



Help Make WACC and Communication for All More Visible!

We all want a world where truthful voices matter - open, honest, accessible and inclusive communication. To work towards this goal, we need to make such communication – and the issues about communication justice – more visible.

You can do this by sharing, liking, and promoting WACC's news, features, and commentaries – and making sure you tag WACC in your work so we can highlight what you are doing and saying! The added benefit is the more visible we are, the more members and financial support we will gain, strengthening our efforts overall!

What can you do?

1. On a regular basis:

- a. If you are on Facebook, “Like” WACC’s page: @WACCglobal. Look for WACC’s posts on your newsfeed and react, comment and/or share. Translate the post in your own language so that it reaches new audiences!
- b. If you are on Twitter, follow @waccglobal. Like and retweet WACC’s post, and tag @WACCglobal or #communicationrights on yours.
- c. If you are on Instagram, follow @waccglobal. Like and repost WACC’s post, and tag @waccglobal and the hashtags #wacc #communicationrights #ngo
- d. If you are on LinkedIn, follow WACC Global [https://www.linkedin.com/company/world-association-for-christian-communication-wacc-] and share our posts.
- e. Check out WACC’s website regularly, www.waccglobal.org. Add your voice to “Comment” – a short opinion piece on communication issues of the day which is uploaded regularly. Share the news on your social media platforms.
- f. Print and share at meetings and in your office WACC’s brochures: Communication makes all Rights possible and Communication makes Development possible available at <https://waccglobal.org/resources/>. Let us know if you would like the brochure template to develop another language version.

WACC also has a website for the Centre for Communication Rights (CCR): ccrvoices.org which is especially targeted to civil society organisations and human rights activists. You can follow CCR on Facebook (<https://www.facebook.com/ccrvoices>), Instagram (@ccrvoices), and Twitter (@ccrvoices).

The Global Media Monitoring Project also has communication channels for the worldwide network of gender and media advocates: a website (whomakesthenews.org), Twitter account (@whomakesthenews) and Facebook page: @Global.Media.Monitoring.Project

2. Take an active part in our Membership Campaign in 2021!

Our “Truthful Voices Matter” campaign will begin on World Radio Day (13 February) and culminate on International Women’s Day (8 March). In between these dates, we also have the World Day of Social Justice (20 February) and International Mother Language Day (21 February).

Remember – 100% of membership fees are returned to the Regional Association of that member, enabling the region to carry out WACC-related activities that address the critical issues you identify!

How to take part:

1. Adopt the WACC Facebook Frame- (available 12 February)
2. Make a short testimonial video! WACC is looking for 15-30 second videos where you answer one question, such as Why am I a WACC member? What do Communication Rights mean to me? Why is WACC’s work important?

Videos can be sent to msison@waccglobal.org or you can post them yourself and tag @WACCGlobal or #communicationrights

If you can’t make a video, send us a one paragraph statement, which can be turned into an infographic.

Testimonial videos tips

- Think in advance about what you will say and practice before recording so you can also time it.
 - Make it personal. You could connect it to something you have experienced or read about. [For example: "When our schools switched from classrooms to online learning, I could see how some children struggled to keep up because they had no access to the Internet. It has shown me once again how important WACC’s work is - to make sure that everyone has the access and ability to participate fully in society...."]
 - Speak naturally and look directly at the camera; don’t try to read a script.
 - Try to avoid NGO speak; it must use words everyone can understand.
 - Make sure the video is not wobbly. Either ask someone to take the video or set it someplace sturdy.
 - Make sure you record in a quiet but not echoey place, and that if recording with a phone, you record horizontally, not vertically.
3. Use the sample social media posts and other graphics available at <http://bit.ly/WACCcampaign> or make your own! Be sure to tag @WACCglobal or #communicationrights.