

## Communications Plan for Organizations Pre-Selected from the Second Call FP2030 – Share-Net

**Objective:** To ensure clear, coherent and effective communication of the activities, achievements and outputs generated by the selected organizations, promoting the vision and objectives of FP2030 and ShareNet, and increasing the visibility of the second fund.

### Pillars of the Communications Plan:

#### 1. Visual Identity and use of the logo headband:

- a. All communications (digital, print, or audiovisual) must include the official FP2030 and Share-Net Colombia logo ribbon (attached).
  - i. With the exception of Guatemala, where the Save the Children logo will be omitted.
- b. The headband must appear visible and respect the brand guides, ensuring that the colors, sizes and positions are maintained without alterations.
- c. FP2030 and Share-Net will provide the corresponding headband and user manuals with each organization.

#### 2. Present an organized plan

Each organization must create an organized communications plan to optimize the visibility and dissemination of the project.

#### 3. Authenticity and representation of the organization

FP2030 and Share-Net Colombia encourages all organizations to maintain their own identity and organizational values in each communication.

### Suggestions for the Communication Plan:

**Communication Products:** The selected organizations must develop and disseminate communication products aligned with the funded activities. Some suggestions include:

- **Social media posts:** Monthly posts highlighting breakthroughs, impact stories, or key events. These posts can collaborate with @fp2030lachub on Instagram and must always include the official logo headband.
- **Stories of change:** Create short articles or videos that highlight success stories or key testimonials, showing the concrete impact of the initiatives.
- **Events or webinars:** Promote virtual or face-to-face events through digital materials, ensuring the use of the official ribbon and highlighting regional collaborations.

**Communications Calendar:** Each organization could present a clear and detailed schedule that includes the following dates:

- **Launch of activities:** Specific dates for the official start of the funded actions.
- **Content Publishing:** A plan that specifies when and what type of content will be shared.
- **Important events:** Key dates for webinars, conferences, or community activities, relevant to highlighting your projects.

**Monitoring and Evaluation:** To ensure the impact and transparency of communication actions, organizations may include a report with the monitoring process at the mid- and end-of-project that focuses on communications and includes:

- **Key metrics:** Data on the reach, interactions, views, and other impact indicators of posts
- **Screenshots of posts:** Visual evidence of the activities disseminated (photos of in-person events)
- **Links to digital content:** Direct access to shared publications, articles and videos.

FP2030 and Share-Net will consolidate these reports to assess the scope and effectiveness of joint communication.

### **Conclusion:**

We want your communications plan to be a strategic tool that enhances the visibility of your organization and project, ensuring that every action reflects the commitment to the values of FP2030 and Share-Net. By being strategic in the application of these guidelines, we seek to maximize the impact of their initiatives, strengthen regional alliances, and give greater visibility to their efforts in family planning and reproductive health. Creating your communications plan will not only ensure transparency and effectiveness but will also position your organization as a leader in innovative solutions within this crucial sector and give you visibility globally.

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