

Guidelines on the promotion and marketing of UNESCO publications

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INTRODUCTION

UNESCO produces worldwide annually, through its Paris Headquarters, Institutes and Field Offices, a plethora of different publications, varying from free and sales reports, books, periodicals, multimedia and audio-visual materials.

Many activities are taking place within the organization to promote these publications and ensure that they reach the widest possible audience. The aim of these *Guidelines on the promotion and marketing of UNESCO publications* is to define and streamline these processes, share good practice and clarify roles and responsibilities to ensure that UNESCO's publications are getting the visibility they deserve. This will include:

- Understanding how to increase the visibility of the four new categories for UNESCO publications;
- Ensuring that the basic audiences and partners are being reached;
- Creating a wider variety of promotions materials;
- Gaining greater visibility for publications via the web and social media;
- Reaching more specialized/academic audiences;
- Enhancing the multiplier effect;
- Increasing distribution, downloads and sales.

In order to achieve this, the *Guidelines* will aim to provide:

- A set of key organization-wide recommendations
- More systematic processes and clarity of who does what for publications promotions;
- Better clarity of expectations for each category of publications;
- Greater streamlining and efficiency;

WHY PROMOTING PUBLICATIONS IS SO IMPORTANT

UNESCO produces a large number of quality publications, yet many are not reaching their audience or getting the attention they deserve. Without a clear promotions strategy, any publication may remain largely ignored by its target audience, be they governments, expert networks or the general public.

Promoting publications needs to be considered at the very inception of any publications process and integrated at every stage of drafting and production: editorial and promotions processes go hand-in-hand.

The activities proposed in these *Guidelines* need to be carefully considered, to ensure that the time and effort put into producing any publication do not go to waste.

ONE PUBLICATION, MANY GOALS

The aim of any promotions strategy is to help reach the publication's target audience. However, any given UNESCO publication may have multiple goals. For example, a report on girls' education may be:

- a) a key policy document aiming to bring about change in developing countries, making policy-makers its target audience;
- b) an important deliverable/output of an extrabudgetary project, meaning that the donor community and Permanent Delegations should be aware of the publication and implementation;

- c) an integral part of one of UNESCO's current priority areas, meaning that the general public need to know that UNESCO is taking action in this area, without necessarily being the target of the policy recommendations (or reading them!).

As you start thinking about your editorial and promotions processes, it is important to consider if some of these cases – or others - apply to your publication.

It doesn't mean that your publication has to be drafted to reach all audiences. However, your promotions strategy should help you meet your different goals.

Note: For the purposes of this document, Sectors or Field Office central communications services have been referred to as "KMS" (knowledge management services) in the following chapters.

SECTION 1 – GETTING STARTED

CHAPTER 1 - PREPARING A PROMOTIONS STRATEGY & BUDGET

During this phase, you will try to answer the key questions which will help you identify the best route to promote your publication. You will also define your production calendar and launch date, identify your audience and allocate a promotions budget.

1.1 IDENTIFYING THE PUBLICATIONS CATEGORY

As a first step, you will need to identify into which of the four broad categories your publications will fall, as this will be the basis upon which you define your content development, production, communication and dissemination processes. The four categories are briefly described below.

1. Flagship Publications:

Definition: These publications are reports with global reach and major historical works that present UNESCO's official position or the official position of an intergovernmental group lead by UNESCO, or information resulting from its global perspective. Flagship publications are corporate products that are often scheduled for periodic release and serve as major advocacy tools for the Organization. As such they are designed to have a broad appeal to public interest at large.

Lead time for publications board: 9 months before launch date

Examples: EFA Global Monitoring Report, World Water Development Report, Science Report, World Social Science Report, History of Humanity, Towards knowledge societies.

2. Key Publications:

Definition: These are high-profile products that: i) treat major policy issues of strategic importance – usually of global or regional scope; or ii) present official information resulting from UNESCO's global strategy and cross-cutting knowledge platforms. Forewords are signed by the Director-General or an ADG, Secretaries and/or Heads of conventions. They are expected to reach a broad public either globally or regionally. ISBNs should be awarded to this category.

Lead time for publications board: 6 months before launch date

Examples: Education on the Move series, World Heritage Paper Series, Urban Water Management Series, Benefits Beyond Borders, Pressing for Freedom, Freedom from Poverty

3. Policy and technical publications:

Definition: These publications treat technical or policy issues of strategic importance but with limited impact for the general public or media. They may be attributed to and cited in the name of individual authors, editors or groups. Forewords are signed by the Director-General or an ADG, Secretaries and/or Heads of conventions.

Lead time for publications board: 4 months before launch date

Examples: The Future of Mobile Learning Series, Policy Guidelines for Development and Promotion of Open Access, The Dynamics of Global Water Futures: Driving Forces 2011-2050, World Heritage Resource Manuals, UNESCO report on Principle of respect for human vulnerability and personal integrity.

4. Local studies, working papers and proceedings:

Definition: These publications contribute to the body of specialized knowledge on specific topics, and may be of country-specific, regional or global scope but with limited impact outside specifically targeted audiences. ISBNs are not necessary for this category but can be requested through the Publications Board, in which case the Board will evaluate. National or regional reports produced by Field Offices or Institutes may be better served by a foreword from a Director or Head of Office or Institute (for Conventions it would be appropriate for the Secretary of the Convention to sign the foreword).

Lead time for publications board: 3 months before launch date

Examples: EDUCAIDS Practical Guidelines, SUMAMAD conference proceedings, Social Inclusion of Internal Migrants in India, Round Table on Culture and Sustainable Development in SIDS and the Post 2015 Agenda, ICT for higher education: Case studies from Asia and the Pacific

BOX 1. To publish, or not to publish...

UNESCO as a whole should be reconsidering its options in terms of the production of reports and publications. Reports are heavily time-consuming and costly to produce, and in some cases audiences are hard to reach.

Should there be greater organization-wide consideration of other options to disseminate messages and/or research? In some cases, would it be equally as effective to not produce a publication, but to instead produce a series of targeted blogs, press or magazine articles or op-eds?

UNESCO as an organization could review the options that it provides to Programme Specialists and authors to get their messages across.

