



# COMMITTEE ON WORLD FOOD SECURITY

**Forty-fifth Session**  
***"Making a Difference in Food Security and Nutrition"***

**Rome, Italy, 15-19 October 2018**

**COMMUNICATION STRATEGY 2020-2023**

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CFS 45



Committee on World Food Security  
Communication Strategy 2020 - 2023

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## 1. Introduction and background

The Committee on World Food Security (CFS) is the foremost inclusive international and intergovernmental platform for all stakeholders to work together to ensure food security and nutrition for all. The Committee reports to the UN General Assembly through the Economic and Social Council (ECOSOC) and to The Food and Agricultural Organization (FAO) Conference.

Using a multi-stakeholder, inclusive approach, CFS develops and endorses policy recommendations and guidance on a wide range of food security and nutrition topics. These are based on scientific and evidence-based reports provided by the High Level Panel of Experts on Food Security and Nutrition (HLPE) and/or through work supported technically by FAO, The International Fund for Agricultural Development (IFAD), World Food Programme (WFP), other representatives of the CFS Advisory Group, and food security and nutrition stakeholders. CFS holds an annual Plenary session usually every October in FAO, Rome, where Member Countries endorse the resulting policy recommendations. As of 2017 there are 126 Member Countries in the Committee. See [Annex 1](#) for a full list of CFS policy guidelines and recommendations endorsed since the Reform in 2009.

A [Communication Strategy](#) for the Committee was endorsed in 2013 and an [Update on Communication and Outreach](#) was given in 2014. Both the strategy and the update urged CFS stakeholders to take appropriate action to disseminate CFS policy guidelines and recommendations throughout their constituencies and be active in raising awareness of CFS and its work.

CFS has established a strong brand at the global level and its annual Plenary session is perceived as the global “hub” for food security and nutrition. During the life of the 2013 Communication Strategy, the CFS communication function has expanded to encompass a state of the art website giving easy access to background information on the Committee including all the endorsed policy guidelines and recommendations. Since the adoption of the Sustainable Development Goals (SDGs) in 2015, CFS policy work has been reviewed and aligned to the relevant goals. Supporting the Agenda 2030 for Sustainable Development has given added value to the work of the Committee and has strengthened its role in the food security and nutrition eco-system including in New York. Progress has also been made on the CFS social media presence that has active Twitter and Facebook accounts.

The 2017 [Independent Evaluation of CFS](#) found that while CFS was increasingly well known at the global level, both the Committee and its work were not well known at the regional or national levels. It noted that CFS communication efforts should be circular with information about CFS and its work being transmitted while information on uptake of CFS work with feedback on its efficacy being received. The Evaluation noted that “*Communication between Rome and other capitals was found to be problematic, and not all activities in the communication strategy could be implemented, due to a lack of funding*”. See [Annex 2](#) for the communication items covered in the Evaluation.

As part of the Implementation Report of the evaluation being presented to CFS 45 in 2018, it is reiterated that “*CFS members have primary responsibility for promoting CFS and the use and application of CFS policy guidelines and recommendations at all levels, working in collaboration with the Rome-based Agencies, other relevant UN bodies, CSM, PSM, CGIAR, philanthropic and financial institutions and other concerned actors.*” (see CFS 45 Evaluation Implementation Report). The Evaluation also recommended that CFS updates its 2013 Communication Strategy.

This updated version of the Strategy has been developed taking into account the findings, conclusions and recommendations of the Independent Evaluation as well as through consultation with CFS stakeholders. Another outcome of the Independent Evaluation is the development of a strategic four

year Multi-Year Programme of Work (MYPoW) which this updated Communication Strategy aligns to. During the course of the MYPoW the strategy will continually be reviewed and updated to take into account opportunities and technologies as they develop.

## 2. Communication Objectives and Key messages

The following communication objectives and key messages can be used when communicating about the work of the Committee.

