

10 keys

to effectively
communicating
human rights

[NEW]

**Speaking up for human rights
has never been more important!**

But how can we best do it?

**How do we bring people together
and cut through the noise?**

Key 1

Outline your
objectives



Be clear about what you want to achieve



**Why
outline
your
objectives?**

- Clear goals are the base of your strategy.
- Goals define audiences, channels and formats – not the other way around!
- Goals attained are evidence of success.

How?

- Keep goals realistic – consider your resources and timeframe.
- Set key performance indicators and target values to measure success.
- Share goals internally to reach a common understanding.

Key 2

Activate your audiences



Listen and connect



**Why
activate
your
audiences?**

- To understand what moves people.
- To find common ground.
- To build mutual trust.

How?

- Set clear target audiences for your messages.
- Listen to your audiences and use focus groups and analytics.
- Ask questions and invite your audiences to ask theirs.

Key 3

Voice shared values



Create common ground



**Why
voice shared
values?**

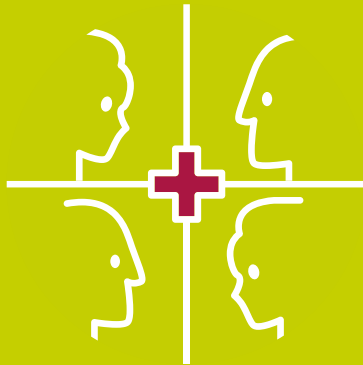
- Values are our guiding principles.
- Issues divide, but values unite.
- Shared values can engage and strengthen communities over time.

How?

- Map your values and those of your audience.
- Identify common values that underpin human rights and equality.
- Appeal to the emotions and values of people's better selves.

Key 4

Create coalitions



Build partnerships to extend your reach



**Why
create
coalitions?**

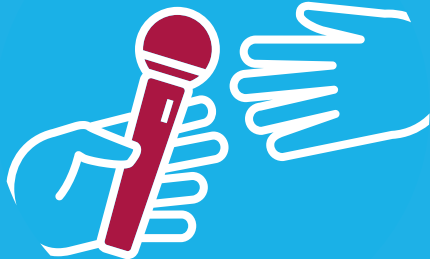
- To multiply your messages.
- To reach wider audiences.
- To foster broader and deeper understanding and empathy.

How?

- Find common goals and mutual benefits with new partners.
- Link rights to trending topics.
- Nurture long-term relationships – align and share outputs.

Key 5

Mobilise your messengers



Bring in trusted voices to help spread your word



**Why
mobilise your
messengers?**

- To get new audiences to listen.
- To empower people to tell their stories.
- To make your message more authentic.

How?


- Encourage them to use their own style.
- Match them to your main audience and goal.
- Invest in their well-being.

Key 6

Harness hope



Inspire action through positive messaging



**Why
harness
hope?**

- Human rights are our hope for a better future.
- Enthusiasm and passion move us forward.
- Life can be hard. Show the light at the end of the tunnel!

How?

- Be for and not against – focus on solutions, not problems.
- Put emphasis on your goals.
- Connect small steps to the big picture.

Key 7

Shape your story



Use real-life examples to trigger emotions



**Why
shape your
story?**

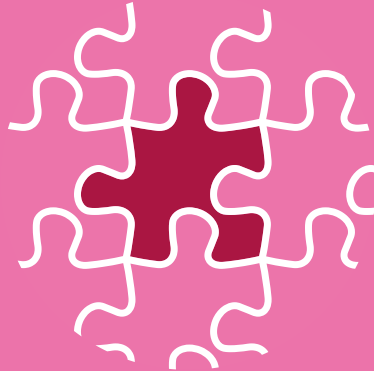
- Stories bring a wider cause to life.
- They help us understand, empathise and engage.
- Triggering emotions can have a lasting impact.

How?

- Consider who your story will move.
- Describe a challenge, its heroes and solutions.
- Show how one person's struggle can help others.

Key 8

Pick your platform



Adapt your approach to your chosen channel



**Why
pick your
platform?**

- Both substance and style matter.
- There is more than one way to get noticed.
- We are all fighting for limited attention.

How?

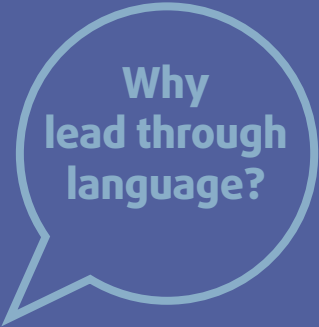
- Gather data to see what works best.
- Develop different skills and products.
- Adapt your output to your audience.

Key 9

Lead through language



Keep it simple and promote respect



**Why
lead through
language?**

- Words matter – they shape perceptions.
- To be respectful and accessible to all.
- To underline our shared humanity.

How?

- Use inclusive, simple and positive words.
- Ask for guidance if you are unsure about what terms to use.
- Invest in translation, including cultural translation.

Key 10

Tailor your timing



Success is what happens when preparation meets opportunity



**Why
tailor your
timing?**

- Linking to topical events increases resonance.
- Knowing when to publish saves time and resources.
- Timely input can help you shape debates.

How?

- Track news and social media for opportunities.
- Create content you can use repeatedly.
- Assess honestly – new is not always newsworthy.

International human rights organisations across Europe have joined forces with the European Union Agency for Fundamental Rights, united behind the '10 Keys to effectively communicating human rights'.

If you are a human rights advocate or communicator, these are the keys for you and your team to work with.

Let's all do better when communicating on human rights!



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