



Tuesday 16 February, 11am – 12pm

# Spread the Word:

# Media and Social Media (Webinar)

# Refugee Week 2021

We Cannot Walk Alone



# Why engage with the local media about your Refugee Week event?

- Educate and inform your local community
- Secure more attendees to your event
- Increase donations for a fundraiser or support for a campaign
- Shift public attitudes about refugees, challenge stereotypes and increase welcome and support for people seeking sanctuary
- **Local media one of the most trusted news platforms to achieve all of these**



# Refugee Week coverage: 2018 and 2019

## Refugee Week 2018: Where to celebrate Refugee Week in the Midlands

## WHAT IT'S LIKE TO BE A REFUGEE IN BRITAIN TODAY

To celebrate Refugee Week, ELLE UK spoke to the three women who fled their homes about life in the UK.



At the start of 2018, the number of people forced to flee their home country as a life-saving measure reached 68.3 million.

This is roughly the same as the number of people currently living in the UK.

And while headlines tend to focus on the dangerous journey, or harsh border controls, there arguably isn't enough about what happens once people finally reach their destination. When the dust settles and the stress of immediate life in the UK is finally like the refugees who've left the brutality of war or civil strife behind?

To celebrate Refugee Week (18-24 June), ELLE UK spoke to three different women from refugee backgrounds about their life in Britain.

**Mursal Hedayat, 27, originally from Afghanistan**

## WELCOME TO THE UK!

For hundreds of years, people escaping war and persecution have been welcomed by British communities. We don't know if, and how often, refugees from Syria who have found a new home here in Britain...

There are over 1 million Syrian refugees worldwide. They're fleeing war and violence in Syria and looking for safety and stability in other countries. The UK is one of the countries that has welcomed them.

Refugees bring with them their own skills, talents and experiences. They can help to build our communities and make them stronger. They can also help to create jobs and start businesses.

Refugees in the UK are not just seeking safety, they are also seeking a better life. They want to work, learn, and contribute to society. They want to be part of the community and make a difference.

Refugees are a vital part of our country. They bring diversity and richness to our lives. We should welcome them and support them as they build their new lives in the UK.

**GET INVOLVED!** There are many ways you can help refugees in the UK. You can volunteer at a refugee center, donate money, or simply be a friend. For more information, visit [www.refugees.org.uk](http://www.refugees.org.uk).



## Prominent refugees and their contribution to the UK - in pictures

Ahead of Refugee Week, Jillian Edelman portraits

Refugee Week UK: When is World Refugee Day 2019 and what is happening over Refugee Week in London?

From exhibitions to supper clubs, this is what's happening in London this Refugee Week

EDWARDIAN HOTELS in ASSOCIATION WITH



## I Had Never Felt Happiness Until I Fled North Korea

I survived famine in North Korea and slavery in China, then found safety in the UK. Believe me when I say refugees like me understand what freedom and happiness is more than anyone else.

Jihyun Park Refugee from North Korea

21/06/2019 11:46 BST | Updated 21/06/2019 12:17 BST

Refugee Stories on CBeebies Radio

A series of stories about hope, new beginnings and belonging.

Stories include: Young's Refugee, Parents' First Day, The Sports, The Refugee Aid We Did, Taking Flight.





# Refugee Week Coverage 2020

## METRO

How refugees are leading the way in helping UK communities through the pandemic

Comment 5

EXCLUSIVE  
Lissa Mendez Tuesday 16 Jun 2020 12:48 pm

807 views

Refugee Week

Many refugees have used the pandemic as an opportunity to give back to their communities (Picture: Chinese/Mazen Salmou/Hermione Hodgson/Majeda Khoury/Metro.co.uk)

## Telegraph & Argus

News  
15th June 2020  
Bradford school pupils' Refugee Week art on display  
By Tim Quantill  
Chief Reporter



One of the packs produced for the This is Me exhibition

### 'Boredom-busters' Kits to help refugees and asylum seekers

COMMUNITY groups and businesses have rallied around a charity created to help refugees and asylum seekers by helping to package up "boredom-buster" kits for those isolated during the coronavirus lockdown.