### a) Generic communication objectives

- Position CFS as the foremost inclusive platform for all stakeholders to work together to ensure food security and nutrition for all
- Raise awareness of CFS policy guidelines and recommendations and the contributions they make to achieving the Agenda 2030 for Sustainable Development and achieving Zero Hunger
- Engage with the development community at large, including other UN agencies, on food security and nutrition issues
- Provide a timely and reliable source of information on lesson learned, case studies and best practices on food security and nutrition
- Hear back from those who have used or applied CFS policy guidelines or recommendations to find out how effective they were

### b) Specific Objectives for the Four Year MYPoW 2020-2023

The follow is extracted from the proposed four year MYPoW:

Three interlinked strategic objectives will help channel CFS energy and resources for the next 4-year MYPoW activities that respond to the needs of the food insecure and malnourished people and will contribute to achieving the CFS vision. CFS will support country-led implementation of the 2030 Agenda for Sustainable Development, focusing primarily on SDG2 and its linkages with other SDGs and targets relevant to food security and nutrition, guided by the following strategic objectives for MYPoW 2020-2023.

- Strategic Objective 1 - PLATFORM : Leverage the convening power as the foremost inclusive international and intergovernmental platform to discuss the FSN situation and coordinate collective action at all levels
- Strategic Objective 2 - POLICY : Develop voluntary global policy guidance for policy convergence and coherence to achieve food security and improve nutrition and promote the progressive realization of the right to adequate food
- Strategic Objective 3 - UPTAKE: Foster the uptake, follow - up and review, and sharing of experiences and best practices on the use and application of CFS products at all levels

### c) Generic Key Messages

- CFS is the foremost inclusive platform for all stakeholders to work together to achieve food security and nutrition for all
- All CFS policy work supports the Agenda 2030 for Sustainable Development and can help achieve the SDGs
- Applying the CFS policy recommendations and guidelines can support countries to achieve food security and nutrition for all

- CFS is THE hub of the food security and nutrition community

### 3. CFS Target Audiences



**Table 1: CFS Target Audiences**

As noted above and in the Evaluation Implementation Report, CFS should follow the principle that communication about CFS is the responsibility of all CFS Members and other stakeholders. Likewise the Evaluation Implementation Report included actions that could be taken by Members including participating in outreach. The Rome-based Agencies (RBAs), with their global networks, also play a key role in outreach as well as the other members of the Advisory Group. All CFS stakeholders are encouraged to reach out to their constituencies, networks and regions to raise awareness of CFS and its policy guidance and recommendations, and to hear feedback from them on their use. In this way the responsibility of communicating and profiling CFS especially at the regional and national levels is shared. The role of the CFS Secretariat is to support the communication efforts of all CFS stakeholders, subject to available resources.

### 4. Main Communication Channels

#### a) Annual Plenary Session

The CFS annual Plenary Session is usually held in FAO in October around World Food Day which is celebrated on 16 October. It represents the principle opportunity to communicate with, and hear from CFS Members, Participants and Observers and goes beyond the stakeholders who deal with CFS on a day to day basis (see Table 1). Information on the session such as the agenda and background documents is made available in advance on the CFS website in the six UN official languages. There is communication

between groups and constituencies to prepare their positions in advance and increasingly meetings and events are being scheduled in Rome during CFS to take advantage of the people attending.

The convening power of CFS is strong and the session is now seen by many as the most important event in the food security and nutrition calendar. It is an important opportunity to engage mainstream media. Through the FAO newsroom, and through other outreach channels, media are invited to cover the CFS session. Specific topics on the agenda, such as climate change or livestock, attract specialist media. In certain sessions a high profile personality that has been invited to participate or moderate has attracted media coverage as their presence is seen as an endorsement.

When funding has been available, the International Institute for Sustainable Development (IISD) has been contracted to provide independent summaries of the session which are posted on the CFS [Multimedia](#) section of the website.

The Annual Plenary Session can be broken down into the following components:

i. The Committee's Plenary Session

The agenda for the Committee's Plenary session is developed throughout the year by the CFS Bureau and Advisory Group supported by the Secretariat. The policy work of the Committee is developed by Open Ended Working Groups (OEWGs) which opens the work up to CFS Participants and Observers who may not be in the Advisory Group. CFS policy debates are often supported by the science and evidence based reports of the HLPE who also prepare background notes on critical and emerging issues to keep the Committee up to date.