1.2 PARTNERSHIPS AND CO-PUBLICATIONS

You may also want to consider if it is worth developing your publication with another international, governmental or non-governmental organization which pursues the same goals or are directly involved in your programmes. This can be highly effective in promoting your publication, as the other organization may be able to provide key support in different aspects of promotions and help you reach a wider audience (for example, contacting the press, web presence, social media, distribution).

Co-publishing contracts are also advantageous as they can allow Sectors to benefit from a partner organisation or companies' wider distribution networks, promotions budget or local contacts – particularly in non-anglophone countries/regions. However, the process of identifying potential co-publishers, negotiating and signing contracts can be long and Sectors should allow as much time as possible for their preparation.

1.3 BUILDING A PROMOTIONS STRATEGY

A strategy doesn't have to be a long document which takes months to write. It does, however, need to start by answering some fundamental questions. Some of these questions will also figure in the submission to the publications board:

- a) **Goal/Impact:** What is the aim of the publication? How would you define its impact? This can include advocacy, public education, informing a conference, influencing policy-makers, building capacity on how to implement a new programme, contributing to a body of knowledge in a specialised field. Try to be as specific as possible, as this is the cornerstone of the rest of your promotions strategy (See also the Introduction to these *Guidelines*).
- b) **Messages:** What are the main messages of your publication? What are the main points that you would like to get across to your readers? Are they new or will they contribute meaningfully to an existing body of work on the subject? Aligning the messages, audience and format at an early stage will help focus your publication, and make it easier to promote.
- c) **Audience:** Who is your target audience? Make a list of who you would like to read your publication (Ministers, development partners, academics, journalists, general public). This should be linked to the goal of your publication.
- d) **Format:** Once you have identified the messages and audience, it may be worthwhile to consider if the format that you are considering using is aligned. For example, a publication aiming to contribute to a debate or field of knowledge in an existing area will probably be longer with a more conservative layout than publication which is recommending governments to implement three key policy areas. Feel free to consult with your Publications Officer or an external consultant at this stage to help clarify your ideas.
- e) **Calendar:** Develop a drafting and production calendar. (see the UNESCO Publications Guidelines for more details: <http://unesdoc.unesco.org/images/0018/001816/181619e.pdf>)
- f) **Publication date:** Look ahead at important related dates coming ahead in the next year (a Conference, and International Day) and ask yourself what you could produce for this date, or if it would improve your impact to launch a planned publication around this date. (For more on impact, see *Launches and Events* in Chapter 6)

In choosing this date, Programme Officers producing Category 1 and 2 publications should work with DPI. Some of the key questions in this process will include:

- Should the DG or ADG be involved in a launch event, and if so, are they free on a certain date? Can the launch already be blocked in their diary?
- If the publication is meant to coincide with a high-level conference or annual international day (eg. World Teacher's Day) consider carefully the implications and the demands on human resources of your team and DPI.

For Category 3 and 4 publications, can you release the publication just before a technical meeting or event which could provide opportunities to present the Report or feed into technical discussions?

BOX 2. Sticking to launch dates

It is important to set realistic launch dates and production timetables to ensure that launch dates are not missed. A missed launch date will weaken your ability to effectively promote your publication.

For sales publications, UNESCO's ability to be able to build a sales catalogue and contact distributors before publications are released could be undermined if publications are launched late or do not meet planned deadlines. All actors involved in the processes related to the production of sales publications need build realistic plans and production timetables to avoid missing launch dates.

- g) **Promotions activities:** This should include a list of the promotions activities that you wish to carry out for your publication (and the corresponding materials necessary). The aim of these *Guidelines* is to provide you with a clear idea of what can and should be carried out. Once you have identified what you would like to do for your publication, making a list of your intended activities should help you allocate human and financial resources and start a detailed planning process.
- h) **Budget:** Some but not all of the promotional activities you may wish to carry out will need to be factored into the budget. Please make sure that you allocate some funds for promotions within your overall publication production budget (this should be more than translation and shipment).

1.4 GETTING ADVICE

DPI or the Publications/Communications Officers in each sector should organise a **training/advisory meeting** two or three times a year with all programme staff who have publications in the plan for the biennium to discuss promotions. The aim of these meetings will be to discuss and brainstorm how each publication can carry out its promotions, and also help understand the budgetary implications (if necessary) in a collegial and supportive manner.

Make sure that you or one of your team members attends one of these meetings towards the beginning of your planning process.

Regional Offices may try to coordinate by Skype with other Field/Cluster offices.

1.5 ROLES AND WORKFLOWS

Each different **sector**, **Field Office** or **Institute** will probably have different staffing, capacity and workflows for publications production and promotions. Make sure you speak with your central knowledge management services, Publications and/or Communications Officers early in the planning process to discuss

your draft promotions strategy, and understand workflows, roles and responsibilities. Some of the suggested workflows in these Guidelines may have to be modified accordingly.

1.6 GETTING STARTED - CHECKLIST

Action	Who does what	Publications categories	Timeline	Check √
1. Identify the publications category	Programme specialist, consulting the Publications Officer	1, 2, 3, 4	9-3 months before the publication date, depending on the category identified	
2. Promotions strategy	Programme specialist, consulting the Publications/Communications Officer	1, 2, 3, 4	9-3 months before the publication date, depending on the category identified	
3. Getting advice	Programme officer to attend promotions meeting organised by the Publications/Communications officer or DPI.	2, 3, 4	According to calendar, at the beginning of the production process	
4. Consulting sectors/FO/Institutes KMS	Programme officer to contact central services	1, 2, 3, 4	At the beginning of the production process	

SECTION 2 – WORK STREAMS

CHAPTER 2 – PROMOTIONAL MATERIALS

Depending on the category of publications, integrating the development of promotional materials into the overall drafting and production process will help you during the promotions phase and avoid any last minute rushes or emergencies. All publications categories should consider developing a selection of the following.

2.1 COVER IMAGE AND TITLE

The foundation of effectively promoting your publication starts with your title and cover image. Start thinking about this early and integrate it into your editorial process. Once it is ready, you can use your cover and title to start branding and promoting your publication before release.

A good title should clearly articulate what the publication is about, using plain English and avoiding jargon. Brainstorm ideas in your team and also consult more widely with your Publications and Communications Officers, KMS, DPI, and so on, to test for clarity. A quick Google search will also help you ensure that a similar title does not already exist which may cause confusion.

If you are choosing to use a photo on your cover, you will need to ensure that you have the rights to use the photo as part of the cover but also separately in other mediums (social media, PPT presentations, etc.).

