MEDIA AND
COMMUNICATION STRATEGY
2025 - 2028

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In an era of rapid social, political, and environmental change, ActionAid Bangladesh views strategic communication as a tool for transformation, not merely visibility. It is how we confront injustice, connect communities, and ensure the voices of those most affected are heard and acted upon.
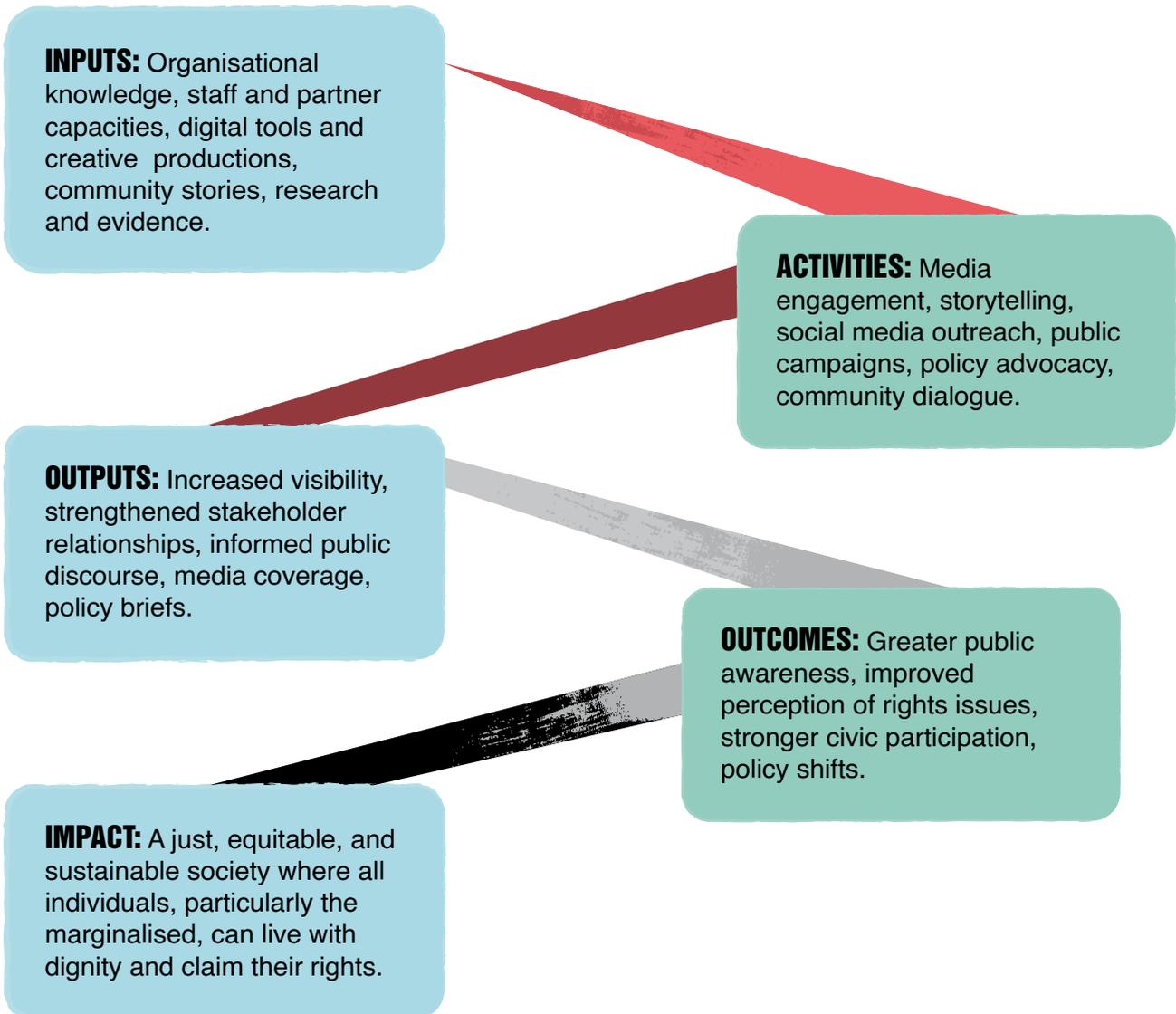
Our new Media and Communications Strategy (2025–2028), pinned in Country Strategy Paper VI, builds on the strong foundation of our 2013 Communications Strategy and the Global Brand Guidelines (Annex III), which positioned us as a trusted advocate for social justice. As the past country strategic priorities and through our past influencing efforts, we have amplified marginalised voices, shaped public discourse, and driven change through people-powered campaigns, knowledge resources, and strategic partnerships.