One weakness is that despite the rise in attendance, there continues to be a perception that the CFS Plenary Session is a "talk shop" and not interesting. This was noted in the Independent Evaluation and in the Implementation Report there are suggestions to make Plenary more vibrant and lively. It is not intended that all these suggestions be implemented at the same time. Rather they are options that can be included as and when appropriate making sure there is enough time for the decisions that need to be taken during the session.

Another weakness is that while more people have been attending the annual session, the Evaluation did not find a correlation in the increase of awareness of CFS and the use and application of its policy work at the national and regional levels. Accordingly the Evaluation Implementation Report has emphasized that the responsibility of communicating about CFS lies with the Committee's Members, Participants and Observers.

ii. Side Events

Side Events are seen as one of the CFS success stories. In 2010, the year following the reform, there were seven side events. In 2017 there were 56. Some stakeholders believe that there are too many and that they have begun to distract from the Plenary Session. Other stakeholders believe that having plentiful Side Events on a wide variety of themes makes the CFS session more interesting. Competition for side event slots is very high. A number of important organizations in the field of food security and nutrition who are not closely involved with CFS often participate as organizers or panelists in CFS Side Events. This represents an important channel of communication. Many side event organizers invite media to cover their side event

and issue press releases which helps consolidate the Committee as a member of their network. In the 2017 post-session survey, 100% of those who responded considered having a side event at CFS a valuable channel for networking.

iii. Information Marketplace

Subject to the availability of the Atrium in FAO, an Information Marketplace is held allowing CFS stakeholders to display material related to food security and nutrition. The number of exhibitors depends on the space available but most exhibit requests can be accommodated. According to the survey of Information Marketplace organizers, this opportunity to display material and interact with CFS delegates is perceived to be of high value.

iv. Informal Networking Opportunities

A certain amount of delegate's time is spent on informal networking opportunities. The side event format promotes interaction something many delegates appreciate. Over the years relationships have built up between people who only meet at the CFS session.

b) CFS websites and social media presences

The CFS websites and social media presences follow branding guidelines to ensure consistent promotion of the Committee and its work. These branding guidelines are made available to stakeholders who wish to communicate about CFS.

i. Public website: [www.fao.org/cfs](http://www.fao.org/cfs)

The CFS public website is maintained by the Secretariat and is the primary point of reference for information on CFS. Most of the content is presented in the six official UN languages. The website runs under the Typo 3 platform which is supported by FAO.

All the policy guidelines and recommendations produced by the Committee since the Reform ([Annex 1](#)) have been converted to graphic format to make them more accessible and are easily available on website in all six UN languages and in Section 4 of the [Online Global Strategic Framework for Food Security and Nutrition \(GSF\)](#), which is the repository of all CFS policy work. The Evaluation noted that CFS policy recommendations would benefit from supporting material such as user guides and toolkits on how to implement them and that CFS stakeholders were well placed to develop such guides. Any such material that is developed can be included on the CFS website in original language.

Each year a dedicated page is prepared for the annual Plenary meeting which acts as the focal point for all information about the session and includes information both on the main Session and on the Side Events. The [Events](#) page is used to promote CFS intersessional events and any events that CFS is involved with. There is also a listing of [other events](#) related to food security and nutrition. A multimedia page lists CFS videos including video messages from the CFS Chair and other stakeholders, photos and past issues of newsletters. The ongoing work of the Committee is highlighted in the [Activities](#) pages which includes a document trail of the related CFS decisions.

While having a multi-lingual website is a strength, it also slows down the time needed to post new material as it needs to be translated by the FAO translators who are sometimes busy with other priorities. There are also cost implications. The website is continually evolving according to the needs of the Committee and developments in technology, subject to available resources.

ii. CFS Working Space: [www.fao.org/cfs/workingspace](http://www.fao.org/cfs/workingspace)

The Working Space is maintained in English only and is the repository of all the background information for CFS intersessional meetings. While some aspects of the Working Space, such as the mailing lists, are behind a login, documents for the OEWGs can be accessed without a login. For all intersessional meetings, the background documents for the meetings are made available on the Working Space usually two weeks in advance. No printed copies are provided in line with the CFS Greening initiative.

