



# Communication Strategy of the Mountain Partnership 2022-2025

## 1. Introduction

This communication strategy was developed by the Mountain Partnership Secretariat (MPS) to provide a framework to support the activities of the Mountain Partnership (MP), in line with the 2022-2025 priorities defined in the advocacy strategy and governance document. The current strategy builds on the previous one referring to 2018-2021.

Since its inception, the MPS has facilitated knowledge sharing and collaborative action among MP members. The Secretariat, in consultation with members, has developed a powerful brand and visual identity, a website, a monthly newsletter in English, a brochure in four languages, social media channels, videos, technical publications, databases, policy and issues briefs, United Nations (UN) reports and other materials. It has also developed guidelines for news stories to be published on the website, a social media guide as well as brand guidelines (see Annex 2).

This communication strategy sets out objectives, key audiences and target groups, including specific messages, tools and activities, all aimed at maximizing the impact of the communication efforts of the MP. The strategy builds synergies and aims to contribute to existing communication strategies and platforms of different members. It is meant to help MP members and others that are interested in mountain issues to navigate through the various MP communication channels by finding them all in one place.

In addition, MPS communication plans are devised yearly according to the priorities set by the Steering Committee and MP members, and in coordination with the advocacy strategy and its priorities. International Mountain Day (IMD) communication plans are devised yearly as well as in collaboration with the Food and Agriculture Organization of the United Nations (FAO)'s corporate communication team.

## 2. Communication goals and objectives

The overall goal of this communication strategy is to strengthen the MP by promoting a collective voice and outreach to promote sustainable mountain development (SMD). The strategy aims to achieve this goal through:

1. utilizing several communication tools that are available to all members of the MP; and
2. by encouraging members to utilize the MP channels and key messages for simultaneously promoting their work and raising global awareness and attention to mountain issues.

The external and internal communications objectives that the MP aims to achieve through the communication strategy are as follows:

### External communication objectives

- Ensure attention to mountains by mobilising the MP constituency and building on their respective strengths;
- Expand outreach to new audiences not already working on or involved in addressing mountain-related issues(e.g. social and environmental activists, youth, artists, musicians, fashion designers, athletes, indigenous people, etc.) to engage them in supporting the mountain cause;



- 41 • Maintain the MP's position as the key UN voluntary alliance in which members work  
42 together for the improvement of mountain peoples' lives and the protection of mountain  
43 environments;
- 44 • Inform policy-makers and civil society with evidence-based information to build  
45 commitment and support for national strategies and programmes, policies and laws that aim  
46 to sustainably develop mountain areas, in close conjunction with advocacy efforts;
- 47 • Build awareness about the importance of sustainable mountain development, empower  
48 mountain peoples and enhance the conservation and sustainable use of mountain  
49 ecosystems to mark the International Year of Sustainable Mountain Development 2022;
- 50 • Raise awareness for and inform about mountain-specific issues of priority at UN events,  
51 relevant fora, regional events and on International Mountain Day (11 December), among  
52 others;
- 53 • Build awareness among existing and potential resource partners of the activities of the MP  
54 to consolidate and increase financial support;
- 55 • Foster synergy, coordination and collaboration with other actors, networks and initiatives  
56 concerned with mountains or other topics related to sustainable development;
- 57 • Share lessons learned, incorporate and promote indigenous, local knowledge and new  
58 scientific knowledge and promote good practices that can assist in the strengthening of  
59 sustainable development and the resilience of mountains and mountain peoples to issues  
60 such as food insecurity, climate change and the effects of globalization; and
- 61 • Promote and share the communication and outreach activities of MP members that are  
62 consistent with the MP's SMD messaging, and
- 63 • Increase media coverage of the MP and its initiatives.

