

WOAH's Communication Strategy Update

WOAH Regional Workshop for Focal Points of Communication in Asia and the Pacific
26 – 28 Nov 2024, Putrajaya, Malaysia

Elise Pierrat

Communication Officer, WOAH



World Organisation
for Animal Health
Founded in 1924

中华人民共和国农业农村部

Ministry of Agriculture and Rural Affairs of the People's Republic of China

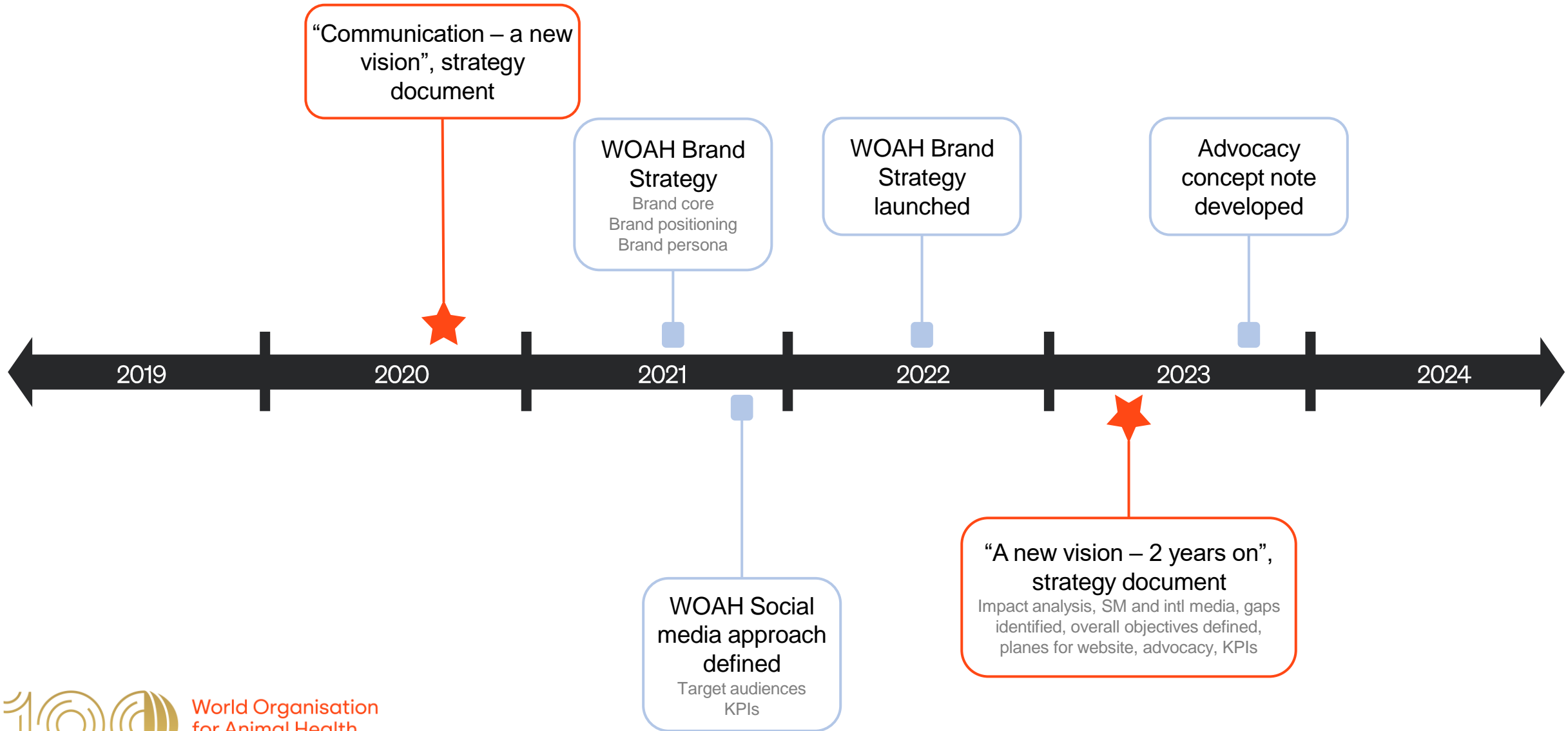


Australian Government
Department of Agriculture,
Fisheries and Forestry



From
the People of Japan

Timeline



Despite comparatively lower resources, WOA's digital community increased by 430%, while partners' decreased.