The current technology of the Working Space is outdated. Subject to available resources, the Secretariat plans to upgrade the CFS Working Space during the course of the MYPoW 2020-23 to improve its functionality.

iii. CFS HLPE Website: <http://www.fao.org/cfs/cfs-hlpe/en/>

The HLPE website is a repository of all the HLPE studies including Reports and Notes on Critical and Emerging Issues. It contains all the information related to the process with which the studies are performed (electronic consultations, inquiries, peer reviews, etc.), with links to all the public intermediate documents. The HLPE website also serves to promote and manage the Steering Committee and Project Team calls for candidatures and contains a news section where the latest news on the HLPE activities are posted.

Often, during the development of a report, the HLPE carries out electronic consultations via the [Global Forum on Food Security and Nutrition](http://www.fao.org/3/a/cfs-hlpe-en) (FSN Forum). The discussions reach out into technical communities and feed directly into the drafting of the reports.

iv. CFS Social Media Presences

The CFS Secretariat maintains active social media presences across several platforms including Twitter and Facebook. CFS uses social media accounts to raise awareness of its activities, policy recommendations and guidelines and to engage with a wide range of stakeholders on subjects related to food security and nutrition. They seek to provide accessible, credible, relevant, timely and understandable communication across its social media accounts.

Following a pilot blog on the website that focused mainly on the annual Plenary Session and Side Events, CFS now publishes through the blogging platform Medium. CFS has its own YouTube Channel and photos of CFS events are posted on Flickr through the FAO account.

For more information see [Annex 3 CFS Social Media Guide](#).

### c) CFS Mailing Lists

Email lists are maintained for the different stakeholder groups such as the Bureau, the Advisory Group and each of the OEWDs and are available behind a login on the Working Space. During the intersessional meetings tablets are circulated to track attendance and any new emails are added to the list. On a “When there’s news” basis, a newsletter is sent to the CFS general mailing list that has approximately 5,000 subscribers.

## 5. Activities and Campaigns

### a) Annual Plenary Session

Every year the annual global meeting of CFS is supported by a dedicated outreach campaign including media releases, a social media guide and other communication tools. These are shared with CFS stakeholders in advance of the session. The nature of communication opportunities is dependent on the topics on the agenda but wherever possible the technical communities who are following that specific topic are engaged and asked to promote CFS. Side Event organizers are encouraged to promote their own side events following the CFS branding guidelines. Information on the upcoming session including webcast links is published on the intranets of FAO, IFAD and WFP and intranet articles highlighting items of interest are published.

### b) Intersessional Events

Social media guides are developed for any intersessional events organized or co-organized by CFS and events that CFS participates in are promoted on social media.

Recommendation 11 of the Evaluation suggested that Members should facilitate outreach activities in their countries. For any such events that are organized, the CFS Secretariat can provide material such as short information briefs or a presentations which can also be used by any Advisory Group members for their promotion of CFS. The Secretariat can promote such events through the CFS social media presences.

### c) CFS Chairs Travels and Engagements

The CFS Chair is invited to a wide range of food security and nutrition-related events and activities all over the world. For each engagement a communication plan is prepared to ensure that as many opportunities are leveraged as possible. This might include meeting with representatives from Ministries, multistakeholder platforms, other members of the Advisory Group such as FAO, IFAD or WFP as well as other UN Agencies. In the event that the Chair is not able to attend, a video message is sent instead and included on the Multimedia page of the CFS website.

### d) Agenda 2030 for Sustainable Development and the Sustainable Development Goals

A major added value of the CFS policy recommendations and guidelines is that they support the Agenda 2030 for Sustainable Development. The SDGs that are supported by CFS policy work are clearly shown and all opportunities to showcase how CFS contributes to the global development agenda are maximized. Each year CFS makes a contribution to the High Level Political Forum (HLPF) in New York. The key messages in the CFS submission are used for communication and outreach including through social media.

e) [Global Strategic Framework for Food Security and Nutrition](#)

As the repository of all the policy work of CFS, the Secretariat runs an ongoing campaign to continually promote the GSF.

f) [Ongoing Engagement with the RBAs and other Advisory Group Members](#)

Leveraging the RBA network to raise awareness of CFS, particularly at country level, is seen as an important component of CFS outreach. There is a regular flow of information between the Joint CFS Secretariat and the RBA focal points, and this will continue.

