Response 1.2.3

1st Inputs	2nd Inputs	Outputs	Outcomes	Wider outcomes	Impact

Research and analysis to gain deep understanding of the context and how strategic communications can be used to achieve CSSF objectives:

- Target Audience and Analysis including perceptions and media consumption
- Gap analysis to see what other operators and initiatives are in the field and where our campaign sits among these
- Conflict Analysis and Horizon scanning
- Report on Impact of strategic communications on social cohesion

Communication campaign development, testing and adapting:

- Campaign concept
- Visual identity and imagery
- Target audience Segmentation
- Stakeholder mapping identifying multipliers and champions
- Key messages
- Implementation plan
- Content production plan

Dialogue and capacity building:

- Stakeholder capacity and dialogue events
- Representative participants list
- Success stories, videos, GIFs, infographics, stickers, posters, flyers

Social media campaign:
- Social media Champions network enlisted and engaged
- Handbook, webinar and support channels for Champions
- Content distributed
- Success stories, videos, GIFs, infographics, stickers, posters, flyers
- Paid promotion to boost posts

Media relations & TVC:
- Media workshops
- Representative participants list
- Press releases
- Interviews
- Images
- TV advert (TVC)

Local representatives empowered and enabled to defuse tensions as they arise and facilitate a shift towards more positive interactions and perceptions in their communities; on-going dialogue between communities; Success stories fed back into the campaign

Social media Champions empowered and enabled to spread positive messaging through their networks, using this to shift perceptions, identify and counter negative narratives and defuse tensions, success stories fed back into the campaign, on-going dialogue

Media enabled and empowered to promote objective and sensitive reporting, amplifying positive narratives and commonalities, and countering negative sentiment and fake news **TV adverts** achieving further reach

Individuals exposed to positive narratives and commonalities they can relate to, provided with alternate sides of the story, encouraged to question negative narratives

Family and friends encouraged to engage in dialogue with each other face to face and through social media, challenging perceptions, questioning negative narratives and defusing tensions

Policy and decision makers avoid propagating negative narrative as public sentiment shifts, supporting and further amplifying positive narratives and defusing tensions (long term)

Reduced tensions amongst host communities and refugees in Lebanon; more resilient and peaceful communities

Response 1.2.3

Activities/Inputs	Outputs	Outcomes	Target/indicators	Means of measurement
Dialogue and capacity building events	• Events programming and logistics • Participant targeting and enlisting • Platform for two-way dialogue • Harvesting of success stories	• On-going dialogue between participants • Community representatives and trusted voices able and motivated to use communication tools • Stories, knowledge and experiences shared	• Number of participants per event • Spread of participants across regions/target segments • Themes included in programming • Share of users indicating training was impactful	• Attendance log • Participant feedback survey • Impact Evaluation
Media workshops	• Workshop programming and logistics • Participant targeting and enlisting • Harvesting of success stories	• Media representatives motivated to report objectively • Press materials shared with participants	• Number of participants per workshop • Spread of participants across regions/target segments • Share of users indicating training is useful in their work • Ratio of positive to negative media coverage monitored	• Attendance log • Participant feedback survey • Media monitoring • Impact Evaluation
Media relations	• Press releases distribution and follow-up • interviews and testimonials • Images for press • AV content for TV	• National, sub-national and local media (print, online, radio, TV) provided with press materials and content • Sell-in of stories	• Number of print articles that include content • Number of online articles that include content • Number of radio programmes that include content • Number of TV programmes that include content	•Media monitoring including frequency of coverage, reach, tone and sentiment • Impact Evaluation
Development of Social media strategy (Champions)	• Network of social media Champions • Day to day support of Champions •Content provided for distribution through channels	• Active network of Champions • Champions identifying and countering negative narratives in their networks • Supported and engaged Champions	• Spread of Champions across region cluster and segments • Ratio of positive to negative content on social media • Share of users indicating the content and support received allows them to fulfil campaign objectives	• Social media monitoring • Champion network feedback • Impact Evaluation
AV and social media content	• Videos/mini-documentaries/podcasts • Success stories/testimonials • GIFs & Infographics	• Content disseminated via social media Champions and campaign partners • Share of users indicating utility of content	• Number of posts • Number of views • Engagement, reach and Impressions	• Social media monitoring • Champion network feedback • Impact Evaluation
Paid promotion	•TV commercial production and placement • Social media post boosting	• Frequency of TV commercial (TVC) • Ratio of spots during prime programming • Social media posts reaching wider audience	• Number of TVC placements • Viewer figures for TVC • Impressions and engagement figures for posts	• Media monitoring • Social media monitoring • Impact Evaluation
Promotional materials	• Stickers • Posters • Flyers	• Promotional materials positioned in community hubs • Materials encouraging dialogue	• Production numbers • Distribution numbers • Share of users reporting materials triggered	• Production/distribution log • Feedback survey •Impact Evaluation

Project Plan	2019/20												2020/21											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Inception phase																								
Contract signature and kick-off meeting	■																							
Research and Analysis	■																							
Inception report, project delivery plan and results framework	■																							
Campaign development and testing																								
Development of campaign concept, messaging and imagery		■																						
Testing of campaign via focus groups and adaptations until sign-off		■																						
Implementation phase																								
Implementation of agreed workplan			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Campaign adaptation during quarterly review (plus adhoc)			■			■			■			■			■			■			■			■
Monitoring and evaluation, results framework, reporting			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Exit phase																								
Impact Evaluation and financial audit																						■	■	■
Final reporting and handover																								■