This strategy is formulated to sharpen our focus on climate resilience, economic justice, civic rights, and gender justice. We will harness evidence-based storytelling, digital engagement, and community-driven advocacy to bridge local realities with global movements, speaking truth to power in both humanitarian crises and long-term struggles for change.

Our commitment remains clear: to use bold, principled, and action-oriented communications to inspire collective action and help create a just, equitable, and sustainable future where every person can live with dignity.

2. THEORY OF CHANGE

The communication Theory of Change for ActionAid Bangladesh is rooted in the belief that inclusive and strategic communication can empower people, shift harmful power dynamics, and influence structural change.

INPUTS: Organisational knowledge, staff and partner capacities, digital tools and creative productions, community stories, research and evidence.

ACTIVITIES: Media engagement, storytelling, social media outreach, public campaigns, policy advocacy, community dialogue.

OUTPUTS: Increased visibility, strengthened stakeholder relationships, informed public discourse, media coverage, policy briefs.

OUTCOMES: Greater public awareness, improved perception of rights issues, stronger civic participation, policy shifts.

IMPACT: A just, equitable, and sustainable society where all individuals, particularly the marginalised, can live with dignity and claim their rights.

3. INTERNAL COMMUNICATIONS

Objective of the internal communications will be ensuring transparency, efficiency, and consistency in internal communication, maintain uninterrupted information flow, promote knowledge sharing, and strengthen staff and governance engagement to support effective coordination across ActionAid Bangladesh.

3.1 COUNTRY OFFICE, FIELD STAFF, AND LOCAL PARTNERS

To ensure that staff and partners remain well-informed and engaged, ActionAid International Bangladesh places a strong emphasis on regular internal updates. This includes producing and disseminating periodic newsletters, achievements, and upcoming priorities. Real-time coordination is further strengthened through the use of intranet platforms, email groups, and WhatsApp channels, enabling swift information sharing across offices and field locations. Beyond updates, knowledge-sharing sessions on media and communications are organized to promote learning and exchange of experiences, while a centralized digital repository is maintained to house reports, campaign materials, and communication resources.

3.2 COMMUNICATING WITH ACTIONAID INTERNATIONAL BANGLADESH SOCIETY BOARD & GENERAL ASSEMBLY MEMBERS

Maintaining strong alignment between governance and operations is a key priority in engaging with Society Board and General Assembly members. Regular communication of important updates, achievements, and advocacy messages ensures that these governance bodies remain fully informed about organisational progress and strategic priorities. Tailored briefings, detailed reports, and interactive sessions are used to strengthen engagement and understanding, ensuring that decision-makers are closely connected to both operational realities and advocacy goals.

3.3 STAFF AND PARTNER CAPACITY BUILDING IN MEDIA AND COMMUNICATION

Capacity building remains a crucial part of ActionAid International Bangladesh's internal communication strategy. Staff and partners are provided with targeted training in media engagement, branding, storytelling, campaigns, and advocacy, equipping them with the skills to effectively communicate the organisation's work. These efforts aim to enhance the ability of staff and partners to integrate communication into programmes, campaigns, and policy initiatives, ensuring that messaging is consistent and impactful. Moreover, developing leadership in communication across departments and field offices helps embed a culture of strategic communication throughout the organisation, strengthening both internal cohesion and external influence.

3.4 ROLL-OUT APPROACH: INTERNAL COMMUNICATIONS

ActionAid Bangladesh will strengthen internal communications by focusing on alignment, efficiency, and knowledge sharing across the country office federation.

