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Item No. 10 on the agenda: Communications strategy and social media outreach

(prepared by the Secretariat)

<i>Summary</i>	<i>Description of the activities undertaken on the UNIDROIT website and social media channels</i>
<i>Action to be taken</i>	<i>Take note of the activities and support the initiatives of the Secretariat</i>
<i>Related documents</i>	<i>UNIDROIT new website (C.D. (100) B.23); UNIDROIT information resources and policy (C.D. (100) B.19)</i>

I. INTRODUCTION

1. As consistent with the goals announced during the 100th session of the UNIDROIT Governing Council, UNIDROIT's web-presence is a key driver in spreading awareness on the Institute's activities and on the impact of its instruments.
2. The efforts put into the revamping and building a simplified navigation system for the UNIDROIT website, now integrated with its social media strategy, are key in ensuring a steady increase in UNIDROIT's audience and users at a global level and across all demographics.

II. WEBSITE

3. UNIDROIT revamped its website and launched the current version during the 100th session of the UNIDROIT Governing Council, in September 2021.
4. During the course of its first nine months, the website has been subject to a thorough review. A member of the General Services staff within the Secretariat has been designated to aid and support the IT administrator in his tasks, to ensure continuity in his absence. So far, 20 out of the 30 hours of dedicated training from UNIDROIT's web developers have been delivered, and the two administrators have been in constant contact with the web designing company to identify and troubleshoot any issues that have emerged in the website's use and transfer of information from the old website.
5. Further training will be delivered by the end of 2022 to ensure that the internal publication procedures related to news, events or projects remain evenly distributed and do not put undue burden on the administrators of the website (see [C.D. \(100\) B.23](#)), who remain charged with addressing changes to the structure and support in the creation of new pages.

6. The website's new functionalities have allowed the Secretariat to work on its projects in more convenient and efficient ways. This has included using tools such as password protected pages on the website, draft pages, integrations with online events, as well as better video and media integration.

7. New sections of the Website are being added. A new section concerns the UNIDROIT Academy page and will provide an overview of the pillars that constitute the Academy, with its own thematic channel and individual links to the relevant projects, where detail information on each academic project can be found. This new part of the website will be shown during the 101st session. Further, new features and pictures are also being added to provide better introductions to members of staff.

III. SOCIAL MEDIA

8. UNIDROIT launched its Social Media Program during the Institute's 90th anniversary celebrations in April 2016. The purpose of UNIDROIT's social media presence is to:

- a. Raise UNIDROIT's public profile and online awareness of its current projects;
- b. Promote upcoming events and encourage participation from relevant stakeholders;
- c. Allow researchers, visiting professionals, interns, and other stakeholders to connect with each other and maintain a connection with UNIDROIT;
- d. Serve as a dynamic channel to communicate with the global community interested in UNIDROIT's work; and
- e. Allow UNIDROIT to widely advertise vacancies, internship and scholarship opportunities

9. UNIDROIT currently maintains accounts on LinkedIn (2016), Facebook (2016), Twitter (2018) and YouTube (relaunched in 2019). UNIDROIT's presence on YouTube was relaunched in 2019 to promote videos of expert presentations made at the Institute by international legal experts and visiting scholars, as well as to share promotional videos about UNIDROIT instruments and events.

10. Pursuant to a regularly updated internal social media strategy, the Secretariat shares the following types of content through its various social media channels:

- a. Updates relating to projects;
- b. Notable anniversaries of signatures, ratifications, accessions and entry into force of UNIDROIT instruments in States, under the #UNIDROITanniversaries hashtag;
- c. UNIDROIT events (past and upcoming);
- d. External events relevant to UNIDROIT work (e.g. International moots utilising UNIDROIT instruments);
- e. UNIDROIT attendance at other international meetings;
- f. Profiles of scholars and interns;
- g. Internship and scholarship opportunities;
- h. Library news;
- i. Webinars;
- j. History of the Institute;
- k. Announcements of partnerships with other organisations;
- l. Sharing relevant content from the social media accounts of partner organisations;
- m. Monthly themes to promote certain projects.

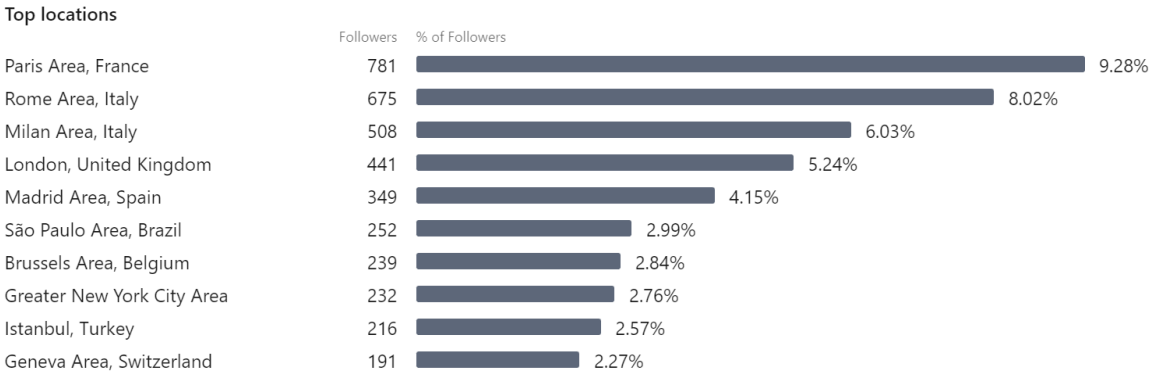
11. Additionally, the Secretariat actively works with universities, affiliated international organisations, and individuals involved in UNIDROIT’s work in order to cross-mention each other in social media posts, in order to further promote these activities and increase the Institute’s digital engagement and “reach”. All content posted generally includes images/videos either taken at UNIDROIT or copyright-free images. Additionally, content posted also channels the audience back onto the UNIDROIT website, thereby increasing the number of visitors on the website.