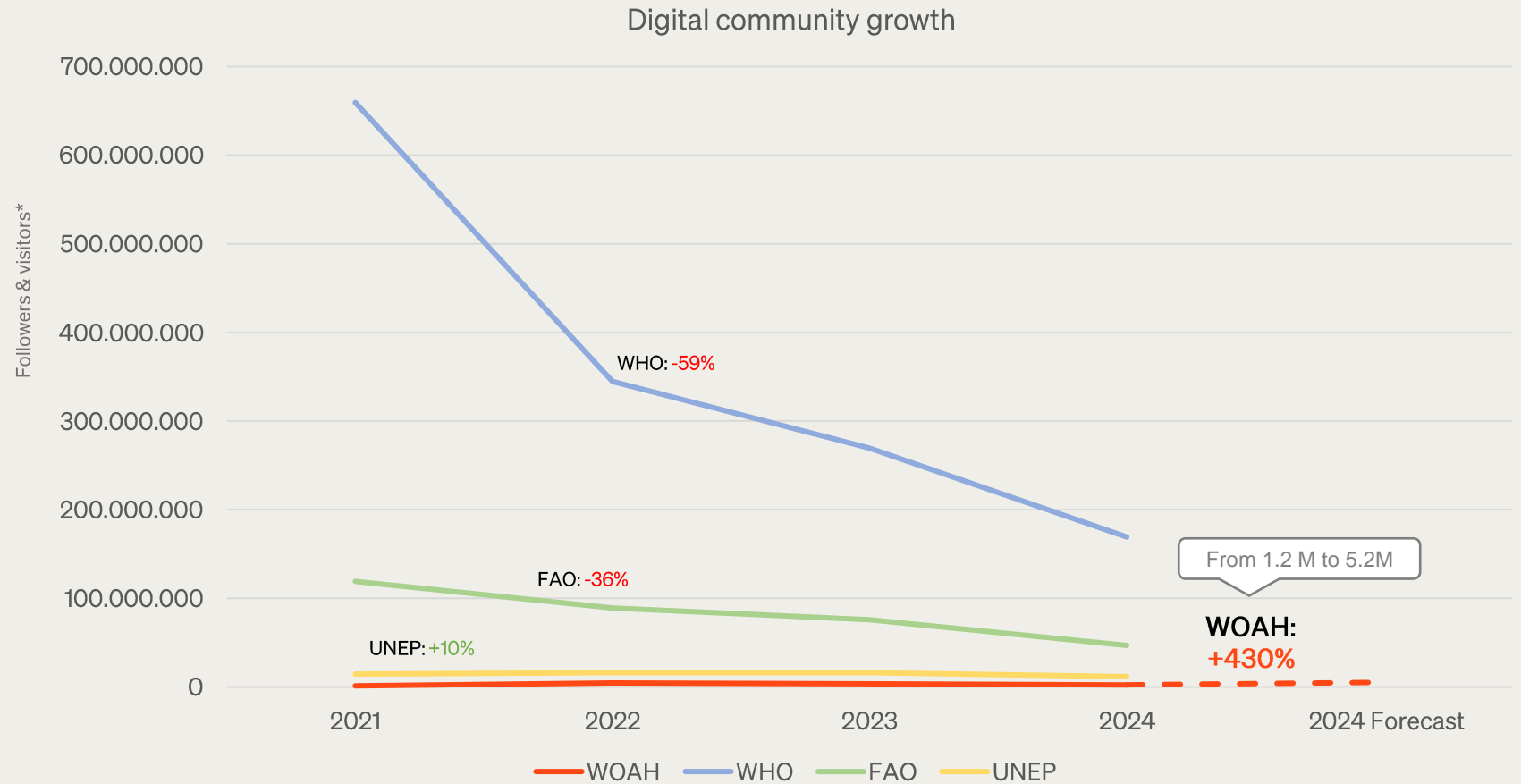
Objective 1

Become a globally recognised reference on animal health and welfare issues.