3.4.1 CONNECTING ACTIONAID INTERNATIONAL FEDERATION AND ACTIONAID BANGLADESH

- Maintain structured communication with AAB Senior Leadership team, ActionAid International Bangladesh Society, ActionAid International Secretariat, regional hubs, and thematic leads.
- Share timely updates and designate focal points to streamline information flow.

3.4.2 STRATEGIC INFORMATION SHARING

- Provide concise briefs, media reports, and learning documents with the Leadership teams, and ActionAid International.
- Use intranet platforms for accessible, centralised documentation.

3.4.3 KNOWLEDGE EXCHANGE

- Contribute case studies, tools, and experiences to ActionAid Bangladesh national and ActionAid International federation spaces.
- Actively participate in webinars, working groups, and cross-country learning sessions.

3.4.4 RAPID RESPONSE

- Establish clear internal chains for urgent federation-country level communication during crises. Such as Gaza advocacy calls.
- Ensure Bangladesh's context is reflected in global decision-making.

4. EXTERNAL COMMUNICATIONS

The objective of ActionAid Bangladesh's external communications is to position the organisation as a bold, justice-driven actor that amplifies the voices of marginalised communities and influences public discourse at local, national, and international levels. By delivering clear, consistent, and compelling messaging, external communications will strengthen ActionAid Bangladesh's visibility, credibility, and impact. Through storytelling, media engagement, digital platforms, and innovative campaigns, the organisation seeks to inspire action, shape policies, and mobilise solidarity for social justice, climate resilience, gender equality, and democratic rights. At its core, external communications will serve as a bridge between communities and decision-makers, ensuring that the lived realities of people on the frontlines are recognised, valued, and acted upon. The impact of external communication efforts will be measured using key performance indicators based on data from the 2024 Media and Communications Report.

4.1 MESSAGING AND STORYTELLING

ActionAid International Bangladesh places storytelling at the heart of its communication strategy, prioritising bold narratives grounded in evidence and shaped by the lived experiences of marginalised communities. Stories are crafted to be inclusive, accessible, and sensitive to language barriers, with Bangla preferred where necessary to ensure local resonance. By using powerful, human-centred narratives, the organisation seeks to build emotional connections with audiences, inspiring action and reinforcing the relevance of its mission. Impact-driven stories from humanitarian responses, campaigns, and programme work are highlighted to demonstrate tangible results and foster trust among stakeholders.

4.2 MEDIA ADVOCACY AND MEDIA RELATIONS

Maintaining strong relationships with local, national, and international media is central to ActionAid Bangladesh's approach to public engagement. Regular and impactful media coverage ensures that the organisation's work on social justice, climate resilience, youth engagement, and humanitarian action reaches a wide audience. Media advocacy is employed to spotlight rights issues and drive policy reforms, while thought leaders from ActionAid contribute op-eds and feature articles to shape public discourse. The organisation also organises press briefings, media addas, and journalist workshops to deepen collaboration, encourage dialogue, and ensure accurate representation of its work.

4.3 SOCIAL MEDIA

Digital platforms play a critical role in amplifying ActionAid Bangladesh's mission and engaging diverse audiences. Through storytelling and visually compelling content, the organisation highlights achievements across programmes, campaigns, and policy advocacy, while creating space for youth and women to contribute to its digital narratives. Consistent and timely posting across Facebook, Instagram, LinkedIn, and YouTube reinforces the organisation's presence and positions it as a bold, justice-driven actor aligned with its mission

and vision. Social media is not only a tool for visibility but also for mobilising communities, influencing public opinion, and inspiring active participation in social change.

4.4 DIGITAL PLATFORMS

ActionAid Bangladesh's website serves as a central hub for sharing impact stories, campaign updates, and organisational resources. The platform is continuously optimised for accessibility, search engine visibility, and mobile use, ensuring it reaches a broad audience. Timely updates in the form of blogs, reports, success stories, and career opportunities provide a dynamic view of the organisation's work, while multimedia integration enhances engagement and enables audiences to experience ActionAid's work through multiple formats.