#### 64 **Internal communication objectives (among MP members) facilitated by the MPS**

- 65 • Develop and coordinate knowledge and science based consistent messages to promote  
66 SMD;
- 67 • Ensure MP members access to the information they need to communicate and advocate at  
68 global, regional and local level as well as to information about the Partnership's activities;
- 69 • Strengthen the MP communication network, share the communication products of MP  
70 members, and facilitate the exchange of knowledge within the Partnership so to build  
71 synergies and avoid duplication and overlap;
- 72 • Promote key messages and a standardized visual identity to be used in all communication  
73 channels of the MP; and
- 74 • Provide visibility to the resource partners supporting the MP and the MPS.

#### 75 **3. Target audiences**

- 76 • MP members
- 77 • Policy-makers
- 78 • UN Conventions negotiators and delegates
- 79 • Governments
- 80 • Civil society
- 81 • Scientific and technical community
- 82 • Media
- 83 • Private sector
- 84 • Youth and students
- 85 • Donors



- 86
- Beneficiaries, e.g. mountain people

87 **4. Key messages**

88 Mountain Partnership members should disseminate key messages that have been developed by the  
89 MPS in collaboration with MP members, that can be tailored according to audience and used in  
90 speeches, events, posters, media interviews, etc. The MPS updates key messages regularly with new  
91 data with the support of MP members. The emphasis should be on global issues that affect  
92 mountain communities and environments, such as food security, livelihoods, climate change, water  
93 and biodiversity issues. Key messages are also issued annually for International Mountain Day based  
94 around that year's specific theme. Attention can be called to mountains at events that do not strictly  
95 pertain to mountains by choosing strategic key messages and entry points.

96 **Examples of key messaging:**

- 97 • Mountains cover about 27 percent of the earth's land area.
- 98 • Mountains are home to 15 percent of the world's population (1.1 billion people); over 90  
99 percent of whom live in developing countries.
- 100 • 62 percent of mountain people live in rural areas, where agricultural production is mainly  
101 carried out by smallholder family farmers and pastoralists.
- 102 • 1 in 2 rural mountain people in developing countries are at risk of hunger and malnutrition.
- 103 • Mountains host about half of the world's biodiversity hotspots and 30 percent of all Key  
104 Biodiversity Areas, as well as vital genetic resources for locally adapted crops and livestock.
- 105 • Mountains attract about 15-20 percent of global tourism.
- 106 • Mountains provide crucial goods and services, such as water, food and energy, for all  
107 humanity.
- 108 • Mountains provide up to 60- 80 percent of the world's freshwater resources for domestic,  
109 agricultural and industrial consumption.
- 110 • Climate change is melting glaciers and threatening mountain communities and  
111 environments.
- 112 • Mountain areas have some of the highest migration rates worldwide.
- 113 • Mountains require policies and investments so they can continue to provide global goods  
114 and services.
- 115 • In mountain areas, agriculture and food production are key economic and development  
116 drivers, both through alleviation of food insecurity and their potential for generating income  
117 and employment, as well as their links with tourism and niche markets.

118 **5. Tools, activities and services**

119 Over the past few years, the MPS has successfully expanded its reach by employing the use of social  
120 media in addition to traditional media to improve the reach and efficacy of communication activities.  
121 The MPS Communication Team can count on the Food and Agriculture Organization of the United  
122 Nations (FAO) corporate communication team's strong support for corporate activities and events  
123 and capitalize on their large networks and followers.

124 The following tools are made available to all MP members to convey the messages and activities of  
125 the MP:

126 **Websites** – The [MP website](#) is managed by the MPS, with editorial contributions from MP  
127 members. It has centres on news, events, priorities, activities, needs and contact details of MP  
128 members. It aims to constantly build its public reach and disseminate mountain-related news even



129 further. It is currently in English. The MPS also manages the pages for the SMD training programmes  
130 [IPROMO](#) and [GROW](#) as well as the website for [International Mountain Day](#) (in three languages),  
131 where activities, messages and information materials are posted.