Key Performance Indicator

Increase the number of people navigating WOA's content compared to the international organisation sector.

Result



*Followers of organisation-owned social media accounts and visitors to each respective website

Interest in animal health has exploded, our voice has increased four-fold

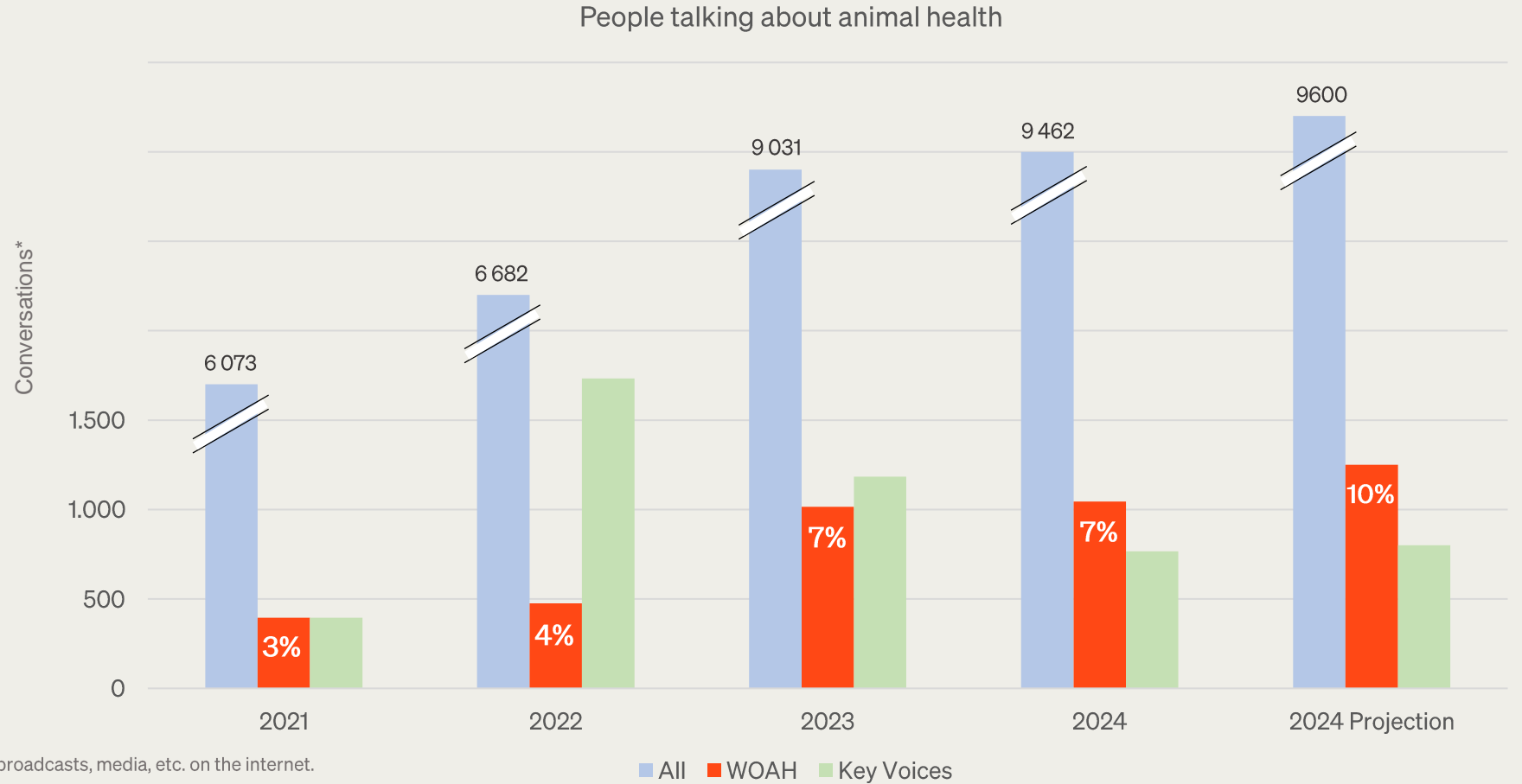
Objective 2

Increase the understanding of animal health as an integral part of global health.