See DPIs *Guidelines on Developing Publication's cover pages*.

2.1 BLURB & BASIC INFORMATION

This is a minimum requirement for all publications.

A good blurb (or in some cases abstract) can be used and adapted to suit many different mediums (web page, UNESDOC, back cover, leaflet and catalogue). It is worth spending some time on it and consulting with your Sector's Publications or Communications Officer or KMS who can help you with drafting or provide an outsiders perspective. It should consist of 5-10 lines describing the main problems/challenges which the publication is seeking to answer, why it was developed, its main messages, who it is for. Try to keep any institutional information (eg. how the publication was developed or by which sector) in a second short paragraph which can be used or omitted depending on the forum – unless of course it was developed with a well-known author or institution.

Annex I presents the main information which should be compiled in one page for your publication. It should contain:

- Blurb
- Cover image
- Number of pages of the publication, release date and ISBN/ISSN (where appropriate)
- Web link (to the UNESDOC PDF once you have it – this can be added later)
- A list of any keywords (incl. countries) featured in particular
- A list of any special authors if relevant

Web: This information can be used as the basis of the web page featuring your publication.

Translation: Once finalized, you can submit this to the web team for translation. Make sure you have language versions which correspond to the region covered. If the publication is of particular relevance to a certain country, you should consider submitting it to the FO or National Commission concerned for translation into the relevant language.

2.2 EXECUTIVE SUMMARY

All publications should consider developing an Executive Summary to be included at the beginning of the publication. This need not be longer than 2 or 4 pages laid-out (~700-1200 words).

In cases where your budget is tight and the publication will not be printed nor translated, you could consider translating just the Executive Summary for web publication. You can also consider doing print outs for meetings or conferences. Make sure any-print outs include a QR code (see below).

2.3 KEY MESSAGES/ FACTS AND FIGURES

For publications wanting to reach a wider audience and the general public, consider drafting key messages or facts and figures (especially for data-heavy publications). These should remain in short, bullet points and avoid technical language. Again, these can be translated separately and printed on demand for meetings or conferences.

If you are planning a social media campaign, consider developing this information as an infographic.

2.4 POLICY RECOMMENDATIONS

If a publication is aiming to change policy or governmental responses to certain problems, the Programme Specialists should consider developing a short (eg. 4 page) document which highlights the policy recommendations from the publication in bullet points. These can be printed or translated as necessary for meetings or mail-outs to Ministries. Don't forget to include the cover of the publication and the QR code.

See the IIEP or OECD websites for some examples (this one from the IIEP):

http://www.iiep.unesco.org/fileadmin/user_upload/Research_Highlights_Emergencies/pdf/PB_RapidResponse.pdf

2.5 BLOG

Consider drafting an article or blog which raises some of the key messages or issues from your publication and submitting it to any well-known sites or blogs for publishing (referencing and including a link to your publication). This can also help generate debate and get feedback concerning your publication, especially from the development community and peers in your field of expertise.

2.6 LEAFLET

While leaflets are short and simple, they can still be demanding in terms of production time, so only develop one if you are sure you will have opportunities to distribute it. Distribution opportunities can include:

- Meetings or conferences
- Staff/Director/ADG missions
- Inserted in mail-outs of other publications
- E-distribution via a newsletter.

The Flyer should include: the cover image, contents, blurb, order form and QR code.

2.7 QR CODE (IT'S FREE!)

Any promotional material, Executive Summaries etc. should include a QR (or flash) code. This will bring people back to your website, and provide a means to which potential readers can easily find and download your publication. It is also a good way to include a web address in case you don't have a short URL for your page.

The QR code should link to the page which features the publication's information and NOT THE PDF directly.

DPI could allocate a team member who can act as an internal support service for the sectors, or organising a training session for all sector's web staff on how to generate QR codes. It is free and easy.

2.8 POWERPOINT PRESENTATION OR PREZI

A Powerpoint presentation or Prezi can be an effective and attractive way to present your publication's main findings. It is also essential if you are planning to organise launches or decentralize the organisation of launches in the Field. Where possible, keep the slides simple (containing only one or two key messages, images or graphs per slide) but provide speakers notes to help your colleagues prepare their presentations.

Make sure that you allow time for translation of the presentations either by your own services or by Field Offices.

BOX 3. Working with a communications specialist

Consider hiring a journalist or communications consultant can help you develop some of the above materials. This can be an excellent investment, as a well written summary with a good title can make the difference for media pick-up, success on social media, dissemination by partners, and so on.

UNESCO could consider creating a roster of specialized journalists or communications consultants who can assist Programme Specialists with this, and also ensure that they are involved sufficiently early in the publications processes to have an impact.

BOX 4. Best practice – Bangkok Office

UNESCO's Bangkok Office IKM unit runs as an internal support service to all Programme Specialists, providing support on production, including proof-readers, editors, web and media. They have hired a journalist who can assist in matters such as advising Programme Specialists on publications structure and flow, developing press materials and also ensure that media lists are up to date. IKM also helps run campaigns and organises launches. They rely on the Sector's publication's budgets. See also their Reporting system in Chapter 8.

2.9 PROMOTIONAL MATERIALS – CHECKLIST

Action	Who does what	Publications categories	Timeline	Cost	Check ✓
Blurb & basic information	Programme specialist, communications officer/specialist	1, 2, 3, 4	1-3 months before launch		
Executive Summary	Programme specialist, communications officer/specialist	1, 2 (3,4 optional)	1 month before launch		
Key messages/Facts & Figures	Programme specialist, communications officer/specialist	1, 2 (3,4 optional)	1 month before launch		
Policy recommendations	Programme specialist, communications officer/specialist	1, 2 (3,4 optional)	1 month before launch		
Blog	Programme specialist, communications officer/specialist	1, 2 (3,4 optional)	2-4 weeks before launch		
Leaflet	Programme specialist, communications officer/specialist	Optional	1-2 months before launch		
QR Code	Web officer	1, 2, 3, 4	As per comms materials	0	
Powerpoint presentation	Programme specialist, communications officer/specialist	1, 2 (3,4 optional)	2-4 weeks before launch		

CHAPTER 3 – DEVELOPING A PRESS STRATEGY

Getting press coverage for your report, or for some of the main messages of the Report, can be a powerful, cost-effective way to reach a broad audience, in particular the general public. However, depending on your publication, it can also be difficult to get journalists' attention. This section explores how to work with the Press office (DPI) to target mainstream, specialized and technical media.

