



NATIONAL  
COALITION OF  
HUMAN  
RIGHTS  
DEFENDERS  
UGANDA

# COMMUNICATIONS STRATEGY

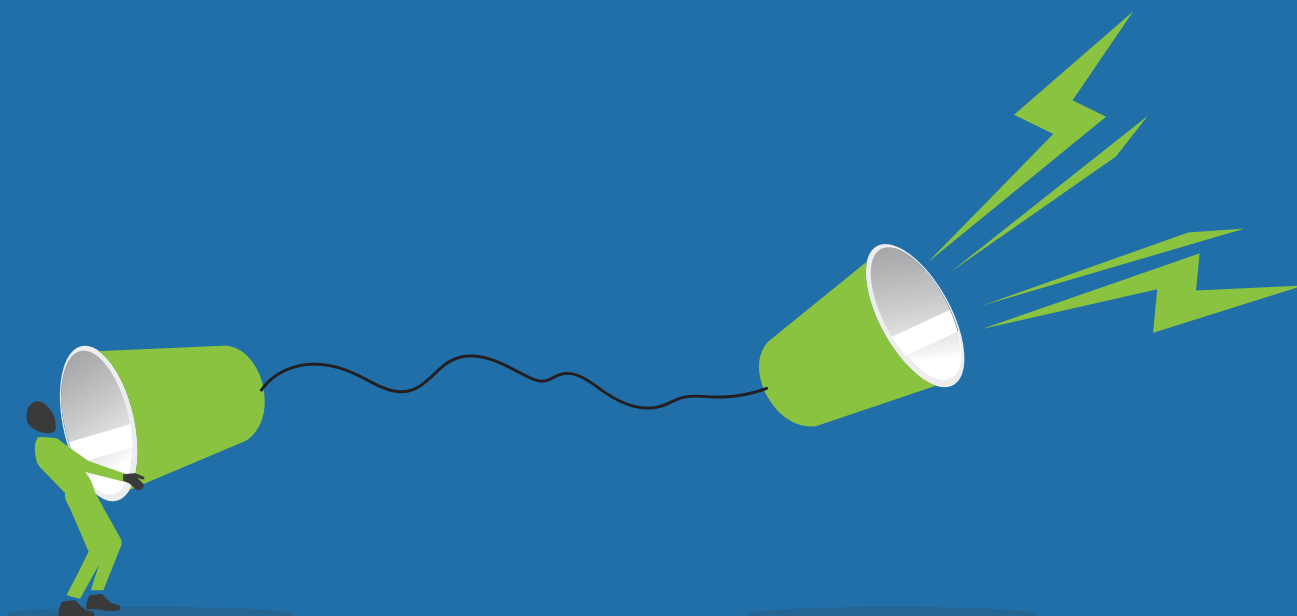


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## Introduction

This communications strategy is a plan for communicating with the National Coalition of Human Rights Defenders Uganda (NCHRD-U)'s target audience. It includes who NCHRD-U is talking to, why NCHRD-U is talking to them, how and when NCHRD-U will talk to them, what form of communication the content should take and what channels NCHRD-U should use to share it.

The communications strategy will enable NCHRD-U to tailor its messages to increase the visibility of the coalition's work in promoting and protecting the rights of human rights defenders (HRDs) in Uganda whilst also showcasing the impact of the coalition's work for future resource mobilization.

## Overview of the Organization

The National Coalition of Human Rights Defenders Uganda (NCHRD-U) is a legally registered non-profit organization of individuals and organizations working to promote the protection of human rights defenders (HRDs) in Uganda. NCHRD-U provides a platform for promoting synergy, cooperation, collaboration and sharing of best practices among HRDs in Uganda.

In June 2013, the coalition was formed to provide a structured inclusive and consistent platform to enable HRDs galvanize efforts of the different HRD players; and bring together the isolated and divided voices into a unified and bigger voice required to undertake collective advocacy on the most pressing challenges of HRDs in Uganda.

NCHRD-U focuses its work in all the regions in Uganda and embraces all HRDs regardless of race, colour, gender, religion or political affiliation. The coalition undertakes its mandate through three core programmatic areas: advocacy and networking, capacity building, and protection and emergency response.