Likewise leveraging the constituencies of the Advisory Group is important. During this communication strategy a focus will be put on creating cross links between the CFS website and the websites of those working in the same areas. This can either be at the generic level of food security and nutrition or at a specific technical level such as food losses and waste or sustainable fisheries.

g) [National or Regional Workshops or Fora on CFS work](#)

When funding has been available, the Secretariat has partnered with other stakeholders to hold workshops or fora at the regional or country level on CFS policy work. These include the [Forum on the Framework for Action for Food Security and Nutrition: Leaving No One Behind](#) held in Nairobi, Kenya in 2016 organized jointly with WFP and two workshops on Connecting Smallholders to Markets co-organized with FAO one in [Addis Ababa, Ethiopia](#) and one in [Abidjan, Cote D'Ivoire](#). These fora represent important opportunities to forms groups of people who are aware of CFS at country level. In some cases spontaneous “communities of practice” have been set up following a CFS workshop. These communities represent an important opportunity to hear back from those applying CFS policy work at the country level.

h) [Annual UN Days, Years, Decades and Themes including World Food Day](#)

The UN thematic days, weeks, decades, years and anniversaries issued by the Department for Public Information in New York are used as a basis for ad hoc communication where synergy can be found with the work of CFS. This could either be the policy recommendations on a particular theme or subject or an HLPE report. In particular, areas mentioned in the Evaluation as needing more coverage such as gender, indigenous peoples and youth will be covered where such opportunities arise. Communication during the Decade of Action on Nutrition 2016-2025 will be ongoing and ways for CFS to be involved in World Food Day will be explored. Any newly arising days or themes that relate to CFS will also be included during the life of this strategy.

i) [CFS Champions](#)

CFS stakeholders should continually try to attract champions of CFS – people who can assist in raising the profile of the Committee. Recording short videos of champions speaking about CFS are encouraged and can be expedited through the CFS Secretariat. These are very useful for promoting CFS through social media and can be included in the CFS Multimedia page.

j) [Lesson Sharing and Best Practices](#)

As part of Plenary and intersessional events including Global Thematic Events, CFS puts out calls for lessons and best practices related to CFS policy guidelines or recommendations or other food security and nutrition related topics. These calls are often expedited by the [FSN Forum](#). Both the issuing of the call and the responses represent an outreach opportunity. During the course of the MYPoW 2020-2023

the Secretariat will explore ways of displaying the various case studies that have been received on the CFS website in original language, subject to resource availability.

The nonprofit world often relies on stories to support messaging. Lesson sharing and best practice sessions offer good opportunities for stories related to the work of CFS that can be used for outreach.

## 6. Budget, Monitoring and the Annual Communication Plan

The activities included in this strategy are covered by existing resources unless otherwise indicated. Any extension of the current campaigns or activities may require further budget contributions.

Limited resources makes regular monitoring and evaluation of communication activities a challenge. The main Key Performance Indicators used are provided through the Google Analytics Platform and relate to web traffic. Likewise the growth of the CFS social media outreach is also monitored.

The number of physical copies of CFS policy recommendations and HLPE reports distributed is tracked including through the Information Marketplace during Plenary week.

Each year an Annual Communication Plan running from January through December is developed. This takes into account the themes and topics under development as well as any other topical opportunities such as events or campaigns that may arise during the period. It also includes a media plan for the Plenary session. Other media outreach opportunities are continuously explored and any coverage is promoted through the CFS social media channels.

## Annex 1: CFS Policy Guidelines and Recommendations

### TENURE OF RESOURCES

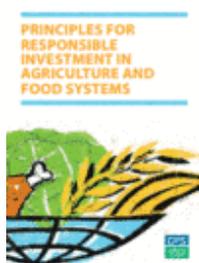


[Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security \(VGGT\) \(2012\)](#)



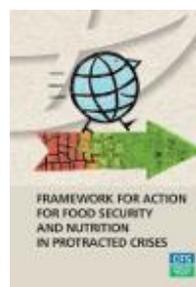
[Land tenure and international investments in agriculture \(2011\)](#)

### RESPONSIBLE INVESTMENT



[Principles for Responsible Investment in Agriculture and Food Systems \(CFS-RAI\) \(2014\)](#)