3.1 CATEGORY 1 PUBLICATIONS – MAINSTREAM MEDIA

All of UNESCO's Category 1 publications will benefit from a press campaign to the mainstream media. Meetings will start with KMS and UNESCO's Press office up to nine months before the planned launch date. The report teams will need to produce a range of materials including the press release, executive summary, facts and figures, multimedia (photos, videos, b-roll and interviews). They will work with DPI to produce a press communiqué. This often involves months of work so the earlier the better in terms of planning. All these materials will be made available to journalists under embargo until the agreed launch date.

All material should be available in the six UN languages.

It is important to involve the Field Offices and National Commissions in the preparation of the launch events, as often these can be held effectively in the field. Make sure that you organise your launch so as not to clash with any other major organisational events.

As part of a General Press campaign, DPI will:

- Send out the press release to all major news outlets in all countries
- Carry out a phone campaign to selected journalists
- Publish the press release on UNESCO's website
- Feature the story on UNESCO's home page
- Where pertinent, organise press briefings to Paris-based journalists

BOX 5. Galley review and endorsements

In some cases, UNESCO could consider submitting a publication or review copy (non-corrected proofs for example) for review to journalists before launch via on-line specialised websites such as NetGalley (www.netgalley.com). DPI could help investigate the costs of these and transmit information to the Programme Specialists as necessary.

Consider also contacting eminent personalities or well-known journalists for endorsement of the publication or support for its messages. This takes time and you would have to start planning this at least 3-4 months before your production deadline. Should they agree, in some cases you may also have to provide draft language for the endorsement.

See the 2011 EFA Global Monitoring Report for some examples of endorsements:

<http://unesdoc.unesco.org/images/0019/001907/190743e.pdf>

3.2 CATEGORY 2 PUBLICATIONS – TWO OPTIONS

For Category 2 publications, two possible press options are available, either mainstream or specialized media campaign. Programme specialists should meet with the Press office to ascertain whether the publication's launch should follow a mainstream or specialized press route. Category 2 publications produced by **Field Offices** should contact UNESCO Publications in HQ for support in press and social media.

Before you meet with DPI, make sure you have prepared:

- A list of key messages (in the simplest, laymen terms possible)
- Any key facts and figures
- The names of any high-profile authors or contributors
- A list of what will be produced in what languages.

If you are not sure about your key messages or facts and figures, you should consider consulting a communications specialist or journalist to help you package the information in your publication for a wide audience.

Should DPI decide that the publication will attract the interest of the **mainstream media**, you will need to identify together what materials can be prepared in the six UN languages for the launch (see Category 1 publications in Section 3.1 above).

Should the **specialized media** option be chosen, the Programme Specialist will need to produce an Executive Summary (ideally three to four pages) or one to two pages of key messages or Facts and Figures in at least three languages or the languages of the region(s) covered in the Report. You can work with the Press office to draft the press release – DPI will organise its translation into the relevant languages.

BOX 6. Translation

It is important to ensure that you include the drafting and translation of Executive Summaries or key messages into your publications production process and not as an afterthought. In particular, allow time for the translation of your Executive Summary. Without these, it will be difficult to carry out an effective press campaign.

As part of a specialized press campaign, DPI will:

- Draw together a list of specialized press outlets based on the publication's topic and send them the press release
- Publish the press release on UNESCO's website

BOX 7. Field Offices

UNESCO Field Offices should work with their dedicated press officer or contact their cluster or regional office for press support. They should also contact the sector in HQ to give prior warning of any press releases or events so that HQ can, where possible, provide visibility on UNESCO's centralized web pages.

3.3 CATEGORY 3 AND 4 PUBLICATIONS – TECHNICAL PRESS

Category 3 and 4 publications will not be expected to prepare press materials for general or specialized press release, except for in a small number of cases. For those being developed in Field Offices, if in doubt (especially for publications with an ISBN) programme specialists should consult UNESCO Publishing in HQ.

Programme specialists could nevertheless consider sending a review copy to relevant journals or other outlets specialising in the area of expertise of the publication (this is a powerful way to reach a broad community of experts). The Press office should be able to provide a list of specialist outlets to programme specialists and advise the best way to contact, either by including contacts on an email blast or sending a review copy to the editor.

3.4 MONITORING PRESS COVERAGE

It is important to monitor the press coverage you receive for your publication. Section 3 provides a list of suggested metrics and ideas on how to measure coverage.

3.5 DEVELOPING A PRESS STRATEGY - CHECKLIST

Action	Who does what	Publications categories	Timeline	Cost	Check v
1. Identify which type of press you will target	Programme specialist, DPI	1,2	6-9 months for Cat 1 &2		
	Programme specialist	3,4	2-3 months for Cat 3&4		
2. Draft Press release	Programme specialist (+visa ADG) with DPI	1, 2	1-2 months before launch		
3. Translate Press Release	DPI	1,2	1-2 weeks before launch		
4. Draft and translate Exec Summary, Facts and Figures, Key Messages, etc.	Programme officer	1,2 (3,4 optional)	1-2 months before launch		
5. Identify and send copies to specialized press	DPI, Programme officer	3,4	At or just after launch		

CHAPTER 4 – WEB AND SOCIAL MEDIA

As an increasing number of publications will be released in electronic format only, it is important that each publication has a strong web presence which will be based on:

- a dedicated web page containing the key elements of each publication
- an e-dissemination strategy (comprised of direct email, web & social media)
- an effective back-end geared towards better search engine optimisation (SEO)

It is important to remember that simply placing a publication on your website, while important, is by no means a way to ensure that your publication will reach its target audience. A well-structured web presence needs to be accompanied by proactive communications.

4.1 WEB VISIBILITY (PROGRAMME PAGES)

As a basic minimum requirement, make sure that your publication has an attractive, user-friendly, dedicated web page containing all the basic information.

