



# PR AND MEDIA STRATEGY

# ABOUT NGO ACDC

Advocacy Center for Democratic Culture (ACDC) is a Kosovo-based non-profit organization, established in 2011. with an agenda: to fight for human rights, rule of law, democracy and an open, tolerant and peaceful society in Kosovo and the region, create policy recommendations to local and central level government and contribute to Belgrade - Pristina dialogue process.

## **Vision**

Mitrovica, a safe place where accountable institutions and strong civil society cooperate in developing a democratic culture, where there is an appreciation for diversity and opportunity for citizens to make choices.

## **Mission**

Local civil society organization that identifies and promotes the interests of citizens and Kosovo society itself through project activities and advocacy, as well as strengthening civil society against accountable institutions.

This comprehensive strategy outlines ACDC's approach to effectively communicate its vision, mission, and values, as well as its strategic goals, initiatives, and achievements to diverse target audiences. As a non-governmental organization founded with a passion for promoting civil activism, strengthening democratic culture, and fostering interethnic collaboration, ACDC strives to create an inclusive society where no one is discriminated against based on age, gender, social status, ethnicity, or religion.

This strategy aims to elaborate necessary tools and techniques ACDC uses to engage and connect with stakeholders, including local and international media, civil society organizations, governments, citizens, young individuals, donors, academic institutions, international organizations, and local communities in the North of Kosovo. By utilizing innovative and tailored approaches, ACDC endeavors to enhance its visibility, credibility, and impact, ultimately contributing to positive societal image and sustainable democratic development.

Through this PR and media strategy, ACDC seeks to showcase its unwavering commitment to advocating for government transparency, promoting citizen mobilization, and implementing programs that address the needs of all communities in Kosovo. By effectively managing human and technological resources, optimizing resource allocation, and focusing on youth empowerment, ACDC aims to position itself as a leading example of an organization that drives positive change in the Mitrovica region and beyond.

ACDC seeks to strengthen its connections with stakeholders, foster a culture of active citizenship, and contribute to building a society where difference is embraced, and equal rights are upheld for everyone.

# TARGET AUDIENCE

**Local and International Media:** The PR and media strategy should focus on building strong relationships with local and international media outlets. This includes TV channels, online media, and radio stations. ACDC will regularly send press releases and newsletters to highlight its activities, events, and achievements. The organization will also organize press conferences, public discussions and media briefings to provide journalists with in-depth information and access to key personnel. Engaging with media influencers and providing them with exclusive content could amplify ACDC's messages and increase media coverage.

**Civil Society Organizations:** ACDC will actively engage with other civil society organizations that share similar goals and values. The strategy will grasp activities such as involve attending networking events, conferences, and workshops to establish connections and collaborations. ACDC will seek opportunities to co-host events and projects with other organizations, creating a platform for joint advocacy and increased visibility when possible. Regular communication through newsletters or forums will help foster a sense of community and strengthen the overall impact of their collective efforts.

**Local and Central Governments:** ACDC's media strategy includes targeted communication with local and central government authorities. This will involve engaging in regular meetings with officials, submitting policy recommendations, and participating in public consultations. ACDC will leverage media channels to highlight successful partnerships and cooperation with government institutions. The organization will continue to advocate for transparency and accountability by monitoring and reporting on government actions and initiatives.

**Citizens in Mitrovica Region and All-around Kosovo:** To reach citizens effectively, ACDC will utilize various communication channels. This includes social media platforms, community events and educational programs. The organization will focus on creating relatable and engaging content that addresses the needs and concerns of citizens. Using local languages and cultural references can help resonate with the target audience. ACDC will also encourage citizen participation through surveys, polls, and online discussions.

**Young People:** Given ACDC's focus on youth empowerment, the media strategy will also prioritize platforms that are popular among young people, such as social media (Instagram, Facebook, Twitter, and YouTube), podcasts, and youth-oriented websites. ACDC will organize youth-centered events, workshops, and competitions to encourage active participation and engagement. Leveraging youth influencers and ambassadors can help spread ACDC's messages to a wider audience of young individuals.

# TARGET AUDIENCE

**Donors and Funding Organizations:** ACDC's media strategy includes targeted outreach to potential donors and funding organizations. This involves creating informative materials, such as brochures or presentations, highlighting the organization's impact and success stories. ACDC will also host donor-focused events to showcase its projects and programs. Regular updates and reports on the utilization of funds can help build trust and transparency with donors.

**Academic and Educational Institutions:** To engage with academic and educational institutions, ACDC will organize workshops, seminars, and guest lectures on topics related to democratic culture, human rights, and civic activism. The organization can create collaboration with universities and schools to incorporate ACDC's initiatives into the curriculum or offer internship opportunities for students. Creating educational resources, such as e-books or webinars, can also be beneficial in reaching this audience.

**International Organizations:** The media strategy will focus on establishing and maintaining relationships with international organizations. ACDC will actively participate in conferences, forums, and events organized by these entities. Collaborating on joint projects and sharing success stories can enhance ACDC's reputation and credibility on the international stage. Utilizing social media and digital platforms to connect with global audiences can also be advantageous.

**Local Communities in the North of Kosovo:** ACDC will tailor its communication to resonate with the specific needs and concerns of local communities in the North of Kosovo. This includes organizing community-driven events, providing information in local languages, and partnering with community leaders and influencers. ACDC can also use radio and local newspapers to reach audiences in these regions effectively.

**Stakeholders Involved in Fighting Corruption and Promoting Transparency:** ACDC's media strategy involves active engagement with stakeholders working on similar issues. This includes collaborating with anti-corruption agencies, legal experts, and transparency advocacy groups. ACDC can share insights, research findings, and best practices to contribute to broader anti-corruption efforts. Building partnerships and coalitions can amplify the collective impact of all stakeholders involved in the fight against corruption.

