

AICESIS COMMUNICATION POLICY

Board

Curaçao, March 7, 2019



AICESIS COMMUNICATION POLICY

GENERAL APPROACH

- Objectives, general and specific.
- Audience
- Instruments and communication formulas.

AICESIS COMMUNICATION POLICY

OBJETIVES

- Publicize the Association: characteristics, objectives
 - Initial information and update*
 - Connection with Visual Identity*
- Disseminate your activities.
- Accessibility to documents and information on activities.
- Disseminate activities of CES-IS members
 - CES-IS Platform*

AICESIS COMMUNICATION POLICY

AUDIENCE

- CES-IS
- Governments and Public Administrations specialized in socioeconomic matters.
- International Organizations.
- International Representatives of Social Agents and Civil Society.
- Scientific institutions.
- Media specialized in socio-economic issues.

AICESIS COMMUNICATION POLICY

INSTRUMENTS AND FORMULAS OF COMMUNICATION

- ❖ Direct communication from AICESIS
 - Web
 - Newsletter
 - Social Networks

- ❖ Communication in collaboration with CES-IS.
 - Communication of specific activities (Board of Directors, General Assembly, Conferences ...): press conferences, press releases, live broadcast of activities.