Key Performance Indicator

Increase of WOA's contribution to the animal health conversation compared to other key voices.

Result



*Any mentions of animal health used by individuals, news agencies, broadcasts, media, etc. on the internet.

** Key voices: WHO, FAO, UNEP

In 2024 WOAHA's voice has already exceeded that of our three main partners combined (FAO, WHO, UNEP)

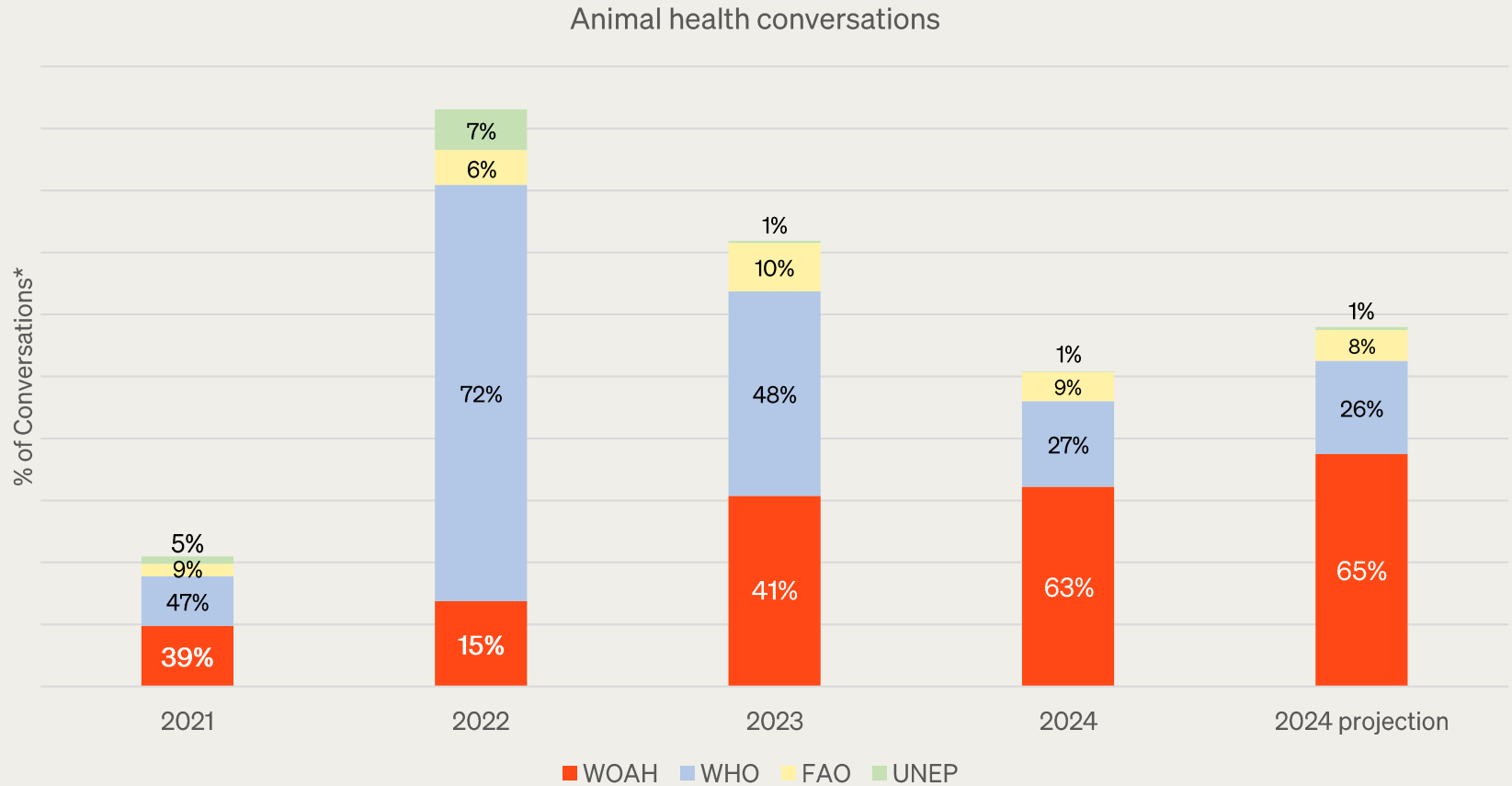
Objective 2

Increase the understanding of animal health as an integral part of global health.

