# EI COMMUNICATIONS 2015

The EI Communications work is a cross-cutting activity that disseminates EI’s message and achievements via all available communications channels. The main focus of this work in 2015 was the development, design and implementation of a communications strategy for the 7th World Congress.

The strategy aimed to enable interested activists across the world to follow Congress discussions to the largest extent possible and focused on disseminating EI messages via a purpose-built website, the EI main web portal, social media, videos and a specifically developed Congress app. This approach proved very successful:

On Twitter, 72.1 million impressions[[1]](#endnote-1) were made and 3.6 million people were reached by 8,000 contributors that shared an average of 1,142 tweets a day. The Congress newsletter, sent daily in three languages during Congress days and on the first day after Congress, reached 148,896 people overall . The app was used by 368 people, mainly in the days preceding plenary discussions. Sixty-two news items were posted on both the EI main website and the EI Congress site during the Congress days. Those pages were visited by 22,220 and 9,013 people respectively. Facebook posts reached 3,989 people. Around 60 people attended the ComNet meeting held during Congress, which highlighted and allowed labour and mainstream media to have access to top global education leaders. Eighty-seven articles/features were published in Canadian and international media, amongst which Radio Canada (both radio and TV), La Presse, The Atlantic, and a blog hosted by the New York Times.

In addition to Congress-related work, the Communications unit helped EI maintain its significant profile on a full range of issues and advocacy, for example the significant successes achieved in relation to the Sustainable Development Goals, including a standalone goal on teachers, adopted by the UN General Assembly. On www.ei-ie.org, the core channel of communications between EI, member organisations, individual education workers and the public, the unit posted 369 news items.

Additionally, specific materials (such as collateral, booklets, posters, banners, or publications) were created to ensure or support EI presence at high-impact events, such as affiliates’ conferences in the United States and Quebec, the World Education Forum in Incheon, Korea, the United Nations General Assembly and SDG Summit, the Education 2030 Framework for Action adoption, the World Teachers’ Day celebrations, and the COP 21 Education Day discussions, all in Paris, France.

The EI’s magazine Worlds of Education, now published online, reached its 44th edition, while electronic newsletters targeting activists with news of specific issues were sent to over 60,000 members of EI affiliates on a bimonthly basis. In addition, EI maintained its presence on social media channels such as Facebook, Twitter, YouTube and Flickr, Google+, Pinterest and Tumblr.

Education International launched the Arab countries sub-site on the EI web portal in December, which will be updated periodically with regional news and relevant EI web items and announcements. In addition, EI translated to Arabic EI policies and documents including the Education Policy Paper, the manual on trade union rights, the Gender Equality Action Plan and the Declaration on Safe Schools.

The ETUCE, the European region of EI, intensified its outreach through its new website and re-designed newsletters, while in Latin America, the regional office - EILA – maintained an active regional website and produced several videos and publications in 2015, part of a steady output of media advocating quality free public education for every student in every country in the region.

1. Impressions: Times a user is served a Tweet in timeline or search results [↑](#endnote-ref-1)