4.5 CRISIS COMMUNICATIONS

Preparedness and agility are crucial in safeguarding the organisation's credibility during emergencies. ActionAid Bangladesh aligns its approach with the International Crisis Communications Framework(see Annex II), establishing rapid response mechanisms that deliver accurate and timely messaging during crises. Anticipating potential communication risks allows the organisation to pre-empt issues and maintain public trust. Staff are equipped with training and simulations to ensure readiness, and lessons learned from past crises are documented and shared, building institutional knowledge and strengthening future responses.

4.6 ROLL-OUT APPROACH: EXTERNAL COMMUNICATIONS

ActionAid Bangladesh's external communications will be rolled out through coordinated actions designed to position the organisation in line with its vision, amplify impact, strengthen visibility, and safeguard credibility.

4.6.1   MESSAGING AND STORYTELLING
- Develop a rolling content calendar aligned with advocacy moments, campaigns, and humanitarian responses.
- Regularly update a story hub featuring voices of marginalised communities, with Bangla prioritised for local resonance and English for wider reach.
- Produce engaging multimedia content such as short films, documentaries, infographics, and photo essays.

4.6.2   MEDIA ENGAGEMENT
- Nurture strong relationships with local, national, and international media through briefings, addas, and visits.
- Position ActionAid thought leaders via op-eds, interviews, and evidence-based commentary.
- Track and evaluate coverage through regular media monitoring and reporting.

4.6.3   SOCIAL MEDIA
- Maintain consistent, campaign-aligned posting across Facebook, Instagram, LinkedIn, and YouTube with diverse formats (static, short videos, reels, carousels, GIFs).
- Amplify youth and women's voices through digital campaigns, crowd-sourced content, and citizen journalism.
- Integrate interactive features, competitions, and hashtags to boost engagement and participation.

4.6.4 PUBLIC ENGAGEMENT & PARTNERSHIPS

- Strengthen ActionAid Bangladesh's identity through partnerships and participation in public
  events, art installations, debates, and roundtables.
- Collaborate with youth networks, local partners, universities, grassroots organisations, and research institutes for mobilisation.
- Train and support local influencers, youth leaders, and educators as trusted messengers.

4.6.5 DIGITAL PLATFORMS

- Regularly update the website with blogs, reports, campaign updates, and impact stories, optimised for SEO and mobile use.
- Integrate multimedia storytelling to enhance accessibility and engagement.
- Use dashboards to monitor traffic, user interaction, and conversions.

4.6.6. CAMPAIGNS & ADVOCACY

- Run high-impact campaigns on social and climate justice aligned with ActionAid International global calls.
- Publish knowledge resources that strengthen advocacy on climate finance, gender justice, and democratic rights.
- Implement sustained awareness-building interventions that challenge harmful social norms.

4.6.7. PUBLICATIONS & KNOWLEDGE PRODUCTS

- Develop innovative and creative knowledge products such as research reports, photobooks, storybooks, e-books, flyers, and policy briefs.
- Ensure designs are engaging, inclusive, and accessible in both Bangla and English.
- Disseminate through events, media, and digital platforms, while maintaining an internal repository for long-term use.

4.6.8. CRISIS COMMUNICATIONS

- Activate a rapid response protocol aligned with the International Crisis Communications Framework. (see Annex II)
- Respond to communications crisis with honesty, integrity, and ActionAid's vision.
- Maintain pre-approved templates, spokesperson lists, and conduct periodic simulations to refine readiness.

4.6.9. MONITORING AND EVALUATION

- Use media monitoring, social listening, and analytics to measure reach, engagement, and sentiment.
- Share learnings internally to continuously adapt strategies.
- Regularly review and update the plan to remain responsive to shifting contexts.