132 **Social Media** – The MPS maintains seven strategically selected social media channels – a  
133 [blog on Exposure](#), [Facebook page](#), [Flickr photo account](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) – to  
134 promote the activities of the MPS and MP members, increase awareness of mountain issues, and  
135 interact with MP members and the greater public in a fast-paced fashion. The MPS also manages  
136 two Facebook groups – [Youth for Mountains](#) and [International Mountain Day Event Organizers](#) – and  
137 encourages the members of these groups to engage with each other. The MPS can also count on  
138 FAO Forestry’s official Twitter account and FAO’s official corporate social media channels for the  
139 dissemination of key messages.

140 MP members are encouraged to create social media accounts if they do not already have  
141 them, to engage with the official MP social media channels and to provide content to the MPS for  
142 these channels. Regular usage of the MP’s official hashtag [#MountainsMatter](#) where appropriate is  
143 also highly encouraged.

144 **Peak to Peak** – The [MP newsletter](#) allows for the monthly delivery of a round-up of MP news  
145 and events to the inboxes of MP members and a greater network, called “Friends of the MP”. It  
146 reports regional and member information submitted by MP members to the MPS as well as “closed”  
147 meetings and other endeavours that are pertinent to SMD, especially when they could be replicated  
148 in other regions. Peak to Peak is managed by the MPS.

149 **Email listservs** – The MPS uses three email lists. One is for MP members as a whole who are  
150 regularly sent targeted messages that pertain to them or are not intended for the general public.  
151 The MPS also maintains and uses lists for “Friends of the MP” and IPROMO alumni. The MPS are the  
152 moderators of these listservs and therefore must approve any messages sent to them. All MP  
153 members are invited to send the MPS content for distributing through the listservs.

154 **Publications** – A wide range of publications written by MP members document in-depth  
155 knowledge on various subjects related to SMD and are made available for public consultation on the  
156 MP website as well as on members’ websites. The MP publication archive is available [online here](#)  
157 and provides links to members’ publication repositories. In addition, the MPS produces ad hoc  
158 publications in collaboration with key members.

159 **Information sheets** – [Information sheets](#) in six languages for IMD are produced yearly by the  
160 MPS as well as information sheets on key topics (e.g. Post-2020 Biodiversity Framework, sustainable  
161 food systems, etc.).

162 **MP brochure** – The MPS regularly produces a [brochure](#) in English, French, Russian and  
163 Spanish, showcasing its pillars of work plus global and regional activities. The brochure is available  
164 digitally on the MP website, and physical copies can be requested from the MPS.

165 **Videos** – When financial resources are available, the MPS produces videos, both long  
166 versions and social media ones about the MP and IMD to advance SMD messages and showcase  
167 specific programmes and initiatives. MP members are encouraged to produce videos about their  
168 projects and to share these with the MPS for disseminating via the MP’s various channels.

169 **Resource mobilization proposals** – Regular proposals are produced by the MPS and support  
170 is available on request. More information is available [here](#) on the MP website.



171           **Presentations and speeches** – PowerPoint [presentations](#) and PowerPoint templates created  
172 by the MPS can be requested and adapted by MP members according to need and audience.  
173 Speeches are produced and tailored for specific events, and the MPS can provide MP members  
174 assistance on these when requested.

175           **Mountain Partnership Goodwill Ambassadors** – To inspire goodwill toward improving the  
176 quality of life and sustaining healthy environments in the world’s mountain regions, and in line with  
177 the MP advocacy strategy, MP members nominate well-known personalities to champion the  
178 champion the cause of SMD. Currently, the MP has six [Goodwill Ambassadors](#): Ludovico Einaudi,  
179 Arjun Gupta, Reinhold Messner, Jake Norton, His Holiness Drikung Kyabgön Chetsang and Mira Rai.