**Vision:** A society that upholds the rights and freedoms of every human rights defender



**Mission:** To protect and promote the work of HRDs in a safe and secure environment through linkages with national, regional, and international like-minded entities



**Core Values:** Integrity, Inclusiveness, Confidentiality, Transparency and Responsiveness.

**Organisational objectives:**



- To create an avenue for collective response to threats against HRDs
- To coordinate other civil society organizations in promoting safety and security of HRDs.
- To improve protection mechanisms, safety, and security of HRDs in Uganda individually and at organizational level.
- To advocate and raise public awareness and profiles of HRDs in the country.

## Communication Objectives

This communications strategy will aim to achieve the following objectives, as listed below:

1. To position the coalition as a reliable source of verifiable information on the protection of HRDs in Uganda.
2. To showcase NCHRD-U's work in protecting and promoting the rights of HRDs whilst also creating opportunities for future resource mobilization.
3. To create a consistent style, voice and messaging throughout all the organisation's interactions with its audiences for brand differentiation.
4. To increase the visibility of NCHRD-U's work and maintain the image and reputation of the organization while building trust with its key audiences.

## Target Audience

**Primary Target Audience** – These are the key persons/groups NCHRD-U will communicate to directly. These are:

1. NCHRD-U Secretariat (staff and Board of Directors)
2. HRDs (Individual and organizational based)
3. Government (MDAs)
4. Policy Makers (Parliament, Executive and Judiciary)
5. Donors/Partners (Current and prospective)

**Secondary Target Audience** – These are people of less importance who NCHRD-U wishes to receive its messages. These are people who will also benefit from hearing NCHRD-U messages, and people who influence NCHRD-U’s target audience now or in the future. These are:

- 1. International Bodies (UN, ICC, ACHPR etc)
- 2. Like-minded CSOs
- 3. Media
- 4. Local communities

**Key Message**

- 1. Upholding the Rights and Freedoms of Every Human Rights Defender:

We are committed to safeguarding the rights and freedoms of all human rights defenders, ensuring they can carry out their vital work without fear of reprisal or persecution.

- 2. Protecting and Promoting the Work of HRDs in a Safe and Secure Environment:

The coalition works tirelessly to create a safe and secure environment for human rights defenders, enabling them to promote and protect human rights without risk to their personal safety or well-being.

- 3. Peaceful Advocacy of Human Rights:

We firmly believe in the power of peaceful advocacy to advance human rights causes. The coalition advocates for non-violent methods of promoting and defending human rights, fostering dialogue and understanding within communities.

- 4. Equality and non-discrimination of all HRDs regardless of race, colour, gender, religion or political affiliation.

We advocate for the equality and non-discrimination of all HRDs, regardless of race, color, gender, religion, or political affiliation, recognizing the inherent dignity and rights of every individual involved in the defense of human rights.

**Channels and Tools**

This section outlines how NCHRD-U will get its key message across the target audience. The choice of channels and tools to use will depend on what NCHRD-U wants to achieve, the level and type of message NCHRD-U wants to communicate, and the profile of the target audience.

Target Audience	Channel
NCHRD-U Secretariat (staff and Board of Directors)	Letters, Phone calls, WhatsApp groups
Human Rights Defenders (both individual and organization based)	TV, Radio, Phone calls, Newspapers, IEC materials (brochures, banners, posters etc) Magazines, Newsletters, Facebook, LinkedIn, X (formerly twitter), Youtube and website.

Donor/Partners (both current and prospective)	Website, Facebook, X, LinkedIn, Youtube, Newsletter, Magazines
Government (MDAs)	Website, X, Newsletters, LinkedIn, Facebook, Letters
Policy Makers (Parliament, Executive and Judiciary)	Letters, X, Newsletters, Website and LinkedIn
International bodies (UN, ICC, ACHPR etc)	Website, X, Newsletters, and LinkedIn
Like minded CSOs	X, Newsletters, Website, Facebook, Magazines, and LinkedIn
Media	Press releases, press conferences, fact sheets, Website, Facebook, X and LinkedIn
Local Communities	IEC materials (brochures, banners, fact sheet posters etc), TV, radio, Websites, X and newspapers.