Overall, ACDC's PR and media strategy will be multifaceted, with tailored approaches to each target audience. The key is to leverage various communication channels, build strong relationships, and consistently share compelling and relevant content to achieve their advocacy goals effectively.

## COMMUNICATION CHANNELS



## **Traditional Media:**

**Television:** Television remains a powerful medium, especially for reaching policy makers and the general public. It offers broad reach, and also conveys credibility and professionalism. Interviews, talk shows, and news coverage can help showcase NGO ACDC's projects and advocacy efforts to a broad audience.

**Radio:** Radio is an accessible medium for reaching community members, especially in rural areas. Guest appearances and community radio shows can be effective in spreading key messages and engaging with local populations.

**Articles and Op-Eds:** Print media is still influential for engaging with policy makers, civil society leaders, and educated readers. Op-eds, feature articles, and press releases can highlight the organization's initiatives and impact.

## **Online Media:**

This type of media allows for real-time updates, interactivity, and engagement with diverse audiences. It is cost-effective and easily shareable.

**NGO Website:** A well-designed and informative website serves as a hub for sharing updates, success stories, reports, and upcoming events. It allows for easy access to information about NGO ACDC's mission and activities for all audiences.

**Social Media Platforms:** Social media offers a direct and interactive way to engage with the target audience. NGO ACDC uses Facebook, Twitter, Instagram, and YouTube to share real-time updates, multimedia content, and engage in conversations with stakeholders.

**Blogs and Online Articles:** Publishing blog posts on the website or contributing to reputable online platforms allows NGO ACDC to share in-depth insights, expert opinions, and stories that resonate with specific target audiences.

## **Events and Workshops:**

**Workshops and Seminars:** Organizing workshops and seminars involving policy makers, civil society leaders, and community members creates a direct platform for dialogue, capacity building, and networking. It also facilitates face-to-face engagement and builds personal connections with stakeholders.

**Public Rallies and Campaign Events:** Public rallies and events can attract media coverage, amplify key messages, and mobilize the public and policy makers around specific issues.

## **Collaborations and Partnerships:**

**Joint Campaigns with Other NGOs:** Partnering with other NGOs on joint campaigns can pool resources and amplify messages, reaching a broader audience and enhancing impact.

**Media Partnerships:** Collaborating with media outlets on public service announcements, special features, or coverage of events can enhance visibility and credibility.

## **Newsletters and Media Pitching:**

**Newsletters:** Newsletter is a tool to inform media outlets and general public about significant developments, reports, or events related to NGO ACDC's work. They give you direct access to your audience's inbox, enabling you to share engaging content and drive traffic to your website.

**Media Pitching:** Tailored pitches to journalists and media outlets can result in feature stories, interviews, or op-eds that highlight the organization's initiatives and key messages.





AACDC is utilizing the social media platforms that align with its goals and target audience. It focuses on the platforms where the primary and secondary audiences are most active. Those are Facebook, Twitter, Instagram, and YouTube.

## **Posting Frequency:**

Establish a consistent posting schedule for each platform. The frequency may vary based on the platform and the type of content being shared.

-  Facebook: 3-5 posts per week
-  Twitter: Multiple tweets per day
-  Instagram: 3-4 posts per week
-  YouTube: At least one video per month

## **Content Themes:**

Diversify content themes to keep the audience engaged. Examples of content themes include:

**Success Stories:** Share stories of beneficiaries and the impact of NGO ACDC's projects.

**Infographics and Data:** Present statistics and research findings in visually appealing formats.

**Expert Opinions:** Feature insights from NGO ACDC's team members or external experts on relevant topics.

**Behind-the-Scenes:** Offer a glimpse into the organization's activities, events, and daily work.

**Calls to Action:** Encourage the audience to support campaigns, sign petitions, or attend events.

**Current Affairs:** Connect NGO ACDC's work to ongoing social and political events.

## **Visual Content:**

Use high-quality and engaging visual content, including images, videos, and infographics. Visuals are more likely to capture attention and increase social media engagement.

## **Engagement Strategies:**

Encourage audience participation and engagement with the following strategies:

**Respond Promptly:** Respond to comments, messages, and mentions in a timely manner to foster a two-way conversation with the audience.

**Ask Questions:** Pose questions in posts to prompt discussions and gather feedback from the audience.

**User-Generated Content:** Encourage followers to share their experiences or opinions related to NGO ACDC's work and reshare the best content.

**Hashtags:** Use relevant and branded hashtags to increase discoverability and join larger conversations.

**Collaborations:** Collaborate with influencers or other organizations to reach new audiences and amplify messages.

## **Monitoring and Analysis:**

Regularly monitor social media analytics to assess the performance of posts, content themes, and engagement strategies. Identify trends and adapt the social media plan accordingly for optimal results.

## **Consistency Across Platforms:**

Maintaining consistency across social media platforms is crucial for brand identity and message coherence. Ensure that NGO ACDC's visual elements, tone, and key messages align across all platforms. This consistency reinforces the organization's credibility and helps the audience recognize and connect with NGO ACDC easily.

## **Cross-Promotion:**

Leverage different social media platforms to cross-promote content. For example, use Instagram Stories to promote a new YouTube video or share Twitter threads on Facebook. This approach allows the organization to reach different segments of its audience and increase overall engagement.

By implementing this social media strategy and ensuring consistency across platforms, NGO ACDC can effectively engage its target audience, raise awareness about its initiatives, and foster a vibrant online community of supporters and advocates for its causes.



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