4.1.1 Dedicated web page

All publications should have a dedicated web page which contains a basic set of information including:

- Blurb
- Cover image
- Release date and ISBN
- List of authors
- Language versions
- Executive summaries
- TOC of breakdown of Chapters
- Links to other related UNESCO publications

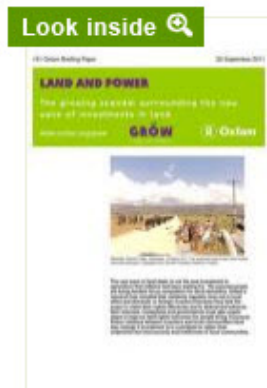
The aim of the dedicated web pages is to gain the reader's interest and provide a potential reader with the information necessary to decide whether or not he or she would wish to download the report or its Executive Summary.

There should be **no direct links to PDFs** from cover images on UNESCO's home, sector or section pages, as this means that the potential reader is not gaining any meta-information about the publication. Any links to PDFs should be either via a) the dedicated web page or b) the UNESDOC link to the bibliographic record. If you opt for option a), make sure to provide a UNESDOC link to the full text document.

The language on the website should be geared towards the general public (therefore jargon-free). For example, language versions should be clearly marked: English (and not EN), Français (and not FR), and so on.

Social media should be integrated into each publications page, so that readers can like and share a publication on Facebook, Twitter, Google+ and Linked in. See below an example from Oxfam:

Land and Power: The growing scandal surrounding the new wave of investments in land



51 pages

Authors

Zagema, Bertram

Publication date

22 Sep 2011

ISBN

971848149472

The new wave of land deals is not the new investment in agriculture that millions had been waiting for. The poorest people are being hardest hit as competition for land intensifies. Oxfam's research has revealed that residents regularly lose out to local elites and domestic or foreign investors because they lack the power to claim their rights effectively and to defend and advance their interests. Companies and governments must take urgent steps to improve land rights outcomes for people living in poverty. Power relations between investors and local communities must also change if investment is to contribute to rather than undermine the food security and livelihoods of local communities.

Keywords Land rights, Guatemala, Honduras, Indonesia, Peru, Sudan, Uganda



Downloads

BOX 8. Chapters, 'objects' and search engine optimisation (SEO)

International and specialized organisations such as the OECD are increasingly adding chapters, tables and graphs onto the web as individual sections or 'objects'. The aim of this is to create more opportunities to add specific metadata to each 'object', which in turns means that web search engines such as Google will have a greater chance of finding relevant parts of each publication.

UNESCO should consider moving to a system which will allow a publication to be broken down into chapters, tables and annexes, for example, including specific metadata for each chapter.

4.1.2 Sector's 'Publications' pages

Highlights : Sector's or Field Office 'Publications' pages should highlight one or two recent publications at the top of the web pages before the automatic search engine, with a link to more detailed information about each. See this example from CI:

UNESCO » Communication and Information » Themes » Freedom of expression » Publications

Freedom of expression

- Safety of Journalists
- Freedom of Information
- Professional Journalistic Standards and Code of Ethics
- Press Freedom
- Dialogue for peace
- Freedom of expression on the Internet
- Investigative Journalism
- Extrabudgetary Projects on Freedom of Expression

Publications

Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators



Written by Ross Howard, who teaches journalism at Langara College in Canada and is the President of the non-profit Media and Democracy Group, the Curriculum provides guidance to a better understanding of conflict and conflict resolution and the news media's role.

- Details and download

Freedom of connection, freedom of expression: the changing legal and regulatory ecology shaping the Internet

This report provides a new perspective on the social and political

RELATED INFO

PUBLICATION

- ▶ Freedom of conn- expression: the c regulatory ecolog
- ▶ More

NEWS

- ▶ News articles

THEMES AND

- ▶ World Press Free
- ▶ World Press Free

WEBSITES

- ▶ Universal Declare

Search function: Under the Publication's search function, the sector should provide some examples of language for the search (eg. 'climate change education' 'intangible heritage', 'groundwater reserves'). An automatic geographical search option should be added to each page.

See the Brookings Institute: <http://www.brookings.edu/about/press/browse>

4.2 UNESCO NEWS AND SOCIAL MEDIA

Social media is an effective means to reach the general public as well as some members of specialized communities. Category 1 publications are currently automatically publicised by UNESCO's central web news and social media services. However, Categories 2, 3 and 4 can also aim for greater visibility in UNESCO's news and social media, especially if their promotions strategy includes reaching the general public.

As mentioned above, UNESCO's individual publication's pages need to integrate an automatic social media sharing option:

Share this:

Facebook 35

Twitter 23

Google

LinkedIn

Tumblr

Email

4.2.1 What to prepare for central news services (Category 2)

If you would like Media services to publish an article featuring your Category 2 publication, you will need to provide them with at least:

- The blurb or abstract
- An executive summary
- A basic description of the who, what, why of your publication.

- A link to the publication's web page (and not the PDF)

This will allow Media services to ascertain whether or not they will be able to prepare an editorial/news piece on the publication.

4.2.2 What to prepare for social media

Programme specialists should expect that any messages or information concerning a publication will need to be translated into lay-terms, simplified and framed in a way that the general public will understand. In addition, to gain traction in social media, you will need to prepare:

- Photo(s) of the subject area, ideally putting a human face on the question (ie. a photo of someone affected by climate change and not a photo of a beach or forest). Photos of the authors could also be used where appropriate.
- If possible, a human interest story or concrete country example from the publication.
- The author should be available to record a short interview to explain the publication in lay language.
- An infographic (you can work with DPI to develop this). The cost is about US\$1000 per infographic and you should allocate about three working weeks to complete.

Category 3 and 4 publications may not get coverage on UNESCO's news pages or social media, but other options are available to reach the development community, experts or peers:

- Media services may be able to disseminate information concerning the publication via specialised on-line networks such as LinkedIn, Universities, Category 2 institutes and other professional networks;
- Field office social media pages may be able to disseminate information about publications in particular if it is of particular relevance to the region or countries covered by each. Make sure that you highlight if any countries or regions features in particular in your publication when you contact the field network.

BOX 9. On-line presence and networking

Media services and KMS should help you reach UNESCO's **LinkedIn** networks, but you should also consider posting information about your publication on your personal LinkedIn page or other community pages of which you are a member. Also encourage other members of your team to do so.

Why not also consider **Wikipedia**? Most students (and non-students) make this their first port of call for research and information. Consider including a reference to your publication on existing Wikipedia pages related to your topic, or creating a Wikipedia page for your programme or issue if it doesn't exist. Online guides are easily available on how to create and edit Wikipedia pages. This could be a good task for an Intern.

