



Check List

- Does your Social Media platform have the function to create ads? If so, how does it work? ☐
- Have you engaged stakeholders, including communities, in defining your outreach/ advocacy strategies? Who will be the audience? ☐
- Have you identified local actors and communities already working on the same outreach/ advocacy topics and determined how best to involve them in your strategy, or to join efforts? ☐
- Have you consulted UNHCR experts at the country, regional and/or global level (if appropriate) and involved them in your Social Media advocacy/outreach? ☐
- Have you drafted clear advocacy statements and proposed initiatives, discussing them with UNHCR internally, PoCs, host communities and the government (as appropriate)? ☐
- Have you created systems to revise your advocacy/outreach strategy as required, taking account of feedback, impact and possible changes on the ground? ☐
- Have you identified clear and solid processes and systems to engage with your audience and handle sensitive issues or political conversations that may arise from your outreach/advocacy activities? ☐