- d. Broadly share information about the event in advance using all dissemination channels.

Option 2: Side event at conferences, summits and meetings

- a. Create a yearly calendar identifying events that can provide a platform for promotion.
- b. Agree with the organizers on holding the side event in advance.

The SAG member agencies are encouraged to promote the outputs of the GSC via their own communication channels.