5. PRIORITY AUDIENCES

5.1 INTERNAL

- AAB Senior Leadership Team
- AAB Extended Leadership Team
- ActionAid Bangladesh International Society Members
- ActionAid International Federation Secretariat and Federation Members
- Local Partners

5.2 EXTERNAL

- The mass
- Government Institutions and Stakeholders
- Journalists and Media Outlets
- Policy influencers and thought leaders
- Development sector partners, peer NGOs and CSOs, and academia
- Children, youth, and grassroots movements
- Communities and rights holders
- Donors and funding agencies
- Women and marginalised groups

6. EXTERNAL COMMUNICATION TOUCHPOINTS

Press conferences	Digital and social media engagement	Media op-eds and reports.	Powerful imagery	Podcasts
Webinars	Influencer partnerships	Workshops	Installation art display	Theatrical performances
Knowledge products	Short videos, reels, and documentaries	Stakeholder roundtables	Community workshops	Grassroots courtyard meeting

ANNEX I KEY PERFORMANCE INDICATORS (KPIS) AND SUCCESS METRICS

The Key Performance Indicators (KPIs) have been set based on the metrics and data in AAB Media and Communications Report 2024.

| KPI Indicator	Target Value (Refined)	Means of Achievement
Earned media reports annually	National: 700 (Print: 200, Digital/Electronic: 500), International: 10	Build strong media relationships; send regular press releases; organize media briefings; pitch human stories and campaigns to journalists.
Facebook reach	3.5 – 4 million	Boost organic + paid campaigns; publish engaging, story-driven content; cross-promote via partners.
Instagram reach	100,000	Use youth-centered visual storytelling; reels; influencer collaborations; campaign hashtags.
LinkedIn reach	100,000	Post thought-leadership content; leverage staff profiles; showcase impact stories and organizational voice.
YouTube reach	250,000 views	Optimize titles and thumbnails; embed in other platforms. Promoting Content with boosting
Public events organized	15–20 events	Include campaign launches, press briefings, panel talks, youth forums, and community storytelling sessions.
Campaigns rolled out	10	Align campaigns with international/national days; involve community stories; use 360° communication strategies.
Staff trained in communication & storytelling	50 staff (internal & field)	Organize quarterly training and interactive storytelling workshops (in-house or with consultants).
Community-led stories captured & shared	60 stories	Partner with field offices & program teams; train local youth reporters; use audio-visual + written formats.
Policy briefs uptake by media & govt.	8 policy briefs cited/adopted	Disseminate through high-profile events, roundtables, and targeted email campaigns to journalists and policymakers.
Campaign reach (direct + indirect)	2 million	Multi-channel campaign dissemination; integrate events, digital content, and media coverage.

KPI Indicator	Target Value (Refined)	Means of Achievement
Website & platform traffic increase	1 million hits	SEO optimization; frequent blog/impact story uploads; Career posts share via social channels and email newsletters.
Stakeholder perception rating	4.2 out of 5	Conduct annual stakeholder survey; improve engagement and visibility through success stories and collaboration.
Publications	40	Includes reports, brochures, campaign materials, newsletters, and digital publications. Maintain a publication calendar and assign design/content support accordingly.
Documentaries and OVC	10	Produce impactful, evidence-based documentaries that showcase community stories and programme impact, created in collaboration with local storytellers and experts, and shared across media, social platforms, and events to maximise reach and influence.
Op-ed and Articles published	12	Develop and publish compelling, data-backed op-eds authored by thought leaders and experts to highlight key issues, influence public discourse, and shape policy debates across prominent national and international media outlets.

