Children's Rights in the Digital Age: Global Kids Online Launch Media Plan

By UNICEF Office of Research – Innocenti and Global Kids online

What we developed	How we distributed it
4-minute web video – children, youth, parents and teachers from the Eastern Cape in South Africa talk about how the internet is changing their lives.	Shared with all GKO stakeholders 2 days before the launch; for digital dissemination on websites and social media; also featured prominently on launch agenda and on the GKO website.
Web text story/press release: Children worldwide gain benefits, face risks online, about GKO launch and CR online event	Posted on Innocenti's and Global Kids Online's websites and shared with stakeholders and media; it was distributed also via our mailing list of 5,000+ key stakeholders.
Blog 1 – The internet of opportunities: what children say, by Innocenti team	Posted on UNICEF Connect - Evidence for action
Blog 2 – Evidence based policy making on child internet use in Latin America, by GKO partners in Latin America	Posted on UNICEF Connect - Evidence for action
Blog 3- How do children use the internet? We asked thousands of kids around the world, by LSE team	Posted on The Conversation (UK)
Social media pack – pre-drafted tweets and photos, live tweeting style guide.	A selection of pre-written tweets for UNICEF Innocenti account with accompanying photos/infographics will be made available for organisers. The social media pack was specially designed to push the launch video. We also worked with colleagues form UNICEF Headquarters to give it extra-special support on their platforms.
MSM coverage pitching – we identified a list of media organizations that might be interested in the GKO launch and event	We tracked the coverage of the event.
FB coverage – a stream of pre-launch posts on the UNICEF page	UNICEF page