



***Communicating Equality: Social media for equality bodies***  
**Terms of Reference to develop a training module on social media for Equality Bodies**  
**Deadline: Friday 8 May 2016**

**1. EQUINET – the European Network of Equality Bodies**

Equinet is the European Network of Equality Bodies, a membership organisation bringing together **45 equality bodies from 33 European countries** including all EU Member States.

National Equality Bodies are **public institutions** established by law to **promote equality and combat discrimination**, on grounds including gender and gender identity, racial or ethnic origin, disability, age, sexual orientation, religion or belief and other grounds.

Equinet promotes equality in Europe through supporting and enabling the work of national equality bodies. It supports equality bodies to be independent and effective as valuable catalysts for more equal societies.

More information about equality bodies are is available on the [Equinet website](#).

**2. OBJECTIVES**

In collaboration with Equinet, you will develop a **training module** on social media use for equality body staff working in communication, consisting of a manual and training session.

It will provide expert advice that **improves advanced social media use by equality bodies**, while delivering practical advice for successful **social media campaigns**.

The training module will also look at how to deal with the challenges of communicating values, particularly **how to handle interactive communication** on equality bodies' social media channels, without limiting the right to freedom of speech.

**Expected outputs:**

1. **One training session with approximately 15 participants** from members equality bodies trained in relation to social media for equality bodies (duration 1 ½ days).
2. A comprehensive **training manual on social media for equality bodies** that can be used for future training sessions and made available to our members.



### **3. BACKGROUND & CONTEXT**

All equality bodies seek to achieve positive change in society, by investigating complaints, following the implementation of the legal and institutional framework for equality, and actively promoting equal treatment and tolerance. In order to maximize the effect of this work, an equality body needs to raise its public profile, which it does by consistently and strategically reminding people of its existence, accessibility, effectiveness, independence and reliability.

An equality body's activities to seek a public profile are generally directed toward awareness campaigns, events to promote equality and non-discrimination, publications (guidelines, codes of conduct, toolkits, brochures etc.) and lately through the most important social media (Facebook, Twitter, Youtube). According to the Equinet Report [\*The Public Profile of Equality Bodies\*](#), written by members of the Working Group on Communication Strategies and Practices, **at present just over half of Equinet members use one form of social media or another as an integral part of the promotion of their work.**

Well organized and consistent social media engagement is important, either to communicate publicly or to exchange information with specific groups (e.g. twitter for journalists or stakeholders to know a report has been issued, Facebook for promoting the work of the equality body and for sharing articles on related issues). However, dialogue can sometimes be difficult, such as providing answers, or avoiding disputes on the web. Furthermore, considering the increasing phenomenon of hate speech online, and the extensive discussion regarding the right to freedom of speech, the regular monitoring of content on social media channels is becoming more and more complex.

### **4. EXPECTATIONS AND NEEDS OF EQUINET MEMBERS**

Equinet members have different needs and expectations in their work in general, due to their various mandates, the size and capacity of the organization, and the national context in which they work. This also affects their social media work. Equality bodies who are short on human resources might decide to avoid using social media, for example, or else to concentrate all of their efforts on the tool that is most used in their country (eg. Twitter over Facebook or vice versa).

In the context of this training, **we will focus on the needs of those bodies that use social media on a regular basis, and who have the intention of (or have already) carried out social media campaigns to promote awareness of the equality body itself, or a given area of discrimination.**

These equality bodies' staff members are interested in learning **how to improve the reach and impact of their work**, using social media as a means of dissemination to a broad public, both to improve knowledge about their organisations, as well as the



grounds of discrimination on which they work. They would like to **identify how to be the important opinion leader in the discussion that concerns the values and rights** that they are promoting in social media and **evaluate the success of their campaigns**. They would like to know **how to deal with hateful comments** on their social media pages in an efficient and effective way such as **counter hatespeech, keeping in mind readers' rights to freedom of speech**.