### PROTRACTED CRISES



[Framework for Action for Food Security and Nutrition in Protracted Crises \(CFS-FFA\) \(2015\)](#)

### SMALLHOLDERS



[Connecting Smallholders to Markets \(2016\)](#)



[Investing in Smallholder Agriculture for Food Security and Nutrition \(2013\)](#)



[How to Increase Food Security and Smallholder Sensitive Investments in Agriculture \(2011\)](#)

## SUSTAINABLE AGRICULTURE AND FISHERIES



[Sustainable forestry for food security and nutrition](#) (2017)



[Sustainable Agricultural Development for Food Security and Nutrition: What Roles for Livestock?](#) (2016)



[Sustainable Fisheries and Aquaculture for Food Security and Nutrition](#) (2014)

## WATER



[Water for Food Security and Nutrition](#) (2015)

## FOOD LOSSES AND WASTE



[Food Losses and Waste in the Context of Sustainable Food Systems](#) (2014)

## BIOFUELS



[Biofuels and Food Security](#) (2013)

## SOCIAL PROTECTION



[Social Protection for Food Security and Nutrition](#) (2012)

## CLIMATE CHANGE



[Food Security and Climate Change](#) (2012)

## GENDER



[Gender, Food Security and Nutrition](#) (2011)

## PRICE VOLATILITY



[Price Volatility and Food Security](#) (2011)

## Annex 2: Outcomes of the Independent Evaluation of CFS: Communication

The [Independent Evaluation of CFS](#) covered the period from 2009 to 2017 and includes the following references to communication and outreach:

*ES20. The communication and outreach efforts yielded mixed results. There was awareness of the Committee at the global level, but low levels of awareness at the country level. Communication between Rome and other capitals was found to be problematic, and not all activities in the communication strategy could be implemented, due to a lack of funding.*

*266 Conclusion 10: The Committee has not been effective in its communication and outreach, as it is largely unknown at the country level. The Civil Society Mechanism and the Private Sector Mechanism promote the Committee and raise awareness of products and decisions, among their constituencies. The gap lies in the communication between delegations in Rome and ministries at the country level, and the extent to which the RBAs have (or have not) included the CFS policy outcomes into their programmes and work at the country level.*

*267 Conclusion 11: The Committee ultimately has little control over the extent to which its policy products and recommendations are used and applied, although it can proactively seek to influence the use and application of these. The effective use and application of CFS policy products and recommendations require that countries be supported with strategies and tools, as well as practical guidance to adapt CFS products to the country context. The development and deployment of these, however, fall outside the mandate of the Committee, and it is up to the Rome-Based Agencies, and other development partners, as well the CSM and PSM to develop strategies and tools for the use and application of CFS policy products and recommendations. The VGGT was a good example of strategies and tools developed to aid the use and application of a policy product. However, this was not the case with other products and recommendations.*

*Recommendation 7 [ref: Conclusions 10 &11]: The Committee on World Food Security is an intergovernmental committee within the United Nations system, and it is the CFS Members who ultimately bear the duty of ensuring that the Committee delivers on its mandate. In this regard, there are a number of actions that CFS Members can take to improve the functioning of the CFS:*

- i. CFS Members should review the flow of information to and from their capitals and address gaps to ensure that, among other things, CFS products and recommendations reach the relevant ministries.*
- ii. CFS Members should advocate for the use and application of CFS products and recommendations in their respective countries, according to their needs and priorities.*
- iii. CFS Members should, where feasible, contribute in cash or in kind to the resources of the Committee.*

*Recommendation 11 [ref: Conclusion 10]: CFS should adopt the principle that communication about CFS is the responsibility of all CFS Members and Participants, supported by the communication function in the CFS Secretariat. Consideration should be given to having Bureau Members facilitate an outreach activity in the respective regions. This will spread the responsibility of communicating and profiling CFS at regional levels. Non-Bureau members should be requested to facilitate an outreach activity in their respective countries. The CFS Secretariat can assist by developing short information briefs, including a standardized presentation on CFS. These information briefs can be used by members of the Advisory Group in their outreach activities, should they need the assistance. The Rome-Based Agencies have a critical role to play in the dissemination and application of CFS policy products and recommendations at country level, and the Committee through the Bureau should request them to intensify their communication efforts.*