The Cotton Tree Trust, which is run from Voluntary Action in Portnevillie Road, has been looking to help people feeling cut off and struggling to get food.

"We decided to step in," spokeswoman said. "We started providing hardship grants, mobile phone credit and food parcels to over 30 families. But we knew people's mental health was also at risk. So, we asked the community to help."

Together with Christ Church Highbury Community Group, and with the help of donations from Ufa on Blackstock Road and Seven Sisters Foodbank, the charity put together packs with an assortment of art and writing materials, games and books.

And the packs also help residents to take part in the charity's weekly Zoom sessions online, which focus on storytelling.

"We already know about the stellar work the Cotton Tree was doing. We quickly mobilised the community, asking people to donate any games, art materials or even novels."

"Within a few hours I had boxes of donations being left on my doorstep. It was wonderful to see my neighbours really step up during this difficult time."

James Gilbert, manager of the Cotton Tree Trust added: "I think this pandemic has highlighted the disparity in living conditions for people across the UK. Our members don't have internet, books, home

at risk. So, we asked the community to help."

Together with Christ Church Highbury Community Group, Neelover Highbury, and with the help of donations from Ufa on Blackstock Road and Seven Sisters Foodbank, the charity put together packs with an assortment of art and writing materials, games and books.

And the packs also help residents to take part in the charity's weekly Zoom sessions online, which focus on storytelling.

"We are very grateful for the generous support from our local community."

"These kits provide a long way in making their lives a little easier in very trying times."

"We are very grateful for the generous support from our local community."



## Mirror

News • UK News • Coronavirus

### Refugee Week: We celebrate those who have gone above and beyond during the pandemic

To mark Refugee Week we celebrate the contributions, resilience and creativity of refugees and asylum seekers



### Refugee who moved to Bromsgrove from Syria supports the vulnerable

By Jack Rawlins | @JackRawlins  
Reporter



COMMERCIAL FEATURE  
Vaccines vital to defeat COVID-19  
Sponsored by UK Government

- Most read Commented
- 1 New estate with 500 homes gets go ahead in Bromsgrove
  - 2 Man in his 20s dies in Droitwich fire
  - 3 Have you seen these incredible icicles?
  - 4 Bromsgrove road to shut for 75 days
  - 5 Bromsgrove road closures set as works



### 'It brings me joy': Meet 5 refugees giving back to Britain during coronavirus

Andrew Papworth



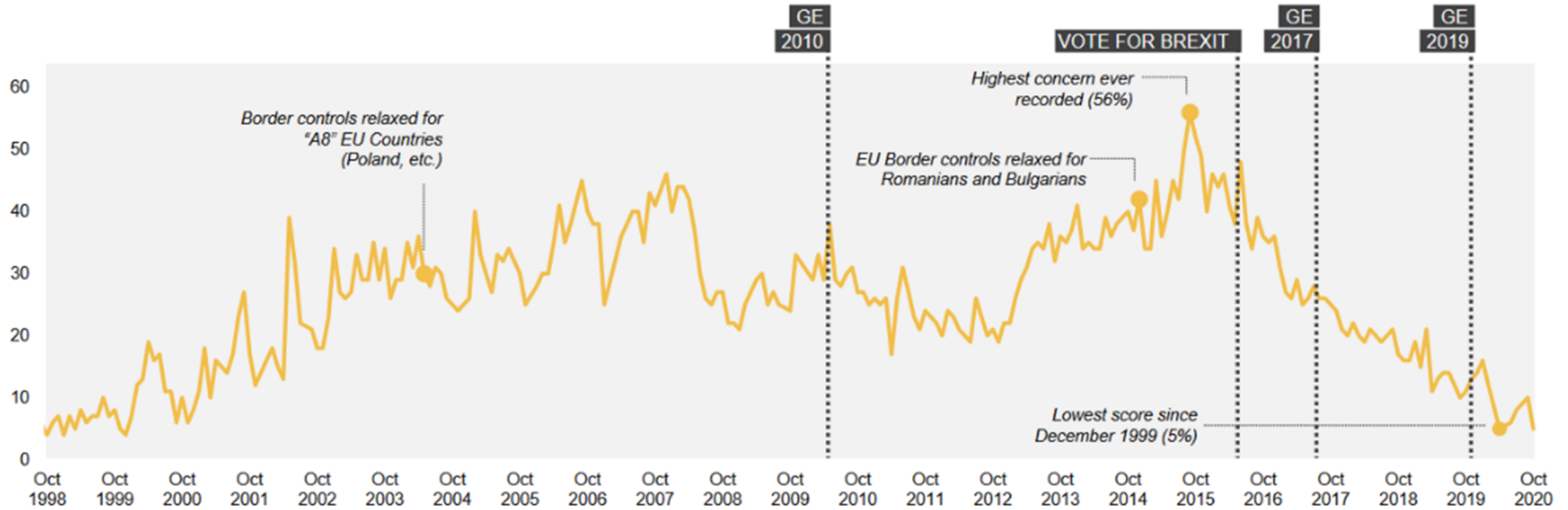
Published: 7:09 PM June 17, 2020 Updated: 6:50 PM October 11, 2020



