

COMMUNICATING THE SELVA MAYA

COMMUNICATION STRATEGY IMPLEMENTATION GUIDE



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GUATEMALA

MEXICO

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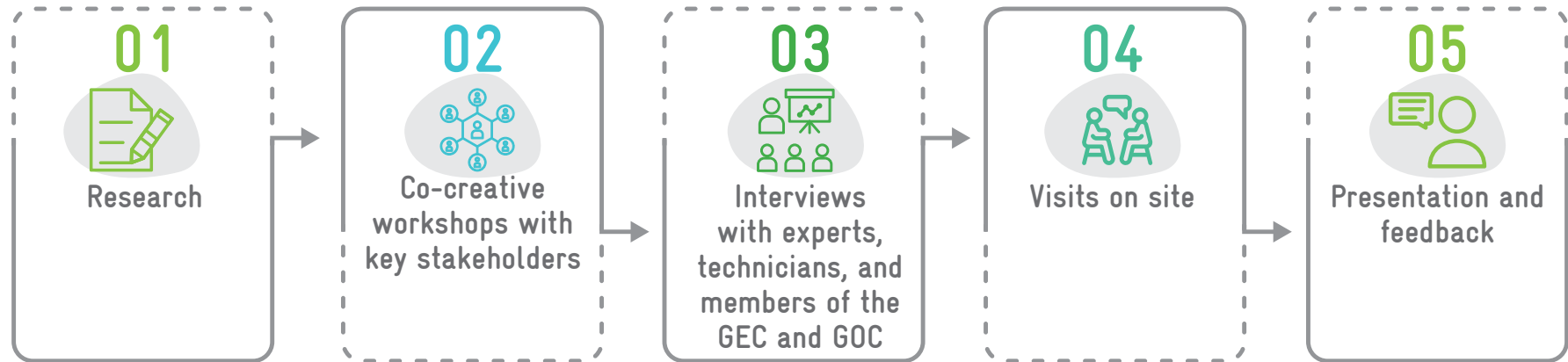
1. PRESENTATION





The Selva Maya Communication Strategy (SMCS) is an instrument that strengthens and supports the Belizean, Guatemalan and Mexican institutions in achieving their objectives in public policy within the region. Through a collaborative process, the SMCS is a guide that looks to 2030. It proposes concrete, clear, and compelling actions that contribute to informing, raising awareness and calling target audiences to action, in order to obtain the goals that have been set for the region, using progressive and communication methods, techniques and approaches approved by all stakeholders.

ILLUSTRATION 1. Building process of the Selva Maya Communication Strategy.



Source: Prepared by ICS

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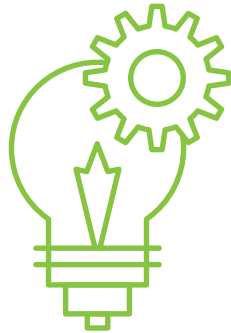
Communication must be viewed as a unifying and continuous activity that accompanies the actions set forth for the conservation of the Selva Maya, at all times. In this sense, one of the most important challenges is the sustainability and consistency of the campaigns, due to limited human, financial and technical resources. For this reason, this guide has been designed as an **easily accessible tool that helps communicators develop activities within the SMCS framework.**

To achieve this goal, this document has been divided into four parts:

1. **Action plan:** Description of the SMCS's target audiences, messages and tactics.
2. **Implementation:** Description of how the materials can be created, including simple and visual explanations, practical tips regarding platforms and free tools. This section is divided by disciplines that group several tactics: generation of digital and printed materials, sound and audiovisual production, work with the press and social media management.
3. **Monitoring and evaluation:** Establishment of indicators and how to measure campaigns' impact.
4. **Recommendations:** Presentation of general advice regarding the implementation of communication tactics.

Objectives of the SMCS

GENERAL OBJECTIVE




The Selva Maya Communication Strategy (SMCS) promotes the protection, conservation, assessment, and positioning of the Selva Maya region through the sensitization of the most important target audiences.