12. Over the years, the Secretariat has benefitted from attending the “Social Media Roundtable” organised every 6 months by the United States Mission to the UN Agencies in Rome. These meetings bring together social media managers from international organisations based in Rome (FAO, IFAD, WFP, IDLO, UNIDROIT, ICCROM etc.) to discuss best practices in social media management, effective strategies, and to improve social media coordination. This forum has allowed the Institute to benefit from the professional social media expertise of larger organisations to improve its own social media practices.

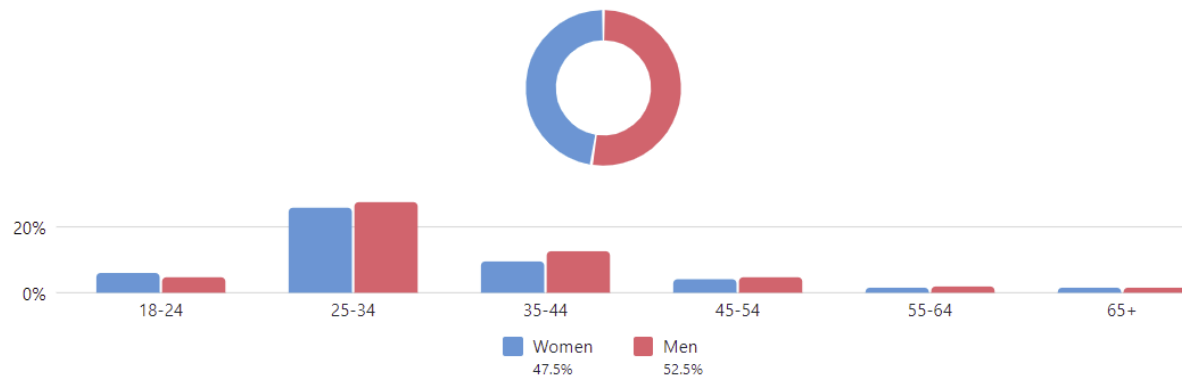
IV. PERFORMANCE INDICATORS

13. The three key performance indicators for the Institute’s Communication Strategy are: (i) number of followers; (ii) the “reach” of the social media program (the total number of people that see UNIDROIT social media content); and (iii) the number of referrals to the UNIDROIT website. Since its launch, the UNIDROIT social media program has exceeded expectations on all three key performance indicators. As of 1 April 2022, the Institute had more than 20,302 followers on LinkedIn, 5,016 followers on Facebook, 1,660 followers on Twitter, and 325 subscribers on YouTube. In relation to the Institute’s “reach” on social media, over the past twelve months UNIDROIT content was displayed on news feeds more than 784,00 times on LinkedIn, around 240,000 times on Twitter, and delivered 84,153 times to people on Facebook. Additionally, in 2021, the UNIDROIT Twitter handle received a verified status.

14. UNIDROIT’s social media channels have a global reach and cut across social demographics. The following charts highlight the percentages of UNIDROIT LinkedIn followers from different parts of the world, as well as showcasing the gender and age breakdowns of UNIDROIT’s Facebook followers:



Age & Gender ⓘ



15. Between April 2021 and April 2022, social media referred 6,294 people to the UNIDROIT website, retaining social media as the largest source of referrals for the website except search engines. Of these referrals, for the first time, the majority (47.3%) came through LinkedIn, with 38.9% from Facebook, and 9.7% through Twitter. These statistics reaffirm the importance of LinkedIn, Facebook, and Twitter towards the promotion of UNIDROIT activities.

16. None of UNIDROIT's social media accounts require subscription fees. UNIDROIT utilises a software called SocialChamp to simultaneously post content to its different platforms, which significantly lowers the amount of time required to maintain UNIDROIT's social media accounts. Through SocialChamp, posts can be scheduled in advance, which allows UNIDROIT to promote content at strategic times to ensure maximum engagement.

17. In 2021, UNIDROIT launched a Social Media Internship Programme which welcomed 4 interns to assist the Secretariat in producing content for the Institute's social media channels, with a particular focus on videos. This programme has been continued into 2022 and UNIDROIT now maintains an Explanatory Videos Playlist on its YouTube channel which includes concise videos explaining UNIDROIT instruments and projects.

V. ACTION TO BE TAKEN

18. *The Governing Council is invited to take note of the activities of the Secretariat and to support its initiatives in this field. The Council is further invited to alert the Secretariat to possible improvements to the organisation's website as evidenced in their utilisation of the website.*