# Public attitudes towards immigration

## Immigration / Immigrants

What do you see as the most/other important issues facing Britain today?



Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

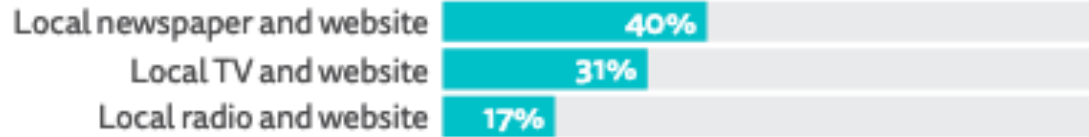


# Trust in UK local media

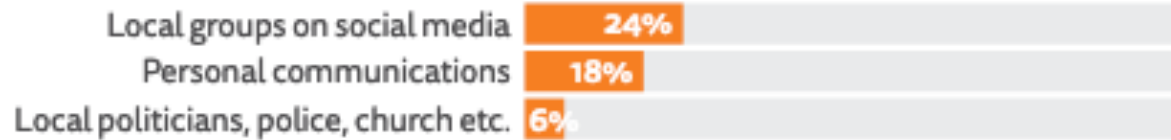


UK

## NEWS MEDIA



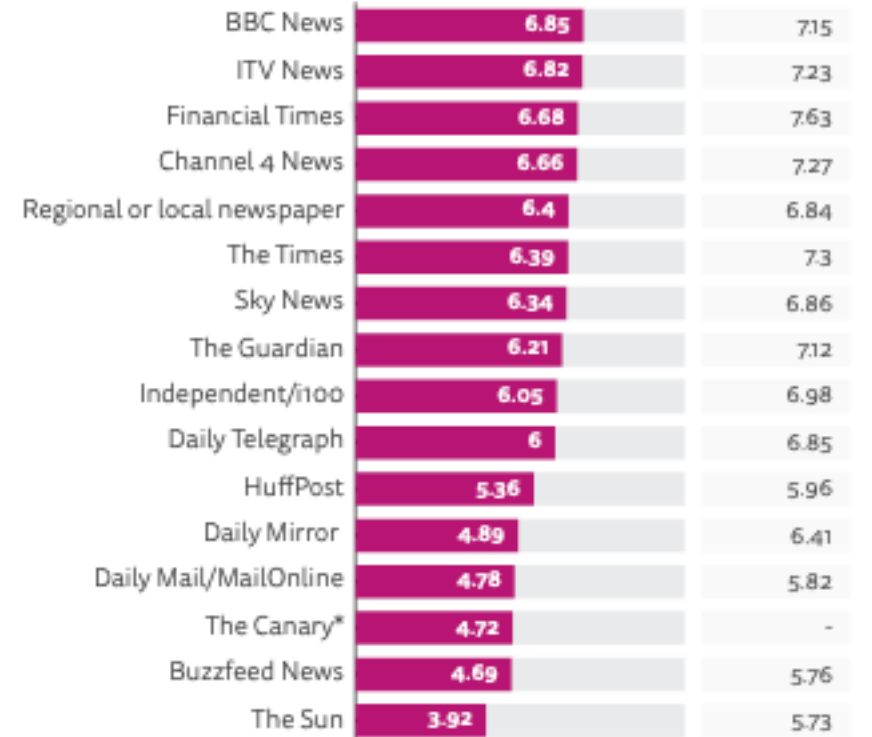
## NON-NEWS MEDIA



## BRAND TRUST SCORES (0-10)

ALL THOSE THAT HAVE HEARD OF BRAND

ALL THOSE THAT USE THIS BRAND



**BBC** Since the start of 2021 on BBC Regional News

The evening news bulletins (18:30) have reached **18m** people in England.

**35%**

Percentage of population reached

23.9K views 0:04 / 0:28

## What journalists are like

- Journalists are incredibly busy, short staffed and under pressure.
- They're also expected to know a little about lots of different subjects.