SPECIFIC OBJECTIVES

- To develop a common narrative that allows for the conceptualization and implementation of communication activities at the regional level.
- To build the “Selva Maya” brand –based on an extensive process including all stakeholders– and position it at both a trinational and an international level.
- To inform, sensitize and contribute to a change of attitudes in local communities, in order to achieve the sustainability of the Selva Maya.
- To support the objectives of the Selva Maya 2030 Strategy by providing information to decision-makers in Belize, Guatemala, and Mexico.
- To sensitize mass media to spread the message of the relevance of the Selva Maya as a key element for both the conservation of the environment and human and animal well-being within the region.
- To support and promote regional and intersectoral initiatives from the One Health perspective, based on the generation of a clear, coherent, and sustainable communication.
- To promote an educational communication process in schools within the region, considering the One Health approach.
- To generate a baseline of common knowledge regarding the elements of One Health amongst the communities and decision-makers.

2. ACTION PLAN

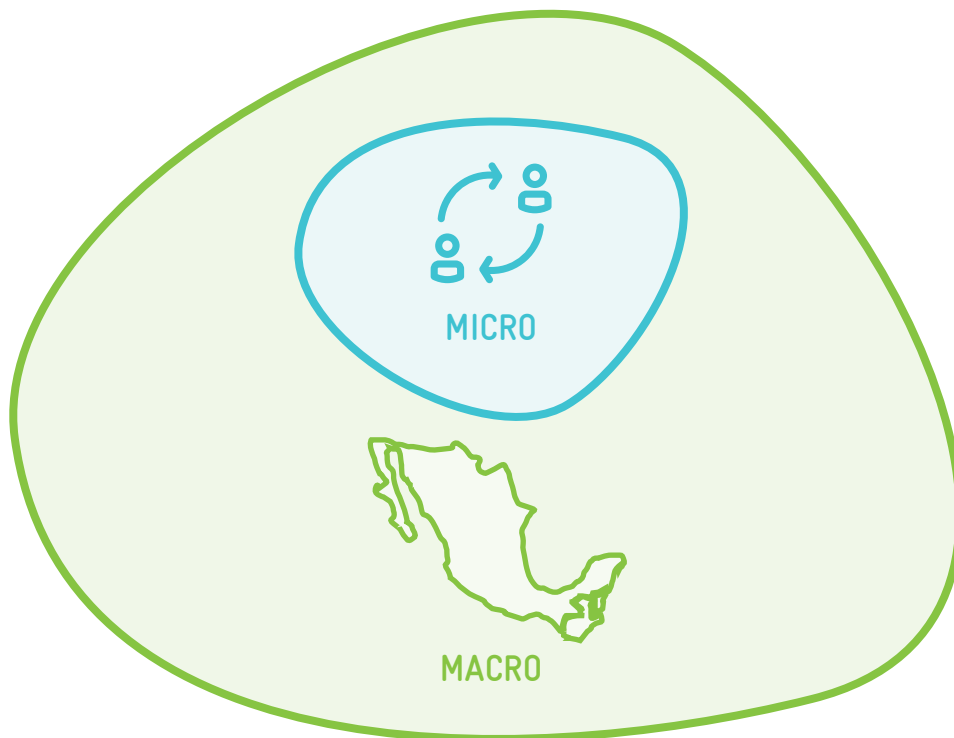


An aerial photograph of a vast, dense green forest stretching to the horizon under a bright blue sky with scattered white clouds. The forest is the central focus, with a few small white structures visible in the distance. The image is framed by a white curved shape on the left side.

The Selva Maya Communication Strategy presents a two-tier implementation approach: macro level and micro level. The first is intended to position the Selva Maya at both the national and international levels, based on trinational communication actions and tactics.

The second aims to achieve a change in the attitudes of local actors towards models of conservation, health and sustainability, through cooperation and coordinated work between natural protected areas (NPAs).

ILLUSTRATION 2. SMCS levels.



MACRO

Intended for national and international actors and implemented via trinational cooperation.



