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Do we need to improve?

"If we're not out there, who is telling our story?"





How to improve?

3 pillars:

- 1. more impact
- 2. mainstream communications
- 3. more innovation



Our 10 communication principles

9. Evidencebased and result-driven

We test and measure our impact and effectiveness wherever we can. We use data to inform our choices.

10. Innovation

We explore new channels to promote our content and remain open to new trends in digital communication.

1. Audience first

We respond to the needs of our audiences in a way that is aligned with our organisational goals.

2. Digital first

We favour digital solutions (this allows for scale and measurability).



8. Visual

We use image-driven communication whenever possible and appropriate.



GSC communication principles



3. Full re-use of content

We avoid duplication and adapt content to be ready for reuse across channels and audiences.



7. Constant learning

We continuously improve skills via trainings and recruitment, and are open to feedback.



6. Multilingualism

We communicate in all 24 languages.



5. The website is the hub

We make our content findable on the website; we refer to the website by default.

4. Consistency

We align and rationalise our messaging, style and communication channels (including a "one website" policy and unified visual identity).



New ways of telling our story