4.3 MULTIPLIER EFFECT - EXTERNAL PARTNERS

Don't forget to request any partner organisations, authors or co-editors to disseminate information about your publication on their social media channels. If possible, provide the relevant information and/or link before the launch 'under embargo', but after the launch can be effective as well.

To increase the chances of partners disseminating information, you can provide them with 'suggestions' for wording for both Facebook (two to three sentences maximum) or twitter (140 characters including a short link), the cover image or relevant photo and link to the publication's web page.

Do not directly provide the document in PDF to external partners, as this is a missed opportunity to bring people back to your website and to be able to measure the numbers of downloads.

BOX 10. *Field Offices' and Institutes' social media*

Field Offices with their own social media accounts (or offices attached to a Cluster or Regional office with their own accounts) will have more opportunities to promote a publication over a longer period of time.

Keep an eye out for best practice or good ideas to promote a publication on social media. This can include, for example, posting one key message, key fact or quote from a publication per day for the weeks after the launch, publicising launch events, etc.

See the 2014 "#Teacher Tuesday" campaign: <http://www.unesco.org/new/en/education/themes/leading-the-international-agenda/efareport/reports/2013/teachertuesday/>

4.4 WEB AND SOCIAL MEDIA - CHECKLIST

Action	Who does what	Publications categories	Timeline	Cost	Check ✓
Web visibility (programme pages)	Programme specialist, Sector web manager	1, 2, 3, 4	1-2 weeks before launch		
Publications pages	Sector web manager	1, 2, 3, 4			
Highlights and search engine	Sector web manager	1, 2, 3, 4			
Social media – preparation	Programme specialist (with communications advisor)	1, 2, (3, 4 optional)	1-2 weeks before launch		
Social media – on HQ central pages	Web and social media coordinator	1, 2	1-2 weeks before launch		
Social media – specialised networks	Social media coordinator	3, 4	1-2 weeks before launch		
LinkedIn and Wikipedia	Programme specialist	3, 4	At or after launch		
Contact external partners	Programme specialist	1, 2, 3, 4	1-2 weeks before launch		

5.1 LIST MANAGEMENT

Sectors/Units compiling distribution lists should start at the most basic level by ensuring that all programme staff contacts, experts or recent attendees of conferences, seminars and meetings have been included in distribution lists.

Most sectors seem to currently have their own lists for newsletters, managed in a variety of software ranging from Outlook to Constant Contact. While ideally UNESCO could develop an organisation-wide central list support service, it may be more realistic in the meantime to identify one key target audience beyond the usual UNESCO circles that you would like your publication reach that you have not done so already, for example:

- Teacher training institutes in developing countries
- Professors/academics in a particular field

There are several ways in which new contact lists could be developed:

- Sectors could allocate a small budget to compile or update lists, either in HQ or in the Field. All publications' budgets should allocate a small contribution to this in exchange for being able to define a particular audience and use the lists;
- Request National Commissions or Permanent Delegations to help provide contacts (this would probably need to be coordinated on an annual basis). National Commissions with more resources could also be asked to distribute to national networks;
- DPI could hire lists from specialised companies. As UNESCO does not 'own' these contacts, attention should be given to the messages sent to these contacts to create incentives for them to sign-up to UNESCO newsletters or UNESDOC@lerts.

BOX 11. Reaching the academic community

While not all UNESCO publications aim to reach an academic audience, a certain number are but are not getting reaching this audience. Some ways to address this could include:

- Ensure that copies of publications are sent for review from reputable journals in each field (the press office should be able to provide these contacts or you should build up your own based on your knowledge of a particular field). Be selective about what you send in this case so as not to be counter-productive.
- Consider disseminating your publication to relevant University courses for inclusion in the curriculum (eg. development studies, UN, heritage, etc.). DPI should help identify reputable lists which can be rented for this.
- Consider the nature of your publications. Depending on the target audience over a given period, is it better to produce 2 or 3 reports as "grey matter" or one academic article for publication in a peer reviewed journal?

5.2 E-DISTRIBUTION

As well as web presence and social media, most Sectors are currently using on-line newsletters to publicize publications.

Email blasts

Internal UNESCO: For Category 1 publications, UNESCO should send an email blasts to all organisational contacts (Staff, FO, Category 1 and 2 Institutes, Perm Dels, Nat Coms) a week or so before the launch and on the day of the launch. All contacts should be encouraged to: 1) transfer the information to their own networks and 2) ask their networks to also pass on the information. For Category 2 publications, sectors should do the same on a sector-wide basis (ie. to all Education Staff, Institutes, etc.). Programme specialists in particular in the field should be tasked to ensure that their respective web staff are informed and preparing to communicate. Category 3 and 4 publications should consider sending a dedicated email message to all contacts on the launch date, to announce the on-line availability of a publication.

External UNESCO: If your team or Sector will not be sending out a newsletter mentioning your publication (see below), consider sending out an email with key information about your publication to all relevant contacts.

Newsletters

- **Sector/Programme newsletters** – Publications should be announced in Newsletters in advance of their launch, at the time or just after the launch. Don't forget to ensure that the publication is also featured in the Sector-wide newsletters and those of Field Offices where appropriate.

Communication around the publication should be message- or issue-oriented. Try to avoid simply stating "UNESCO has just published..." but instead draft articles, news items or blogs which highlight an important or interesting issue featured in the publication (and including a link to the publication).

- **UNESDOC@lerts** are automatically sent out to all subscribers on a regular basis featuring any new additions to the organisation's database in their field of interest. While currently the format of these alerts could be improved to be more user-friendly, this has the potential to reach a wide, interested audience on a regular basis.

UNESCO should consider reviewing the format of the UNESDOC news alerts and a massive, organisation-wide sign up campaign (via social media, newsletters, automatic email-signatures, etc.)

BOX 12. Field Offices and Institutes should enter publications immediately into UNESDOC as it will help reach a wider audience and monitor downloads.

Emerging e-book platforms

Key UNESCO publications (or at least their Executive Summaries) should be developed as e-books and DPI could explore emerging e-book platforms in developing countries to leverage digital distribution platforms (eg. eKitabu in Sub-Saharan Africa).

5.3 PRINT DISTRIBUTION

UNESCO is currently reducing both the number of publications that are printed and the print-runs themselves, and most Sectors no longer automatically distribute print copies to Permanent Delegations or National Commissions. In the cases where printing is still going ahead, Sectors need to make an accurate as possible estimation of the numbers of copies needed to avoid paying future storage costs of stock that is not distributed.