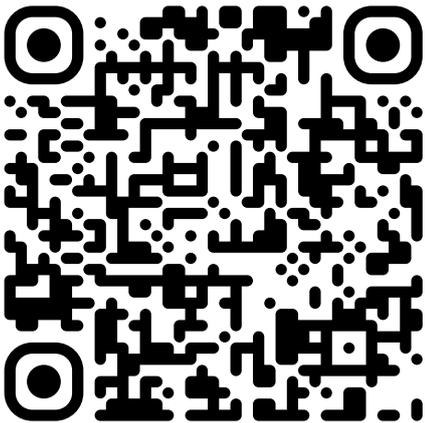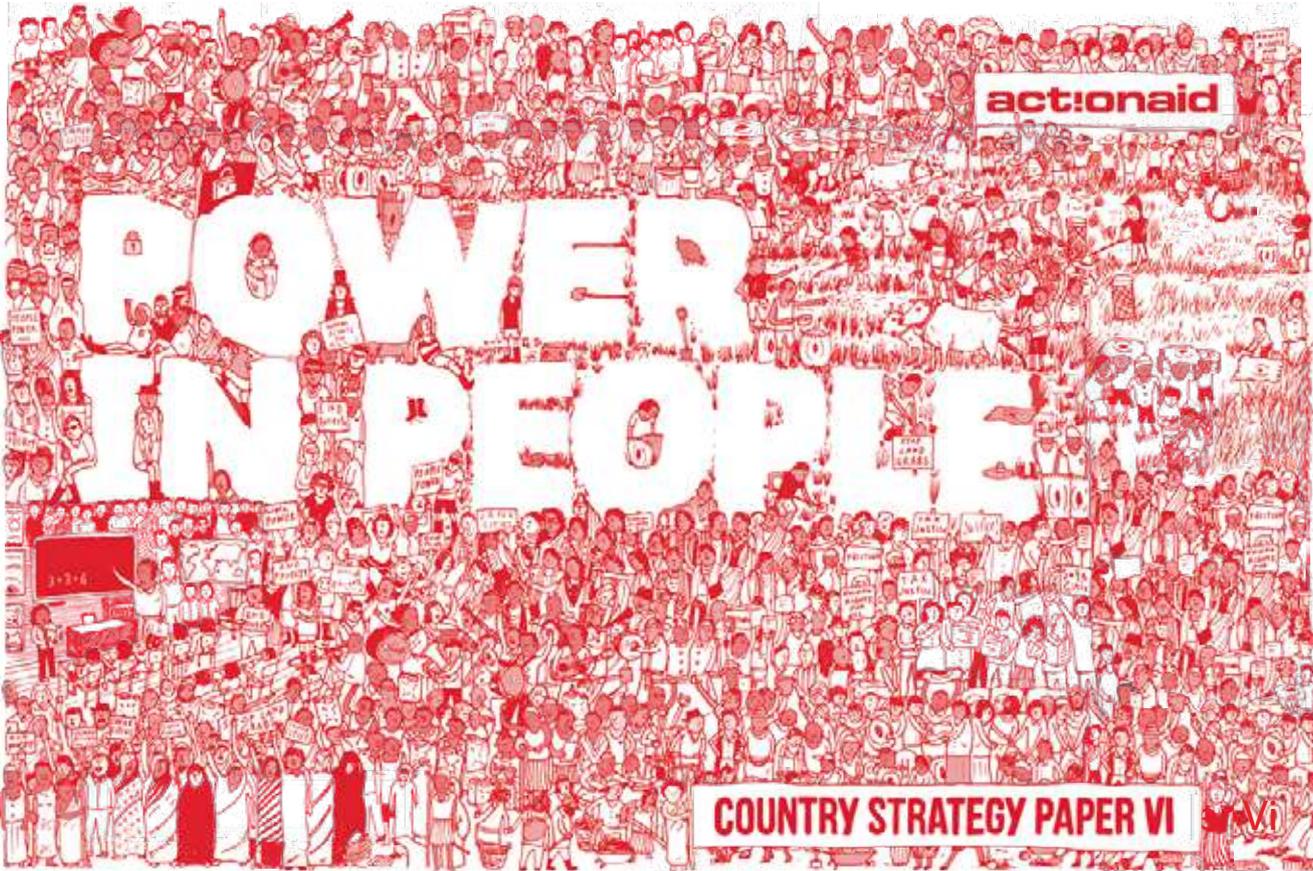**Reputational Crisis Communications Fundamentals**