Positioning of the Selva Maya at both the national and international levels.

MICRO

Aimed at local actors and implemented by the natural protected areas.



Change of attitudes to achieve the conservation of the Selva Maya.

2.1. Macro level

Based on the development and conceptualization of the “Selva Maya” brand. This includes narrative (Key messages and lines of discourse) and visual (institutional brand) components and is aimed at generating a series of national awareness campaigns in each of the countries involved.

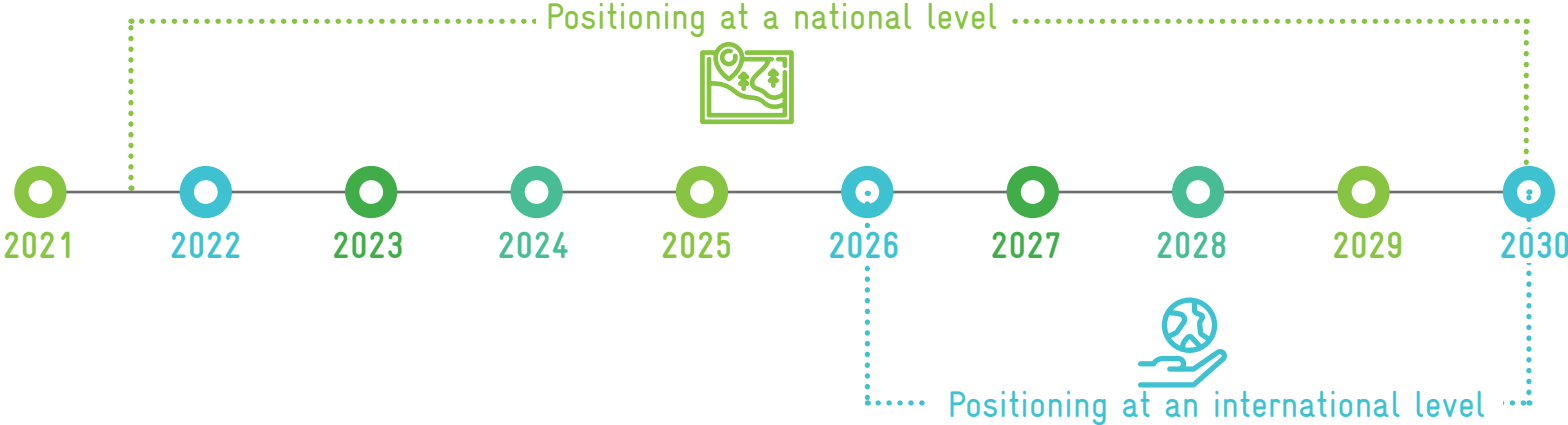


Suggested key message:
“We are Selva Maya. For me,
for you and for the world.”

Each of these campaigns has a specific implementation timeline, and two target audiences have been identified: decision-makers and the youth of urban centers.



ILLUSTRATION 3. SMCS stages (macro level)




Source: Prepared by ICS

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ILLUSTRATION 4. Macro level audiences


MACRO

01  Decision-makers

02  Population of urban centers

Source: Prepared by ICS

Below is a matrix of actions, lines of discourse, channels, and tactics for each of the identified audiences.

	ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
 DECISION-MAKERS	SPECIFIC ACTORS: CONANP, CONAP AND FOREST DEPARTMENT			
	OBJECTIVE: To combine efforts for the implementation of the strategy.			
	GENERAL KEY MESSAGES: <ul style="list-style-type: none"> • “One Health”, connecting human, animal, and environmental health for the well-being of the population. • Trinational cooperation is crucial for the achievement of national objectives. • The conservation of the Selva Maya is everyone’s responsibility. • The Selva Maya is an indivisible unit. 			
	<ul style="list-style-type: none"> • Workshops for presentation and feedback for the strategy. • Regular meetings to share progress and achievements. • Training workshops on specific topics to strengthen communication skills. • Multi-actor co-creation workshops for the design of the Selva Maya brand. • Updating of systematic information regarding the implementation of the SMCS and the lessons learned during the process. • Generation of a knowledge base regarding the importance of the Selva Maya and the “One Health” approach. 	<ul style="list-style-type: none"> • A regional and shared vision ensures the protection of the Selva Maya. • Clear and efficient leadership is crucial to ensure the success of the strategy. • Regional cooperation for the protection of the Selva Maya should be capitalized. • Capacity building strengthens us. • The “One Health” approach reduces the risk of future pandemics. 	<ul style="list-style-type: none"> • Emails. • Online meetings. • Websites. 	<ul style="list-style-type: none"> • Design of the Selva Maya brand. • Easily accessible workshops and implementation guides. • Strategy implementation guide for all those who will create communication materials. • PPT presentations. • Infographics and periodic newsletters on the progress of what has been implemented. • Series of animated videos on governance platforms in the area. • Achievement reports. • Photo essays. • Exchange of experiences (regular meetings). • Training on communication issues for GOC members.

ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
SPECIFIC ACTORS: NEW ADMINISTRATIONS WITHIN STATE, MUNICIPAL AND REGIONAL GOVERNMENTS			
OBJECTIVE: To inform and generate a knowledge base amongst the new administrations that operate within the region.			
GENERAL KEY MESSAGES:			
<ul style="list-style-type: none"> • The strengthening of ecosystems translates into the well-being of the population. • Natural protected areas are our allies in risk reduction to prevent future pandemics. • The conservation of the Selva Maya is everyone's responsibility. • The Selva Maya is an indivisible unit. • Common solutions for common problems: cooperation leads to progress. 			
<ul style="list-style-type: none"> • Production of communication material to raise awareness among decision-makers. 	<ul style="list-style-type: none"> • The importance of NPAs as an essential component of the area's conservation. • Cross-border outlook of the Selva Maya. • Cross-border threats require coordinated regional efforts. • The "One Health" approach ensures public policies that result in the well-being of communities and their environment. 	<ul style="list-style-type: none"> • Email. • Website. 	<ul style="list-style-type: none"> • Infographics. • Quarterly electronic newsletters. • Mailings. • Policy brief. • Series of animated videos on the region's environmental services and the "One Health" approach. • Exchange of experiences (regular meetings). • Photo essays.
SPECIFIC ACTORS: NATIONAL AUTHORITIES (LEGISLATIVE AND EXECUTIVE BRANCHES AND MINISTRIES)			
OBJECTIVES:			
<ul style="list-style-type: none"> • To generate basic knowledge and understanding of the value of the Selva Maya. • To encourage multidisciplinary and multisectoral work using the "One Health" approach. • To promote the creation of public policies that support the region and the attainment of larger budgets. 			
GENERAL KEY MESSAGES:			
<ul style="list-style-type: none"> • The strengthening of ecosystems translates into the well-being for the population. • The Selva Maya is an indivisible unit. • Strengthening multidisciplinary and multisectoral collaboration as key elements to reduce future pandemics. • The Selva Maya is important to the region and to the world. 			
<ul style="list-style-type: none"> • Production of communication materials to achieve the objectives. • Organization of forums and high-level trilateral meetings. • Generation of a public relations agenda to carry out peer-to-peer communication. 	<ul style="list-style-type: none"> • The conservation of the Selva Maya has an impact on the fulfillment of the 2030 Agenda. • The Selva Maya has a cultural, environmental, and social relevance at an international level. • The "One Health" approach ensures the well-being of ecosystems, animals, and people. • Promoting multidisciplinary and multisectoral collaboration as key elements to reduce future pandemics. • Investment in the conservation of the Selva Maya ensures the economic development of the region. 	<ul style="list-style-type: none"> • Email. • Website. • High-level meetings. 	<ul style="list-style-type: none"> • Quarterly electronic newsletters. • Policy brief. • PPT presentation.