UNESCO needs to clarify its position on the free distribution of printed versions of Sales publications.

Print-on-demand

In cases where the publication is not planned to be printed, Programme Specialists could consult with the Sector's Publication's officer or KMS to ascertain whether a small number of printed versions will not be necessary (for example, for ADG missions, meetings). In some cases, a small, digital print run should be considered.

Sectors and Programme Specialists should ensure that their graphic artists provide them with a light, web-appropriate PDF of the final version of the publication, as well as a heavier version for digital print runs in case there is an urgent request.

Decentralization to Field Offices

UNESCO could consider decentralizing the production and distribution of a certain number of publications per year to Regional or National Field Offices (to be allocated on an annual basis by the Publications Board) in order to benefit from local distribution networks to which HQ does not necessarily have access. This is particularly pertinent for Category 3 and 4 publications of relevance to certain regions.

Catalogues

On-line or print versions of catalogues can be an effective means to provide an overview of what publications are available per field of expertise. All sectors should consider producing annual or biennial publications catalogues which can be published on-line but also printed and made available at key events (eg. in conference folders) or sent to specialist, scientific communities.

See this example from the Natural Sciences sector:

<http://unesdoc.unesco.org/images/0022/002277/227753e.pdf>

5.4 DISTRIBUTION - CHECKLIST

Action	Who does what	Publications categories	Timeline	Cost	Check <input type="checkbox"/>
List management		1,2,3,4	1-2 months before launch		
Email blasts	Programme specialists, DPI, BFC	1,2,3,4	1-2 weeks before launch and at launch		
Newsletters	Programme specialists and sector/office	1,2,3,4	1-2 weeks before or after launch		

	communications				
UNESDOC entry	Sector?	1,2,3,4	At launch		
Print on demand	Programme officer	3,4			
Print distribution	Programme officer	1,2,3,4	At launch		
Catalogues	Sector/office communications	For all publications	Regular basis to be determined by sectors (eg. ½ yearly, yearly)		

CHAPTER 6 – LAUNCHES AND EVENTS

One of the most effective ways that UNESCO publications will reach new audiences and ensure greater impact is via proactive communications. While launches and events are an effective means to communicate around a publication, you can also consider other activities such as endorsements by well-known experts, image/youth competitions, partnerships and so on.

6.1 LAUNCHES AND IMPACT

While you are in the process of identifying a launch event (especially the where, when and who), make sure that you take careful consideration of its desired **impact**. Important questions to ask are: Who do you hope to reach? Will you reach a new audience? Will the launch event help you generate press coverage (and if so, is the day of the week, date and time appropriate for this)? Will you be able to get high-level presence if that is your goal?

Think carefully through these points and take advice from KMS and DPI, to ensure that your launch event gives you a strong return on your investment.

6.2 ORGANISING LAUNCHES

Category 1 publications should aim to organise several events with high-level attendance. Make sure that you allocate a small budget to decentralise to Field offices so that they can also organise launch events in turn. In the case of Category 2 publications, each sector should plan together with Field Offices to help them identify the priorities for the year so as not to stretch resources.

Launches in developing countries should aim to have Ministerial-level presence (this helps ensure good local media coverage and the attendance of other governmental staff), working with the National Commission. If a Minister is present, remember to obtain a copy of his or her speech and note any positive references to your publication or issues. This should be used in your visibility reporting.

Where appropriate, consider organising a launch activity in **partnership** with another UN agency or NGO. This can help reach new audiences and create more buy-in for a publication or its messages. Make sure you clarify roles and responsibilities of each partner at the beginning of the process.

Category 3 and 4 publications may not consider organising a high-level launch, but could organise a series of **seminars** in developing countries involving local stakeholders. This is a potentially cheaper way of discussing findings with the relevant networks and also providing feedback to the authors or programme specialists. You will still need a small budget for this (to cover room hire, coffee, secretarial staff, etc.).

BOX 13. Donors and Delegations

While your promotions strategy should aim to reach beyond UNESCO's existing networks and circles, it is important to ensure that you have adequately promoted your publication to your key donors and networks.

Consider:

- writing to your donors/Delegations/National Commissions to explain the main messages of the publication;
- inviting your key donors or their representatives to a presentation of the Report (especially for extrabudgetary programmes).

- Try to schedule a 5-10 minute presentation of your publication during the next Information meeting with Delegations, or during the next Executive Board.
- Prepare a flier for your publication and try to have it included in Conference packs in any up-coming donor or expert meetings.

BOX 14. Adapting to local contexts

HQ should be aware that often information sent to Field Offices for launches or press campaigns (especially for Category 1 and 2 publications) will need to be distilled, adapted and translated to the local context before further distribution.

Make sure that you allow Field Offices the time to do this by providing them with copies of publications under embargo before the launch date. Where possible, highlight for them the information/messages/facts and figures that could be of national or regional interest.

6.3 LAUNCHES AND EVENTS – CHECKLIST

Action	Who does what	Publications categories	Timeline	Cost	Check ✓
Launch planning	Programme specialists, DPI	1,2,3,4	9-6 months before launch		
Contact donors and delegations	Programme specialists, DPI, BFC	1,2,3,4	1-2 months before launch		
Materials sent to Field Offices	Programme specialists	1,2,3,4	2-4 weeks before launch		

SECTION 3 - POST-LAUNCH

CHAPTER 8 – EVALUATION AND METRICS

Monitoring, evaluation and reporting for publications about distribution, visibility and impact is an important part of the promotions and visibility process. While impact is notoriously difficult to define and measure, a minimum amount of feedback could provide useful lessons learned and also feed into the new promotions meetings to be held for staff. This is particularly pertinent for Category 2, 3 and 4 publications which will probably not feature in ERI's monthly reporting statements.

Reporting and feedback

The aim of any reporting and feedback should be to ascertain whether the identified target audience has been reached and if the publication's objectives have been met. It also provides valuable lessons for other colleagues or for your next publication.

Any publication should automatically complete and submit to their EO, Publications Officer or the Publications Board a minimum set of indicators that measure both the promotions activities carried out and their results.

Reporting could be in the form of a simple table (see example below). While this is centred on quantitative feedback, obviously qualitative analysis and evaluation is of equal importance and should also be provided.