## Annex 3: CFS Social Media Guide

### Tone of voice and style

CFS social media communication is professional, yet friendly and accessible. Contributors to CFS social media are expected to:

- Use pictures, videos and other visual content (e.g. infographics) to attract users' attention
- Communicate in a conversational, approachable and engaging tone, being expressive when appropriate (e.g. "Great news!"), using inclusive language (us, we, you) and minimizing jargon
- Be informative and factual
- Find opportunities to naturally build engagement, for example by asking questions and responding to comments
- Respect the organization, colleagues, and stakeholders and refrain from discussing confidential topics, internal matters and/or sharing proprietary information.

### Active accounts and their uses

*Twitter:* [@UN\\_CFS](https://twitter.com/UN_CFS)

The average Twitter follower is between 25-34 years old, English-speaking and working in a professional role.

Where appropriate CFS uses hashtags to aggregate and organize posts. All CFS-organized events carry a hashtag such as #CFS44, #CFS43, #CFS4Nutrition. All event hashtags should be previously agreed with the CFS Secretariat and the creation of new hashtags should be avoided.

CFS also engages in and contribute to online conversations by using well-established hashtags such as #foodsecurity, #nutrition and others. When appropriate or available, retweeting other accounts is strongly encouraged. Auto-referencing CFS accounts is not allowed. If possible, use the native retweets.

*Facebook:* [facebook.com/UNCFS/](https://facebook.com/UNCFS/)

The Facebook audience is between 18-34 years and mostly English-speaking. 75% are from developing countries with 51% of from South and South-east Asia.

CFS follows the same approach on its Facebook account as for Twitter but with longer postings. CFS strives to use Facebook best practices such as:

- Including videos, photos and other visual material in each post
- Including relevant mentions when appropriate
- Using the native link functionality
- Using targeted posts when possible

The use of paid Facebook advertisements could be considered around events and Plenary session subject to resource availability.

*Medium:* [@UN\\_CFS](https://medium.com/@UN_CFS)

CFS uses the blogging platform Medium to reach out to a wide audience publishing timely articles posted during international days and on CFS policy recommendations and guidelines.

The Secretariat proposes to use Medium as the only blog for the Committee, gradually reposting the best and most read articles on the self-hosted blog on the CFS website on Medium.

#### *Flickr: FAO News*

CFS shares the FAO Flickr account where photos of Plenary, Side Events and intersessional events are posted. The FAO photo unit, who take the photos, upload them into dedicated CFS folders. CFS Side Event photos are one of the most visited sections of the FAO Flickr presence.

#### *YouTube: FAO Video*

As with Flickr, CFS shares the FAO YouTube account where it has its own channel. Usually CFS videos are produced by the FAO video unit and uploaded to YouTube by the FAO Social Media team.

#### *LinkedIn*

CFS is piloting using LinkedIn Groups – communities of professionals in the same industry or role – to engage in discussions on food security and nutrition. In line with FAO rules, there is no corporate page for CFS. Accordingly the LinkedIn accounts of CFS Secretariat members are being used. The content of posts reflects the views and opinions of the authors and not necessarily those of the Committee.

#### *Legal considerations and risk management*

- CFS does not share on social media anything that is being discussed “behind closed doors” such as during invitation-only meetings and open-ended working groups. Work still under progress is also not discussed on social media.
- All material used in social media, including pictures and videos, should be properly cited. Exercise caution with regards to copyrighted materials and legal conclusions.
- Contributors to CFS social media should ensure that social media passwords are secure and not shared with anyone outside the Secretariat. In case of security threats or attacks (e.g. Spam, phishing attacks), the passwords should be immediately changed.

Any incorrect or inappropriate posts and comments should be removed as soon as they are identified. If a negative posts on CFS is found on social media:

- If it is offensive, a rant, rage, or satirical in nature, monitor for relevant information and comments, but do not engage in a conversation.
- If it is misguided (e.g. erroneous facts in posts), respond respectfully correcting the mistakes.
- If it is an “unhappy customer”, posting the result of a negative experience, rectify the situation, respond and act upon a reasonable solution.