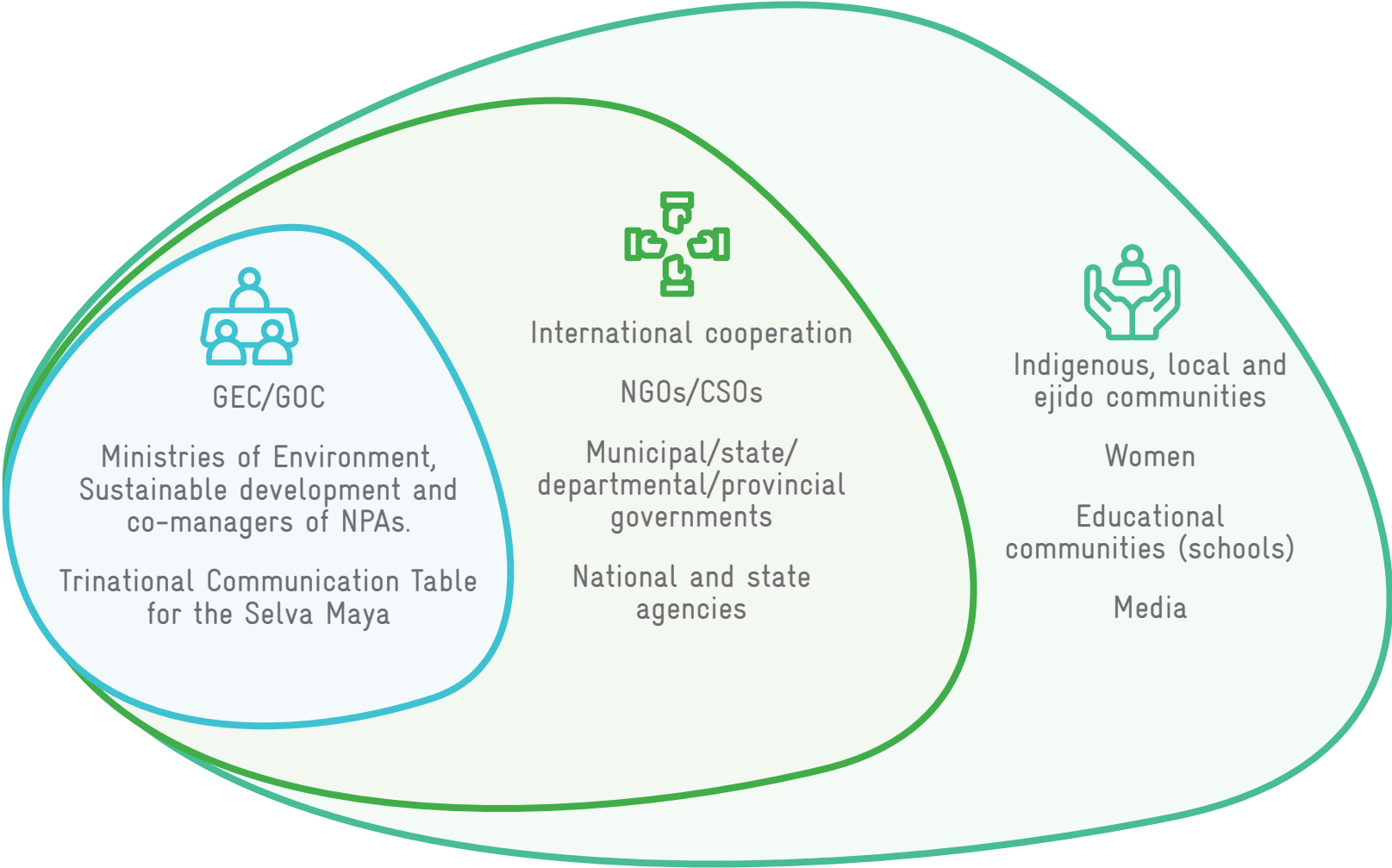
ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
<p>SPECIFIC ACTORS: NETWORKS OF INNER CITY YOUTH INTERESTED IN ADVENTURE TOURISM AND BUILDING A BETTER PLANET</p>			
<p>OBJECTIVE: To distribute basic information about the area, its location, and its cultural, social and environmental values, as well as the impacts of its fragmentation on human health.</p>			
<p>GENERAL KEY MESSAGES:</p> <ul style="list-style-type: none"> • The conservation of the Selva Maya is essential for our future. • The Selva Maya has unparalleled environmental and social richness. • The health of the environment around me affects my health and that of my family. • I take care of the places I visit because I am a responsible tourist. 			
<ul style="list-style-type: none"> • Detection of networks used by young people. • Generation of a database of organizations and influencers. • Generation of communication materials specifically produced to achieve goals. 	<ul style="list-style-type: none"> • The Selva Maya has attributes: beauty, environmental benefits, cultural and social diversity. • The health of ecosystems, animals and people is intimately related. • The Selva Maya plays a role in the planetary balance, due to the ecosystem services it provides. • Participating in ecotourism implies being responsible with the environment. • Contact between humans and animals is a potential risk of zoonosis. 	<ul style="list-style-type: none"> • Social networks. • Outdoor public areas. • Specialized magazines and publications. • Streaming platforms. 	<ul style="list-style-type: none"> • Advertising campaigns for the Selva Maya brand. • Articles in specialized magazines and publications. • Billboards. • Collaboration with KOLs (key opinion leaders) and influencers. • Series of documentary videos on the Selva Maya. • Webinars. • Photographic exhibit in emblematic places. • Signs placed in the NPAs. • Advertising in airports, customs and border areas of the three countries.