## And what journalists want from you

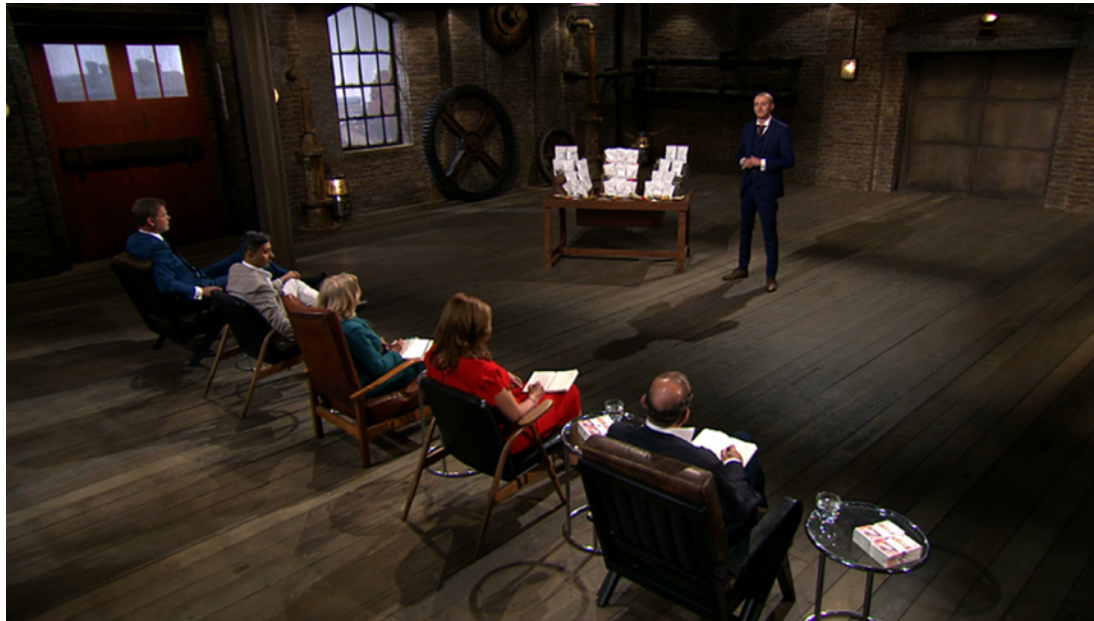
- People that can offer stories or insights into the daily news.
- Things that will interest their audience.
- You to help make their job as easy as possible.





## Getting a journalists attention

- You need to 'pitch' your story
- Nothing complicated. Just a couple of sentences highlighting why they should be interested and what is on offer







## How to put together a pitch

- Do your research on the outlet or reporter you wish to approach.
- **Keep it simple / no jargon** – e.g. ESOL - remember who you are speaking to and ensure it is easy to understand.
- Send your pitch with plenty of time before the event.





## How to put together a pitch

- What is on offer? Interviews? Something exciting visually which can be filmed or photographed?
- Ensure all the information they need is easily available.
- ‘What would you say to your Grandma?’