## 180 **6. Monitoring and evaluation**

181 The quality and success of the implementation of the communication plan should be measured and  
182 audited to monitor progress and what to improve. Currently, [Google Analytics](#) and other reporting  
183 tools are used to track the reach of MPS communication products and channels, including the MP  
184 and IMD websites, social media and Peak to Peak, and audiences’ engagement with them. These  
185 analytics are regularly presented at the annual or biannual Steering Committees. The SC may  
186 propose other methods of evaluating and the specific pieces of information to collect to assess the  
187 quality and success of the communication plan.



188 **Annexes:**

- 189 1. News guidelines
- 190 2. Brand guidelines
- 191 3. Social media guidelines



192 **Annex 1: News guidelines**

193  
194 Web news stories should not exceed 500 words and be accompanied by at least one photo.

195 The MP shares information about sustainable mountain development, so news stories must be  
196 centered on mountain communities and/or environments and be as timely as possible.

197 **Headlines**

- 198
- Have a limit of 50 characters with spaces (no abbreviations or acronyms)
  - 199 • Must have the word mountains or name of a mountain or mountain range
  - 200 • Should have an action verb in the present tense
  - 201 • Establish geographic location – region, country, mountain range

202 **News structure**

203 The first sentence of the news should be about the latest development and ideally include:

- 204
- who (name of MP member, if applicable)
  - 205 • what the action/development is
  - 206 • when, the day the news occurred (please try to submit news as early as possible)
  - 207 • where – town/city and country
  - 208 • how and why, if possible but those can also be explained further down in the story

209 Quotes are a great way to make the story more interesting and add perspective. In a story of 500  
210 words, one or two quotes suffice; three should not be exceeded.

211 All stories end with a 'read more' link to another website, so writers should provide a website where  
212 readers can find either the same (originally published) article or more information than what was  
213 provided in the story. One link is enough.

214 **Byline**

215 Articles can be signed by an individual or by an organization, if preferable. Members of the Mountain  
216 Partnership should be sure to include the name of their organization in the news itself as well as in  
217 the byline at the end of the article.

218 **Photos**

219 Images should always be high quality - resolution 300 dpi is best but less is acceptable. Multiple  
220 photos are appreciated and will be used on Facebook and Flickr. Please be sure to provide the name  
221 of the photographer. All photos published by the MP website are subject to a granting of copyright  
222 through the signing of a FAO photo permission form.



## 223 **Annex 2: Brand guidelines**

### 224 **Use of the Mountain Partnership Brand**

225 An activity or initiative can be labeled as being implemented within the MP if the following criteria  
226 are met:

- 227 • at least two MP partners are involved in or contribute to the initiative; and
- 228 • the initiative is clearly related to SMD and contributes to the MP mission and objectives.

229 It is important that all initiatives which are being implemented under the MP logo are  
230 reported to the MPS in order to ensure proper communication to the entire membership.

231

### 232 **Visual Guidelines**

233 Our external/internal audiences recognize MP as a strong, self-standing, distinct brand. By  
234 using the same logo, typefaces, slogans and colours to share our key message, we convey a  
235 cohesive and consistent message, which makes our individual voices stronger.

### 236 **Name in English / French / Spanish:**

237 Mountain Partnership / Alianza para las Montañas / Partenariat de la montagne

### 238 **Tag line in English / French / Spanish:**

239 Working together for mountain peoples and environments /

240 Œuvrer ensemble pour les populations et les environnements de montagne /

241 Trabajando juntos por los pueblos y el ambiente de las montañas

### 242 **Logo**

243 The Mountain Partnership logo features four green mountain peaks surmounted by black brush  
244 strokes.

245 MP members are invited to use the MP [logo](#), which can also be placed on members' websites or  
246 used when organizing an event or initiative to promote SMD with at least one other MP member.