Key Performance Indicator

Increase of WOAHA's contribution to the animal health conversation compared to other key voices.

Result



*Any mentions of animal health used by individuals, news agencies, broadcasts, media, etc. on the internet.

** Key voices: WHO, FAO, UNEP

Roadmap towards a comprehensive WOAAH Communication and Advocacy Strategy

- Bring all WOAAH communication stakeholders onto the same page on the current strategic thinking on communication and advocacy, and on the goals for the future
- Engage in a global consultation process on future strategic approach:
 - Map target audiences, objectives per target and best channels to reach them
 - Address topical priorities
- Agree on a future direction for WOAAH communication and advocacy

We need you



Thank you

World Organisation for Animal Health
www.woah.org



Annexes



World Organisation
for Animal Health
Founded in 1924

Annex - Communication glossary

Share of Voice

This refers to how much a brand or a topic is being talked about compared to its competitors or to other topics.

Imagine all brands in a market as part of one big conversation. Share of voice measures what percentage of that conversation is about your brand or topic versus others. The more people talk about you or a topic, the higher your share of voice.

Mentions

Mentions happen when someone talks about a topic, brand, product, or service, either online or offline.

If someone tweets about your organisation, writes about you in a blog post, or talks about you in a conversation, that's a mention. It's a sign that people are noticing and discussing your brand.

Market Presence

Market presence is how visible or well-known a brand is in its industry or market.

It's about how much space you occupy in the minds of customers and competitors. A strong market presence means that many people are aware of your brand, and they might think of you first when looking for a product or service you offer.

Digital Community

A digital community is a group of people who connect and interact with each other online around a shared interest or topic.

This could be a Facebook group, a forum, or even followers of a brand's social media accounts or visiting their website. It's a virtual space where people engage with each other and with the brand.

Reach

Reach is the total number of unique people who see a message, ad, or content.

For example, if you post something on social media and 1,000 different people see it, your reach is 1,000. It's like the size of your audience or how far your message spreads.

Engagement

Engagement measures how much people interact with content.

This could be likes, shares, comments, clicks, or any other action someone takes. It shows how interested people are in what you're posting, not just whether they saw it.

Annex - Slide 5, Profile of the people talking about animal health

Who's talking about animal health?

Where do they live:

- Main location: English-speaking countries, mostly the UK, USA, Canada, India, Australia, New Zealand and Ireland.
- Other relevant locations: Italy, Nigeria, Denmark, Germany, South Korea.

What are their interests:

- Animal production, animal products industries
- Farming and food supply
- Law and Policies
- Epidemiology, infectious diseases and health conditions

Where is their discussion happening:

- Digital media: Reuters, Bloomberg, The Guardian, Infobae, The Straits Times among others
- Social media: all channels but the highest flow of conversation comes from LinkedIn

Annex – Audiences explained in the Brand Strategy

WOAH Audiences

<i>Audience</i>	Veterinary Services	Policy Makers	Pragmatic Idealists	Concerned Citizens
<i>Profile</i>	Community-focused, action-driven, overwhelmed, underappreciated, connected, yet feeling isolated.	Knowledge-driven, responsible, data-focused, legacy-conscious, sceptical, and quality control-oriented.	Passionate about change, environment, animal welfare, community, and social justice.	Anxious about health, values security, exploring interconnectedness, concerned about public funds.
<i>Messages</i>	<ul style="list-style-type: none"> • Actionable and empowering content • Showcase WOAH activities • Ensure connection with WOAH • Enable questions, information • Explain WOAH standards' importance 	<ul style="list-style-type: none"> • Informative and solution-oriented content • Communicate self-assurance and ability to offer guidance during crises. 	<ul style="list-style-type: none"> • Informational content • Progress plans and emergency protocols • Content tone adapted to their profile. 	<ul style="list-style-type: none"> • Craft content to be shareable and that resonates with their communities • Present a vision of WOAH that appeals to their emotions.