## **5. TRAINING MODULE**

The training module will be developed **in cooperation between the contractor/expert and the Equinet Secretariat**. It will **target the staff of equality bodies who have experience** in using social media, but who are willing to improve their knowledge and skills. The training module will cover the following topics (*to be further discussed with the contractor*):

- **How to build, engage and manage an audience?**
  - Finding and reaching your audience online
  - Growing your numbers of followers and fans
  - Creating appropriate content on the right channels at the right time
  - Engaging your audience and getting them to take action
  - Becoming an opinion leader and maintaining this position
  - Dealing successfully with hateful comments, especially through counter hatespeech
  
- **How to develop successful social media campaigns?**
  - Tools for successful campaigns – use & costs
  - Analysing and improving your online campaign tactics
  - Examples of campaigns by equality bodies
  - Dealing with challenges encountered by equality bodies (reaching different audiences etc)
  - Tips on pitfalls to avoid when developing campaigns

The training module will be made available to our members **on the Equinet website**. It will include evaluations of social media campaigns carried out by our members, which will be put together through the work of the Working Group on Communication Strategies and Practices, with the support of the Equinet Secretariat in consultation with the contractor/selected expert.



## **6. TRAINING SESSION**

The training session is expected to be held in autumn 2016. The date and location will be decided in agreement with the trainer and the Working Group on Communication, as the next WG meeting may be held in conjunction with this training session. The training event will be open to **approximately 15 participants** from Equinet Members' staff and will be expected to be largely facilitated by the selected Contractor / expert.

The training will take a very **practical, hands-on** approach and will provide participants with concrete tools to improve their skills and knowledge of social media (main focus on Facebook and Twitter). Ideally, **short plenary sessions** could be followed by **practical exercises** in small working groups.

Some space should also be left to **Equinet members** to provide more specific inputs related to the experience of equality bodies and social media. It is expected that experts from equality bodies with a strong experience in social media will contribute to the design and parts of the facilitation of the training, predominantly through the Working Group on Communication Strategies and Practices.

The practical organisation of the training event will be **led by Equinet Secretariat** in consultation with the contractor/expert. Costs for travel to the chosen destination for the training session will be covered by Equinet separately (if and as necessary).

## **7. CONTACTORS' DUTIES AND COOPERATION WITH EQUINET SECRETARIAT**

During the process, **the contractor is expected to:**

- Conceptualise and design a **training module adapted to the needs of equality bodies;**
- Conceptualise and design **the agenda of the training event** in close consultation with the Equinet Secretariat;
- **Deliver the training and facilitate the practical exercises** (assisted by Equinet Secretariat and its members as appropriate);
- **Provide participants with relevant feedback** on their practical questions and problems.

Equinet Secretariat and its members will **assist the contractor by:**

- Ensuring that the training module is **adapted to the specific case of equality bodies** and if necessary, providing the input of its members;
- **Liaising with potential speakers from equality bodies** during the preparation process of the training event;
- Leading the **evaluation process** of the training module and the training event.



## **8. EXPERTISE REQUIREMENT OF THE CONTRACTOR**

The selected contractor must demonstrate:

- A proven successful track record of conceptualising and designing **training modules on social media**;
- A proven successful track record of **delivering practical training sessions on social media** to various stakeholders;
- Fluency in English (working language).

## **9. SELECTION PROCESS**

The Equinet Secretariat and Board will select the winning contractor. In the selection process the following criteria will be taken into account:

- Price
- Demonstrated expertise in the field
- Quality and content of the proposal

The proposal offering the best value for money will be selected.

## **10. TIMEFRAME AND BUDGET**

- **8 May**: Deadline for replying to the call
- **21 May**: Results of the selection process and discussion of the timeline with the contractor
- **Autumn 2016**: Social Media training session
- **1 month after training session**: Training Manual on social media made available on the Equinet website.

The budget for the commissioning of this project shall not exceed **3.000 EUR** (VAT included). This will include the preparation of the training module, as well as giving the training session which will last **one day and a half**, and making any final changes to the training module based on the outcome of the event.

Costs for travel to the training session will be covered by Equinet separately (if and as necessary).

### **CONTACT PERSON**

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