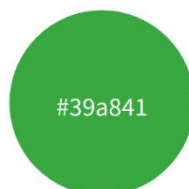
### 247 **Mountain Partnership Secretariat brand guidelines**

248



**Aa**  
Header  
OPTI  
Champion  
Bold

Aa  
Calibri







Mountain Partnership

249

**International Mountain Day Brand Guideline:**



**Aa**

Header  
OPTI  
Champion  
Bold

Aa

Body  
Source Sans  
Pro



250



## 251 **Annex 3: Social media guidelines**

252 Social media is a powerful tool for communications and outreach. In addition, it is a fast and low-  
253 cost way to quickly share information with a large audience. The MP uses [Facebook](#), [Twitter](#),  
254 [Instagram](#), [Flickr](#) and FAO's [YouTube](#) to share news, event announcements and relevant information  
255 about its members and sustainable mountain development. The MPS encourages MP members to  
256 utilize social media in their communication as well as explore the latest features of the various social  
257 media platforms. For example, TikTok is an emerging platform that can be used to make short videos  
258 to reach younger audiences, and reels and IGTV are a new video feature of Instagram that members  
259 can also use to communicate messages to followers.

260 The official hashtag used by the MP is *#MountainsMatter* and the handle is @UNmountains.

### 261 **Twitter**

262 How often to post:

- 263 • Connecting with MP members via Twitter is a daily activity. This platform is used for:  
264 promoting MP events, initiatives, calls for studies/action, MP member content, retweeting  
265 when tagged, and more.
- 266 • Keeping track of Twitter impressions / hashtag analytics is important to measure the MP's  
267 social performance. Using Twitter's analytics function allows us to measure how our  
268 audience reacts to the content that the MPS shares.

269 Content:

- 270 • Content featured via the MP's official Twitter consists of: MP member news stories  
271 published on the MP website, event promotion, advocacy, and key mountain messages.

### 272 **Facebook**

273 How often to post:

- 274 • To stay present and visible on Facebook, the MPS publishes at least one post per day,  
275 maximum two posts per day.
- 276 • The MPS maintains monthly analytics of the MP's page, accounting for the number of  
277 followers, size of post reach, number of people engaged and the page's star rating. Based on  
278 these analytics, the MPS adjusts what and when it shares content.

279 Content:

- 280 • Facebook content should be varied. It is important to publish a mixture of photos, videos,  
281 links and articles to keep audiences engaged.
- 282 • Facebook posts are meant to be short and colloquial, avoiding overly technical language or  
283 acronyms, and to link to further information. The recommended length of text for a  
284 Facebook post is 40 characters.
- 285 • When referring to another organization in a post, tag the organization's page, if possible. To  
286 tag the MP's Facebook page, write: @MountainPartnership

### 287 **Instagram**



288 How often to post:

- 289 • Engage daily with MP members, like, comment and share their content. Share images, short  
290 social media videos, IG stories and feed posts weekly.
- 291 • Connect with and follow MP members.

292 Content:

- 293 • Content is based around the following: promotion of upcoming events, International  
294 Mountain Day content, UN International Days content, quizzes on mountains, Mountain  
295 Partnership Products Initiative, and sharing MP members' content.
- 296 • The goal of the MP Instagram is to engage our audience and gain reactions via likes,  
297 comments and shares to amplify outreach efforts.

### 298 **Flickr**

299 The MP shares photos of mountains, mountain peoples and MP events on its [Flickr](#). Members are  
300 welcome to submit photos to the MPS to be shared on the Flickr. Photos should be of good quality  
301 (high resolution, at least 300 dpi, in jpg format) and can be sent to the MPS at  
302 [mountains.mps@gmail.com](mailto:mountains.mps@gmail.com).

303 Anyone may request to use photos from the MP Flickr for non-commercial use by contacting the  
304 MPS. Appropriate attribution should be provided, including the name of the photographer. All  
305 photos published by the MP website are subject to a granting of copyright through the signing of a  
306 FAO photo permission form.

### 307 **YouTube**

308 The Mountain Partnership produces short videos about sustainable mountain development and  
309 International Mountain Day and publishes these on [FAO's official YouTube account](#). Members are  
310 welcome to share these videos on social media and tag the Mountain Partnership's accounts to be  
311 reposted.