After 3 years of existence, WOAAH has achieved greater visibility than OIE after 97 years

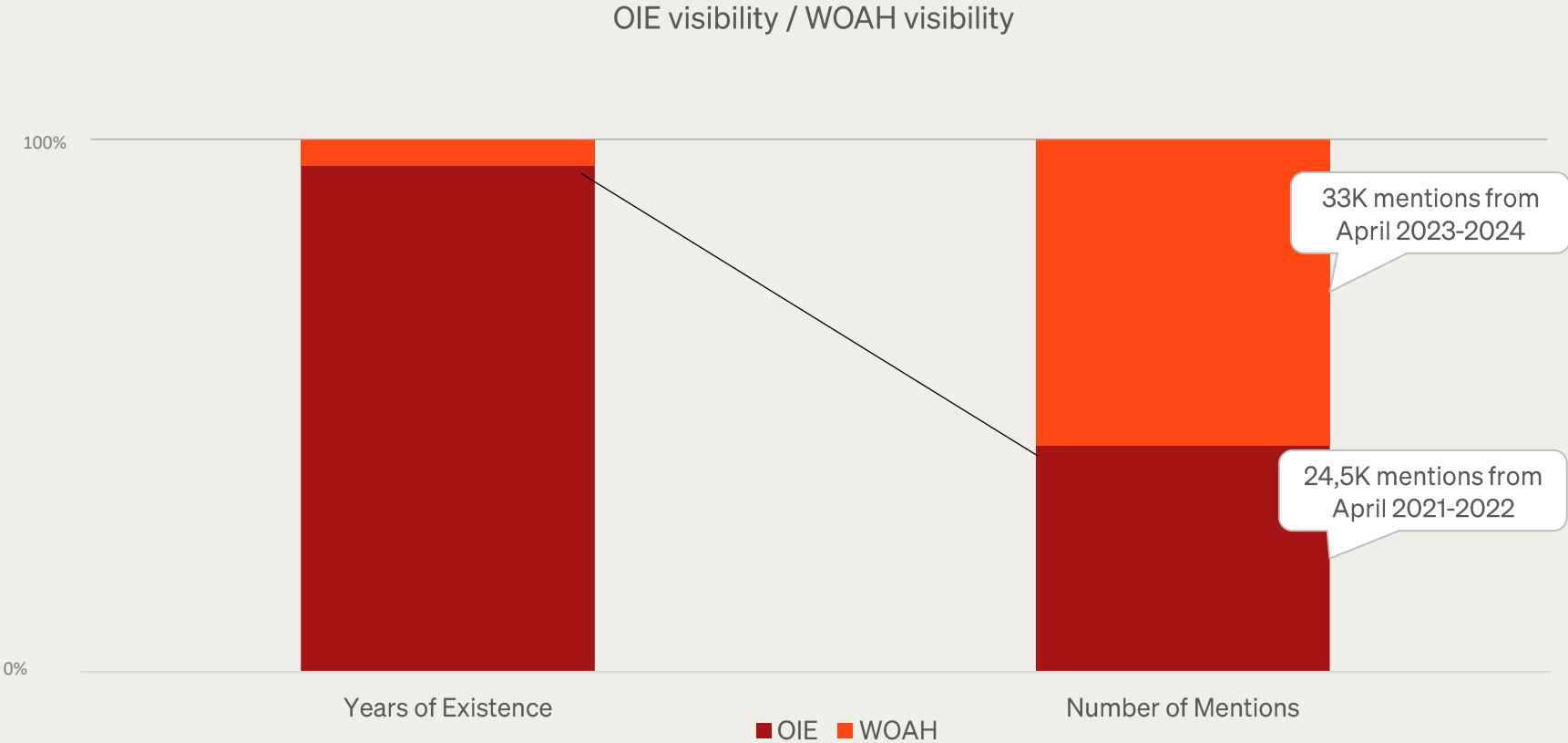
Objective 3

Strongly position the Organisation brand strategy across key streams of communication.

Key Performance Indicator

Awareness of the relevance of WOAAH and its contributions to the animal health conversation.

Result



*Any use of the terms OIE / WOAAH used by individuals, news agencies, broadcasts, media, etc. on the internet.



Data source: Meltwater: all internet traffic, including social media, digital media and/or print media mentioning OIE / WOAAH and similar terms