<p>SPECIFIC ACTORS: ADULT AUDIENCE OF SECTORS A, B, C</p>			
<p>OBJECTIVE: To disseminate basic information about the area, its location, as well as its cultural, social and environmental values.</p>			
<p>GENERAL KEY MESSAGES:</p> <ul style="list-style-type: none"> • The conservation of the Selva Maya is essential for our future. • The Selva Maya has unparalleled environmental and social richness. • The health of the environment around me affects my health and that of my family. • I take care of the places I visit because I am a responsible tourist. 			
	<ul style="list-style-type: none"> • The Selva Maya has attributes: beauty, environmental benefits, cultural and social diversity. • The health of ecosystems, animals and people is intimately related. • The Selva Maya plays a role in the planetary balance, due to the ecosystem services it provides. • Participating in ecotourism implies being responsible with the environment. • Contact between humans and animals is a potential risk of zoonosis. 	<ul style="list-style-type: none"> • Social media. • Outdoor public areas. • Specialized magazines and publications. • Mass news platforms. • Streaming platforms. 	<ul style="list-style-type: none"> • Advertising campaigns for the Selva Maya brand • Articles in specialized magazines and publications. • Billboards. • Series of documentary videos on the Selva Maya. • Photographic exhibit in emblematic places. • Signs placed in the NPAs. • Advertising in airports, customs, and border areas of the three countries.