## Key tips for your story

- Stories will always have more of an impact and engage audiences more than just facts. They help to avoid sweeping generalisations and connect with audiences, versus something abstract.
- Empower and create space for people with lived experience to share their story / opinion.
- Share community based stories, stories of success, local welcome and support.
- Keep it authentic, genuine and local.



## Key tips for your story

- Keep it simple / no jargon – e.g. ESOL - remember who you are speaking to.
- Humanise with the language you use and use shared values / emotions / things we all have in common
  - E.g. Abdul the barber or father or people seeking safety

## Staying safe - things to consider



- All about honest conversations, weighing up the potential impact (both positive and negative) for yourself, network, family and friends.
- Once out there, impossible to retract.
- Particularly when sharing lived experience, consider any boundaries or precautions that need to be agreed / put in place – and think about what happy to share.



# Staying safe - things to consider

- Any media you do will end up online – is this okay?
- Have a support network in place.
- Ensure online profiles are secure.
- Be pragmatic and realistic about any negative attention.

Express & Star

News

Local Hubs Voices Crime Politics Business Education Health Features Environ  
Wolverhampton > Bilston Bushbury Compton Fordhouses Heath Town Pendeford

## Lockdown stress brings out creative side for mask maker

By James Vukmirovic | Wolverhampton | News | Published: Aug 15, 2020

The stresses and pressures of lockdown have inspired a sanctuary seeker to find a creative outlet.

Subscribe to our daily newsletter

Email address:

Sign Up



Desiree Lisuwo with some of the masks she has made during the coronavirus crisis with help from Wolverhampton City of Sanctuary

## Desiree is sew happy to help out

The sewing machine hasn't stopped going since Desiree Lisuwo started making face masks to help in the fight against coronavirus.

The 57-year-old turned to making the fabric masks as a way of helping her cope with the stress of lockdown and she has now made nearly 100 of them.

Desiree left Cameroon in 2013 to seek asylum in the UK and has been attending weekly drop-in sessions held by City of Sanctuary in Wolverhampton – an organisation set up to support refugees and asylum seekers.

She said it was from attending these sessions and making friends at them that the idea came up of donating the masks she had made to other sanctuary members. After working with Kate Penman at

City of Sanctuary, using a sewing machine which was donated to the drop-in centre.

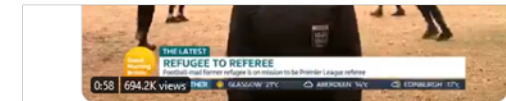
Maggie Marriott, a trustee at City of Sanctuary Wolverhampton, said the work Desiree was doing helped show the hidden talents a lot of people coming to the UK had.

Talents

She said: "We've got artists and musicians and people who you'd never guess their talents by looking at them, but they come out of their shells to show them."

"Desiree is a real leader and has shown that she has a positive idea and wants to do something to help as many people as possible."

She has, so far, produced 96 masks for



0:58 694.2K views

IMIX @IMIX\_UK · 20 Aug

It's my own contribution to help people during the Covid crisis' Lovely story @jamesvukmirovic of a woman seeking sanctuary in Wolverhampton turning her #lockdown stress into creative mask-making @CityofSanctuary



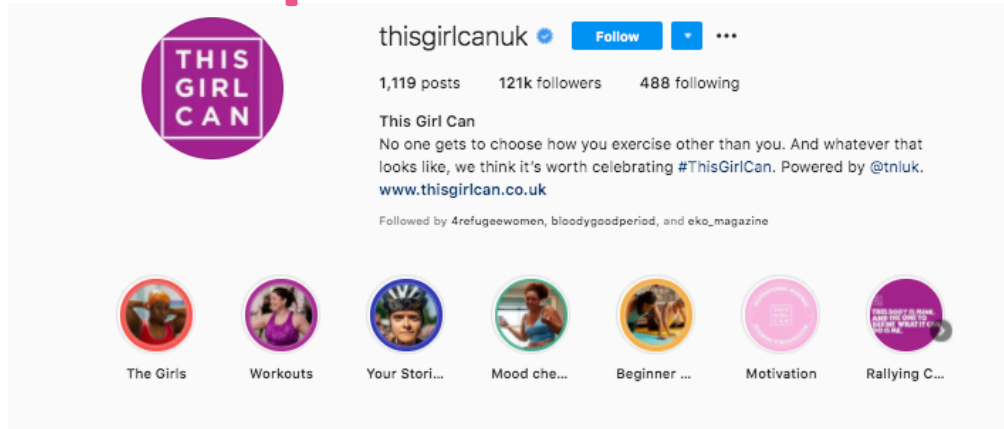
Lockdown stress brings out creative side for mask maker  
The stresses and pressures of lockdown have inspired a sanctuary seeker to find a creative outlet.  
expressandstar.com