### Approach to Public Communication

NCHRD-U's public communications approach will focus on portraying the work/efforts of the Coalition in promoting and protecting the rights of HRDs in Uganda via diverse communication channels

Target Audience	Channel	Tactics
NCHRD-U Secretariat (staff and Board members)	Letters, Phone calls and WhatsApp groups	<p>Posting messages on whatsapp groups about the activities of the coalition.</p> <p>Writing invitational letters to board members for engagements about the activities of the coalition.</p> <p>Making phone calls to engage them on the activities of the coalition</p>
Human Rights Defenders (both individual and organization based)	TV, Radio, Phone calls, Newspapers, IEC materials (brochures, banners, posters etc) Magazines, Newsletters, Facebook, LinkedIn, X (formerly twitter), Youtube and website.	<p>Conducting talk shows on TV and radio.</p> <p>Running adverts and announcements on TV and radio about activities with them.</p> <p>Designing and sharing with them IEC materials with information about the coalition.</p> <p>Posting and tagging them with information about the coalition on our digital platforms.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p>

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Donor/Partners (both current and prospective)	Website, Facebook, X, LinkedIn, Youtube, Newsletter, Magazines	<p>Writing success stories of the work we do and then sharing them via social media and the website.</p> <p>Posting and tagging them with information about the coalition on our digital platforms.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p>
Government (MDAs)	Website, X, Newsletters, LinkedIn, Facebook, Letters	<p>Writing invitational and request letters aiming at engaging them in our activities.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p> <p>Posting and tagging them with information about the coalition on our digital platforms.</p>
Policy Makers (Parliament, Executive and Judiciary)	Letters, X, Newsletters, Website and LinkedIn	<p>Posting and tagging them with information about the coalition on our digital platforms.</p> <p>Writing invitation letters for engagements about the activities of the coalition.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p>
International bodies (UN, ICC, ACHPR etc)	Website, X, Newsletters, and LinkedIn	<p>Posting and tagging them with information about the coalition on our digital platforms.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p>
Like minded CSOs	X, Newsletters, Website, Facebook, Magazines, and LinkedIn	<p>Posting and tagging them with information about the coalition on our digital platforms.</p> <p>Designing and sharing with them newsletters with information about the activities of the coalition.</p>



Media	Press releases, press conferences, opinion articles, fact sheets, Website, Facebook, X and LinkedIn	Writing press releases about the coalition's activities.  Inviting them for press conferences and briefs about the coalition's activities.  Posting and tagging specific journalists with information about the coalition on our digital platforms.
Local Communities	IEC materials (brochures, banners, fact sheet posters etc), TV, radio, Websites, X and newspapers.	Conducting talk shows on TV and radio.  Running adverts and announcements on TV and radio about activities with them.  Designing and sharing with them IEC materials with information about the coalition.

Branding and Marking

Presenting the NCHRD-U brand correctly is crucial. This means being consistent with NCHRD-U logo, typefaces, slogan, colours, and “on-brand” with the coalition’s key messages and the way we use words and images on all applications. All this will combine to communicate the sort of organization we are.

Aspects to note:

- 1. **Name** – In all public communications, the organization shall always be referred to in full as National Coalition of Human Rights Defenders Uganda and can only be abbreviated as NCHRD-U in the body of a document after being stated in full the first time mentioned; but is never to be abbreviated in the title.
- 2. **Logos** – All external communications and branding materials, together with organizational documents, should always have the NCHRD-U logo placed to the left.

See below for the detailed NCHRD-U Brand Style Guide



2021  
Brand Style Guide / Identity System

Evaluation

The Communications Officer will carry out monthly and, once in a while, quarterly reviews of the communications strategy.

Channel	KPI
Digital platforms ( Facebook, LinkedIn, X (formerly twitter) and Youtube).	Number of posts, new followers, reposts, unique visits, likes
Website	Number of website visits Number of times success stories are shared, viewed and liked
TV	Number of TV shows aired (with the coalition’s team) Number of TV adverts and announcements aired with the coalition’s messages.
Radio	Number of radio talk shows aired (with the coalition’s team) Number of radio adverts and announcements aired with the coalition’s messages.
Newsletters	Number of newsletters designed and shared
IEC Materials (IEC materials (brochures, banners, posters)	Number of IEC materials designed and distributed.
Newspapers	Number of articles with the coalition’s information published in the newspapers.
Magazines	Number of magazines with the coalition’s messages produced and shared.
Press releases	Number of press releases written and shared with journalists and media houses.
Press conference and briefs	Numbers of press conferences and briefs held.




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