



INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION

GLOBAL ADVOCACY CAMPAIGN

FOR

OPEN, FLEXIBLE & DISTANCE LEARNING



COMMUNICATION GUIDELINES

Background

To find out more about the **ICDE Global Advocacy Campaign (GAC)**, please visit the dedicated campaign website [here](#).

This document provides the guidelines for communication related to the ICDE GAC, in order to ensure a coherent branding of the campaign globally. The Communication Guidelines serves as an easy-to-read checklist for all communication outputs from the campaign - across all Task Forces.

Guidelines

The following checklist provides information on what to remember when communicating about the ICDE GAC on Social Media, websites, in news outlets (internal/external), and presentations:

- **Tag ICDE:** When posting on Social Media, always remember to tag ICDE. This will increase visibility of the campaign. You can find us on [Facebook](#), [Twitter](#) and [LinkedIn](#).
- **#ICDEAdvocacy:** The campaign has an official hashtag ([#ICDEAdvocacy](#)). Always use this hashtag when posting on Social Media, and include your regional hashtag (i.e. #Asia / #LatinAmerica / etc.) This ensures visibility for the campaign.
- **Website banner:** ICDE have developed a [Website banner](#) for the campaign. This is to be used if you create a website dedicated to the ICDE GAC, and can be used in documents.
- **Advocacy Toolkit:** ICDE has developed an [Advocacy Toolkit](#), which will be updated continuously. The materials in the can be translated into your local/national/regional language to better tailor your campaign.
- **Presentations:** When giving a presentation of the ICDE GAC, please use the official [PowerPoint template](#) developed for the campaign.

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Empowering members to achieve the potential of Open, Flexible and Distance Learning