IMIX @IMIX\_UK · 20 Aug

'You will do anything to get to safety' Listening to a powerful interview @BBC4today about crossing the sea to seek sanctuary @ahmadalrashid99. Crucial to hear the voices of those who have made these journeys to



# The impact of social media



THIS GIRL CAN

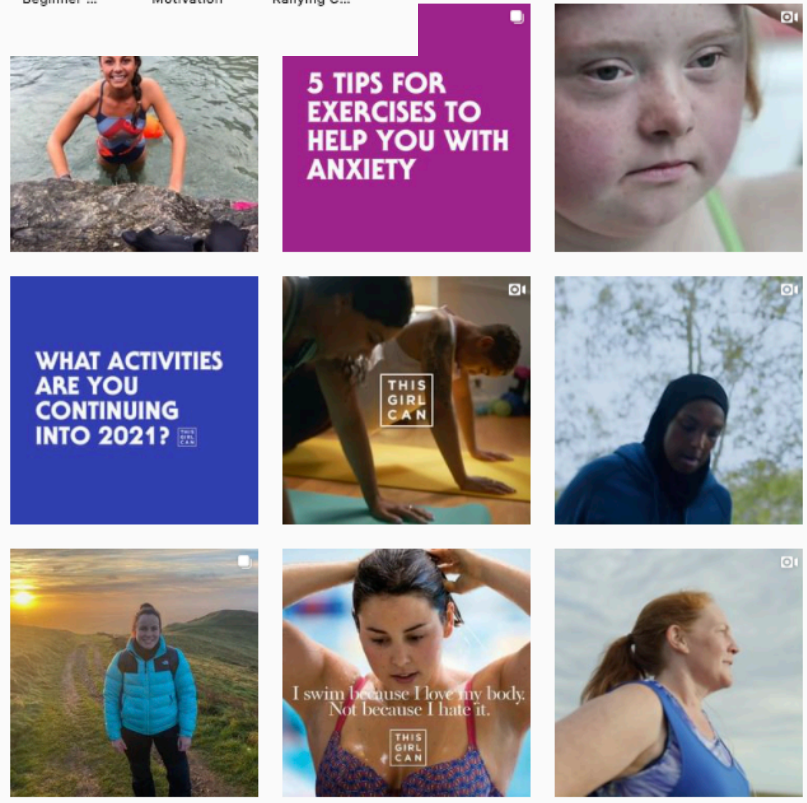
thisgirlcanuk [Follow](#) [...](#)

1,119 posts 121k followers 488 following

This Girl Can  
No one gets to choose how you exercise other than you. And whatever that looks like, we think it's worth celebrating #ThisGirlCan. Powered by @tnluk. [www.thisgirlcan.co.uk](http://www.thisgirlcan.co.uk)

Followed by 4refugeewomen, bloodygoodperiod, and eko\_magazine

The Girls Workouts Your Stori... Mood che... Beginner ... Motivation Rallying C...



5 TIPS FOR EXERCISES TO HELP YOU WITH ANXIETY

WHAT ACTIVITIES ARE YOU CONTINUING INTO 2021?

THIS GIRL CAN



I swim because I love my body. Not because I hate it.

THIS GIRL CAN



imix

← Thread

 Freedom from Torture   
@FreefromTorture

MESSAGE FROM THE BARRACKS.

My name is Omar.

I lived in the barracks for two months.

Today I'm using Freedom from Torture's platform to speak to you directly about the crisis of the UK government's prison camps for refugees.

Please share my message.

THREAD

1/

11:22 AM · Feb 4, 2021 · Twitter Web App

1,630 Retweets 118 Quote Tweets 1,991 Likes



 Freedom from Torture   
@FreefromTorture · Feb 4

Replying to @FreefromTorture

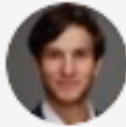
I come from a country that has continuous wars. So when I first arrived at the barracks and saw the fences, the metal gates and the security guards, I was shocked and afraid.

I never thought the hardest part of my journey would be when I arrived in the UK.

2/

1 80 269





**Omar Alshogre** @omarAlshogre · Nov 1



We deserve a moment of happiness. I'm officially admitted to Georgetown University.

[@Georgetown](#)



260

192

2.2K





## Social media that creates an impact:

- Visually strong
- Simple
- Accessible language
- Quirky, funny, surprising
- Keeps the audience in mind at all times
- Tells stories
- Speaks to your heart
- Compelling
- Makes you want to take action – share, promote, retweet, give, volunteer

# Know your audience

- Focus on the platform where you have the biggest or most engaged audience
- Facebook – older audience, family, community feel, good for community organising and events
- Twitter – more political, news and campaign focused, very fast-moving
- Instagram – visual, story-telling platform better for a young audience

# Facebook

**Refugees Welcome Lambeth**  
Private group · 250 members

About Discussion Rooms Topics Members Events Media Files

What's on your mind, Katherine?

Room Photo/Video Tag People

**About**  
This group exists to coordinate efforts to welcome refugees to Lambeth  
<https://www.southlondonwelcome.org>

**Refugee Week**  
June 22 · 🌐

👤👤👤 Refugee Week Ambassador! 👤👤👤

Our brilliant ambassador Amina Kadago has written a beautiful poem about home and family. Read how she describes her strength and her role as a survivor. Are you inspired to get writing? Find out about our poetry #SimpleAct and get involved, with the chance to be featured on our social media feeds!

I am an ambassador

@RefugeeWeek2020 @generations

Home is where family is  
Your mind's happy place  
As a refugee  
You sometimes have  
to find home within yourself.

I am a proud survivor.  
The girl who came out of it all  
Stronger, bolder and grateful  
Alive with possibilities.

- Amina Kadago

You and 19 others 6 Shares

# Instagram

migratefuluk · Following

migratefuluk Eritrean Distanced Dinner Party! 🌟Another chance to experience a Friday night takeaway with a difference. Our wonderful chef Helen will be cooking up a delicious Eritrean feast, with menus catering to both meat eaters and vegetarians. On Friday 11th December, the meals will be delivered straight to your door so you can enjoy from the comfort of your own home. See the link in our bio for more details and to secure your booking! 🥰

11w

lennie mountnev Sounds

Liked by createwithoutborders and 81 others

NOVEMBER 23, 2020

Add a comment... Post

**MIGRATEFUL** Friday 13th November

Distanced Dinner Party

migratefuluk · Following

migratefuluk Only 6 meals left for our Moroccan distanced dinner party this Friday! Order via the link in our bio 🥰🥰🥰

13w

61 likes

NOVEMBER 10, 2020

3 course Moroccan Feast /£25

Add a comment... Post

# Twitter

**Refugee Week** @RefugeeWeek · Feb 8

🌈What is Refugee Week and how can you get involved? Video and resources from the launch of the Refugee Week Slow Conference last Thursday: [bit.ly/3cRUrAP](https://bit.ly/3cRUrAP)

Thank you @Giantdollhouse @celsanifest @rana72 @SitaThomas5 #RWConference2021

9 13

**UNHCR United Kingdom** @UNHCRUK · 2h

On #NationalPoetryDay read the poignant words of Shukria, a Hazara girl with an incredible story 🌟 [trib.al/8791PG6](https://trib.al/8791PG6)

**"Migration drove me down this bumpy road,  
Where I fell and smelt the soil,  
where I arose and sensed the cloud."**

From 'A Glass of Tea (after Rumi)' by Shukria Rezaei

UNHCR

2 7



# Engaging your audience

- Make your audience feel involved in what you are doing
- Use the language of involvement - Join us, take part, act now, write, tweet, email, give, volunteer, come along etc
- Encourage questions and interactions
- Educate, empower, engage
- Compel people to take action and get involved

## Language tips

- Keep language simple
- Don't use technical or 'insider' language – people's knowledge is limited
- Keep your audience involved
- Make it lively, active, engaging, simple, accessible
- Make the audience feel part of what you are doing

## Be persistent!

- Don't be afraid of repeating your content
- You can talk about the same event in lots of different ways
- See how popular professional accounts do it
- Keep reminding people up to the day of the event

# Spread the word

## 1. Your existing networks

- Brief intro to the event
  - When / where / how to access it
- Give them a few options:
  - **Quick wins:** include links / existing social media posts
  - **More effort:** giving example images & copy for social media
- Be reciprocal!



# Spread the word

## 2. Other (related) networks

- What are the themes of your event?
- Some starting points for research:
  - Facebook interest groups
  - Local interest clubs or societies
  - Student clubs and societies
- Keep the reach out simple & make it explicit **why** you think it would be of interest to their audience



# Building an event strategy

Try to ignore the hype around social media algorithms, or the temptation to put all your focus on a new social media platform.

Take this time to experiment with your content – what works with **your** audience? What gets you new followers? What gets people clicking on your links?

# Building an event content plan

Build a basic content plan for Refugee Week:

- 1. Draft a list of key messages to share.**
  - Save the date / line-up announcement / how to book
- 2. Write list of social channels you'll focus on**
  - Twitter? Facebook? Instagram?
- 3. Create / source photos / videos / any other assets**
  - E.g. list of hashtags? Handles of orgs/people to tag?
- 4. Schedule these ahead of your event.**

<b>Wednesday 3rd June</b>					
	<b>Time</b>	<b>Topic</b>	<b>Notes</b>	<b>Copy</b>	<b>Scheduled?</b>
Instagram story focus:		Simple Acts			Yes
Twitter		Migration Matters	Twitter scheduled for 3 June - do Insta too		Yes
	8.25am	Social media pack		#RefugeeWeek2020 is just under two weeks away Head to our social media pack to get started >>	Yes
Instagram	10.10am	Social media pack		Refugee Week 2020 is just around the corner, and we've got a social media pack to help you get started. Head to the link in our bio to get started – you'll find everything you need to know. #RefugeeWeek2020 #Imagine #refugeeweekUK	Yes
Facebook	10.36am	Social media pack		Refugee Week 2020 is just around the corner, and we've got a social media pack to help you get started. Head to the link in our bio to get started – you'll find everything you need to know. #RefugeeWeek2020 #Imagine #refugeeweekUK	Yes
<b>Thursday 4th June</b>					
	<b>Time</b>	<b>Topic</b>	<b>Notes</b>	<b>Copy</b>	<b>Scheduled?</b>
Twitter		Giant dolls house		Make your own miniature home and be part of the @Giantdollshouse project via @oxfamgb Take part >>	Yes
		Simple Acts		#SimpleActs are everyday things each of us can do to help refugees. Learn more about how you can take part in one of our Simple Acts >> <a href="https://bit.ly/370XVMI">https://bit.ly/370XVMI</a>	Yes
				Make your own miniature home and be part of the @Giantdollshouse project via @oxfamgb	





# Safety & privacy

**Strong, unique passwords.** Check email linked to social media accounts, look at who has access to your social media channels.

**Assign someone to monitor social media.**

**Don't feed the trolls.** Block & mute tools, report.

**Think about consent –** especially when it comes to identifying details.



Join in with Simple Acts, promote on social media, and get others to join in!

Promote the week using **#RefugeeWeek2021**  
**#RefugeeWeek #WeCannotWalkAlone**