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ANNEX III (A) ACTIONAID INTERNATIONAL GLOBAL BRAND GUIDELINES
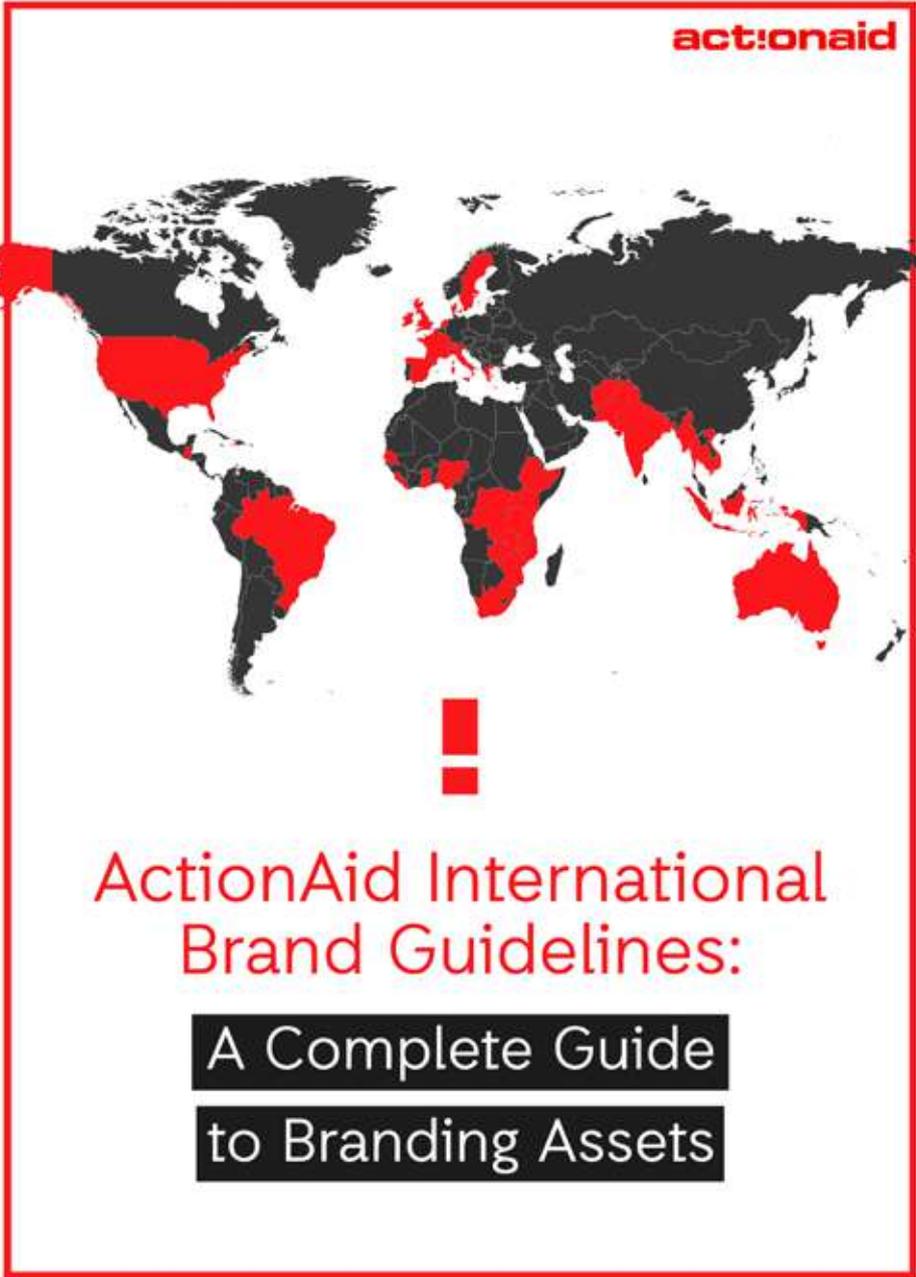
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ANNEX III (B) CSP VI

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ANNEX IV MEDIA AND COMMUNCIATIONS REPORT 2024

Total Media Reach 2024

176 million

Print
148

Online
632

Electronic
69

Special Supplement
4

Op-ed
20

Total Media Reports

818 | **National**
736

Social Media Reach

1.8M

Facebook
620K

Instagram
74.1K

YouTube
139.9K

LinkedIn
108K

Website
837K