

10 KEY RECOMMENDATIONS TO FOSTER GLOBAL CITIZENSHIP IN TIMES OF CRISIS

FEATURE STORYTELLING

- **Center storytelling and personal narratives:** Communicate and present messages through stories and narratives that provide context and personal links.
- **Highlight stories that are positive and hopeful:** Feature messaging that instills a sense of hope or possibility for change, while recognizing the challenges that exist.
- **Communicate narratives with evidence:** Include data, cost transparency, clear impacts and other metrics in stories and broader communications.

ADDRESS SKEPTICISM

- **Strive to build meaningful relationships, rapport and trust:** with individuals, target audiences and broader communities. Consider organizational practices, communications strategies, and accountability and relational practices to support this.
- **Choose project goals and focus energies:** Consider what the goals of an engagement project are and consider who should be and/or could be engaged with this.

FACILITATE PERSONAL-GLOBAL LINKS AND ACTION

- **Provide diverse and clear channels for engagement:** Work towards having multiple channels where people can engage in diverse ways and make opportunities to take action very clear.
- **Make it clear how tangible impacts add up to more abstract goals:** Ensure that initiatives are communicated in a way that makes the connections between individual actions, small-scale initiatives and potential larger systems change clear.

CONSIDER THE AUDIENCE

- **Address existing knowledges and connections in messaging angles:** ensure that accessible language is used and strive to connect with and build on the existing knowledges, interests and personal connections of the target audience.
- **Consider belief linkages and current concerns:** Consider project goals and intended audience, and work to use messaging that aligns with audience interests, linked beliefs and current concerns.
- **Use a tailored approach to media platforms and applications:** Consider the target audience and how different platforms might reach or impact them; use media outlets and platforms accordingly.



Access the full report at bccic.ca/resources/