Table: An example of measuring promotions activities and visibility/impact

Category	Activities carried out	Visibility/Impact Indicators
Press coverage		
HQ Media Advisory	Number sent via UNESCO Press	
HQ Press release	N° released in what languages	Number of articles in media (incl. N° major outlets)
FO Press release	N° released in what languages	
Social media		
HQ Facebook	N° posts	N° of likes and shares
HQ Twitter	N° tweets UNESCO HQ	N° RTs & approx. N° reached
FO Social media	N° posts/tweets UNESCO FO	N° likes/shares for FB, RTs & approx. N° reached
Web presence		
Web pages	News, In Focus, Flyer	Web page visits
Email blast	Y/N	N° contacts reached ¹
Newsletter	Y/N	N° contacts reached
Mentions/links in other pages		Links (via Google)
Launches		
Events, seminars, conferences	Y/N, how many	Attendees, Ministers, other organisational reps, experts, etc.

¹ Not all sectors are using software which allows to measure if newsletters are being opened or read.

Distribution		
Flyer	Produced Y/N	Distribution?
Publication print copies	Y/N	N° distribution, where, who?
PDF	Languages on-line	N° downloads in UNESDOC
Sales/Subscriptions		N° sales
Policy		
Policy influence	Influence in non-UNESCO arenas.	Key data or messages mentioned in: <ul style="list-style-type: none"> - Ministerial or other speeches - Academic journals or peer other publications. - UN resolutions - NGO campaigns. Citation (via Google scholar – this may not happen in a month) Messages ‘endorsed’ by other organisations.

Sectors and Field Offices should also consider a regular reporting system (every three to four months) to provide feedback to staff on publications visibility. The UNESCO Bangkok Office has developed the following (see below), but a more simple dashboard can also be developed in Excel or Powerpoint.

Example: Bangkok IKM monthly reporting

IKM MONITORING REPORT

January-March 2014, UNESCO Bangkok

During this first quarter of the year, UNESCO Bangkok initiated many outreach activities marking some of the most significant international days for the Organization, notably World Radio Day (13 February), International Mother Language Day (21 February), International Women's Day (8 March), World Poetry Day (21 March), International Nowruz Day (21 March) and World Water Day (22 March). The Office is planning to organize a Live Jazz concert in Bangkok to celebrate World Jazz Day (30 April) and has launched a youth poster competition for World Press Freedom Day (3 May) in cooperation with the Foreign Correspondents' Club of Thailand. IKM will continue providing opportunities for our audiences to actively participate in UNESCO's initiatives. We wish you a happy Songkran.

Social Media

Facebook (top 5 posts)

- 12,024 views**
International Mother Language Day infographic (22 February)
- 6,548 views**
UNESCO job recruitment (23 January)
- 4,120 views**
Bangkok Post Op-Ed: "Now you're talking my tongue" (21 February)
- 3,796 views**
Video: Staff of Mae Pae Community Learning Centre (8 January)
- 3,348 views**
World Press Freedom Day poster competition announcement (25 March)

12,801 Likes

Twitter

- 3,101 followers**
- 248 Tweets**

Recent Publication Views

- 1,374**
ICT Transforming Education: A Regional Guide
- 961**
Graduate Employability in Asia
- 762**
Practical Tips for Teaching Multigrade Classes
- 678**
Educational Neurosciences: More Problems Than Promise?
- 673**
Advocacy kit for promoting multilingual education: including the excluded

Most Viewed Publication

6,343
Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education

Publications Approved by the Publications Board

January 2014 session:

- Learning to Live Together in the Asia-Pacific Region (category 3)

February 2014 session :

- Education Microplanning Toolkit for Asia-Pacific (category 3)
- Transferable Skills in Technical and Vocational Education and Training: Policy Implications (category 3)
- Transforming Teaching and Learning in Asia-Pacific: What Pedagogies for the Future? (category 3)

WWW Bangkok Website # of Pageviews

Month	Pageviews
January	79,107
February	79,840
March	78,020

e-Newsletters

- e-Voices UNESCO in Asia and the Pacific (3,970 subscribers)
- Education Policy Matters! (1,059 subscribers)
- ICT in Education Announcement (6,641 subscribers)
- Multilingual Education (535 subscribers)
- Gender Wire (614 subscribers)

Videos

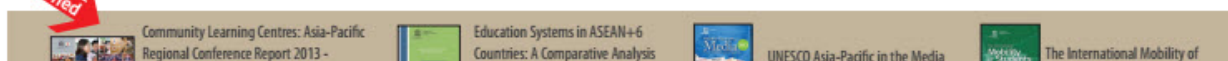
- Multilingual Education for Social Justice – From Coercive to Collaborative Relations of Power:
 - Part 1 - Introduction
 - Part 2 - Psycholinguistic Principles
 - Part 3 - Pedagogy for Empowerment
- Asia-Pacific Film/Article Contest "Skills for a Better Life"
 - Constructing houses together, fostering happiness together---Do what we can do now---
 - Learning Power
 - Learning Power (version 2)
 - We can do it
 - lium Community Awareness towards Students with Disabilities
- Sai Fah the Flood Fighter

Interviews Given

Gwang-Jo Kim
Director, UNESCO Bangkok Office

- Education in Pakistan and the region
PTV World, 8 February 2014

Just published



ANNEX I – SAMPLE BLURB INFORMATION FOR WEB

This is a basic example of what should be filled out for your web master or DPI and provided with the cover image:

Title	Rankings and Accountability in Higher Education: Uses and Misuses
Series	Education on the Move
Blurb	The growing impact of university rankings on public policy – and on students’ choices – has stirred controversy worldwide. This unique volume brings together the architects of university rankings and their critics to debate the uses and misuses of existing rankings. With voices from five continents, it provides a comprehensive overview of current thinking on the subject and sets out alternative approaches and complementary tools for a new era of transparent and informed use of higher education ranking tables.
Release date & ISBN	
Authors (if applicable)	P. T. M. Marope, P. J. Wells and E. Hazelkorn (Editors)
Keywords	Universities, Africa, higher education, ranking
N° pages	
Report available for download	English: http://unesdoc.unesco.org/images/0022/002207/220789e.pdf French:
Hard copy available	For sale through UNESCO Publishing (OR) Direct request to: programmeofficer@unesco.org
Executive Summary	English: French: Spanish: