**Internal planning: C2M2 planned outreach/communications activities - DRAFT**

Guiding questions for any comms:

1. Topic: title and/or description
2. Audience: primary, secondary, etc
3. Dissemination method(s): What platform/media?
4. Creator(s): Which organization will author? POC?
5. Timing: When will it occur and/or when should this be published/released?
6. **Prioritization: How does this support the C2M2 strategy? Is this a contractual obligation? Who within the C2M2 program will this benefit and how?**

Planned comms (listed by creator):

C2M2 Hubs and Projects:

* Does each hub have a content POC? How can we streamline to support “ownership” and balance with checks and balances (ie branding, ESL).
* Blogs
  + Min 1 x quarter/hub, more welcomed. TBD conversation with funder’s MEL team to determine any hard deadlines (so far, 1 March is a tentative deadline for HIU’s submission.)
  + Posted or linked to MapGive.state.gov/C2M2 page
  + Retweets, hashtags, and other planned ways to publicize?
* Other types of content planned?
* Key audiences:
  + Primary: C2M2 project teams and their local partners
  + Secondary: potential local/regional/international partners and/or practitioners
  + Tertiary: USG, intl practitioners, public

HIU and MapGive:

* Program management:
  + Proposing to contribute an update to the shared calendar and to assist in maintaining
* Reference documentation (update/modify for C2M2)
  + Blog checklist
  + Blog best practices
  + Public Diplomacy for Posts guidance document
  + Social Media Toolkit
  + A branding message for project/hub partners
* Website sections:
  + Roll out #1: early Dec 2020 - Introductory pages for program, hubs. Resources tab with lit review.
  + Early Feb: 1st blog post (Mel’s introduction), update for Kathmandu “project”, Dec webinar video link.
  + Roll out #2: MG umbrella language, more hub/project links? blog posts, post recordings
  + Add to MapGive’s Blog and MapStories pages
  + Asks VSFS to summarize/text synopsis to make project materials more discoverable
* MG’s Youtube page
  + Recordings from project partners’ briefings, linked from the ‘title card’ for each project page on C2M2 section
* Define use of MG flicker or other photo repository
* Twitter @mapgive
* Key Audiences:
  + 1 - USG
  + 2 - C2M2 projects and their partners
  + 3 - other practitioners in this space (geographers, humanitarians, development, urban planners(?), others)
  + 4 - public awareness

AAG:

* Audiences:
  + Members, broadly (from undergrad to grad to faculty to professional)
  + AAG Specialty Groups both as audience and potential participants in communications, webinars, etc:
    - Human Dimensions of Global Change SG
    - Hazards, Risk, and Disaster group
    - International SGs
    - Critical Geographies
    - SGs related to Indigenous, feminist, other identity groups…
    - SGs for other areas in physical geography, tech, beyond-human
  + Geography depts and university leaders
  + Public awareness (esp K-12)
* Goal and focus: remediate existing or write new blog posts and other material that focus on the geographers and people doing the work
* Themes:
  + Hazards management
  + Community resilience and participation
  + Climate change and environmental stewardship
  + Public health
  + Economics
  + International cooperation
* Geo-Ethics series webpage
  + Possible to upload recorded webinars.
    - Note: Not everyone will watch an hour long webinar, so could speakers summarize their conversations and key takeaways or most interesting comments onto the webpage.
    - Note: Trying to build an audience around geo-ethics. Don’t want to draw an audience of hundreds of people in order to have manageable conversations with the audience.
* Blogs and other content
* AAG website - the current site is constrained, but new capabilities coming this year
* AAG practitioner panel presentations
* AAG newsletter
  + The news site is not exactly a blog, but offers flexibility to post stories even outside the newsletter cycle, which we can then share on social media - this will improve with the transition to new website later in 2021
* April milestone: AAG conference (applied covid panels, for ex?)
* Late April - Earth Day opportunity to highlight C2M2 in mini-campaign
* A Learning Platform webinar series with HRD and other hazards-related SGs - university partnerships
* Shared November Geography Awareness Week milestone in November
* Technology facelift in AAG towards ends of 2021, especially expanding multimedia, center the stories of the geographers themselves and people-focused highlights
* Storytelling on Twitter @TheAAG and on Facebook, LinkedIn, IG (can we put films on IG?)
* With new website: Occasional lead stories on our landing page
* October 13 - International Disaster Reduction Day #IDDR #IDDR2021

NSF/STC Consortium, Post-doc:

* 3 Webinars:
  + *1) ?*
  + *2) ?*
  + 3) April? July/August?
* 3 white papers:
* Symposium (one, or multiple days?)
  + Topics: overarching themes - possibly tourism, economics,
  + Speakers: panels on each topic? - include practitioners/researchers, C2M2 project leads?
  + Timing: late May/early June
* Key audiences:
  + Primary: C2M2 project and hub teams and their working-level partners, supporting partners (ie CGA interns)
  + Secondary: expand network of potential local/regional/int’l practitioner partners
  + Tertiary: USG

Mel’s Visiting Researcher @ Harvard “CGA Intern” group

* 9 task groups across the students
  + Any tasks that result in publications?
* Potential Harvard-hosted webpages - would this be strategic? practical (no clearance process)? available beyond X timeframe?

Additional publication opportunities:

* Dec 2020, submitted: Annals of GIS article for COVID special issue
* 2021: Springer Book proposal - a C2M2 spin-off project
  + Leads: Melinda, Robby
  + Chapters from project partners and/or hubs, in addition to other practitioners
  + Opportunities for professional development for project partners, publicity.
  + Strategy - help teams to prioritize this among other required publication/comms and possible opportunities.
  + Audience: academic, practitioners? (which fields?), others?