2.2. Micro level

Due to its specific and local objectives, the micro level classifies stakeholders according to the role they play in the Communication Strategy:

- › **Implementers:** responsible for developing communication actions.
- › **Allies:** key stakeholders who share certain objectives with implementers and support them in carrying out, distributing or upscaling communication actions.
- › **Recipients:** stakeholders who are to be informed and sensitized for the fulfillment of certain specific goals detailed in this strategy.

ILLUSTRATION 5. Stakeholder mapping

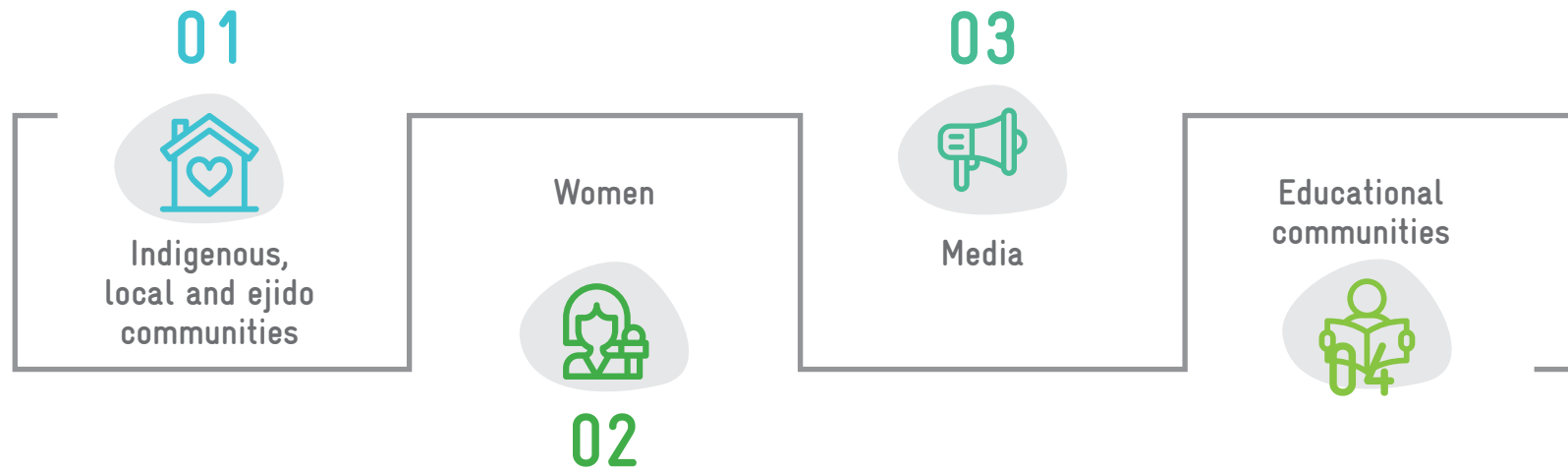


- Implementers
- Allies
- Recipients

Source: Prepared by ICS

At this level, communication seeks to generate a change in attitudes regarding the way target audiences (indigenous, local and ejido communities, women, media, and educational communities) interact with their natural environment.

ILLUSTRATION 6. Micro-level audiences



Source: Prepared by ICS

Hence, it is crucial to generate a continuous and sequential communication process that is structured in four stages:

ILLUSTRATION 7. Micro level stages of SMCS



2021-2023
Information

The objective of this stage is for recipients to obtain tools that allow them to understand the importance of the Selva Maya and create a baseline of knowledge.



2023-2025
Sensitization

Once the recipients have been provided with basic information, they become aware of the relationship between the conservation of the Selva Maya and their personal well-being and that of their community.



2025-2028
Call to action

The sensitized recipients carry out specific actions that improve the conditions of the Selva Maya and help its conservation.



2028-2030
Positioning

Continue the development of conservation actions of the Selva Maya, and replicate them among other sectors at both a national and international level.



Each stage should last at least two years, so that all needs can be attended. During each phase, specific key messages should be promoted and conveyed using different tactics.

Here is a matrix of actions, lines of discourse, media and tactics for each identified target audience.



INDIGENOUS, LOCAL AND EJIDO COMMUNITIES

GENERAL KEY MESSAGES:

- If we protect our natural environment, we protect ourselves.
- Caring for natural areas protects me and my family.
- The health of the Selva Maya affects my health and that of my family.
- The conservation of the Selva Maya ensures the future of my children.
- Traditional knowledge is essential to achieve the conservation of the Selva Maya.

	OBJECTIVES	ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
INFORMATION	<ul style="list-style-type: none"> • To communicate the importance of the Selva Maya to local and ejido communities. • To generate a baseline of common knowledge within the region's population, including basic notions of "One Health". 	<ul style="list-style-type: none"> • Generation of communication material that underpins the objectives. • Carrying out a KAP Survey. 	<ul style="list-style-type: none"> • The Selva Maya is a fragile transboundary region that works as a single unit. • The biodiversity of the Selva Maya is intimately related to the well-being and health of its communities. • The NPAs are crucial territories for the conservation and defense of the Selva Maya. • The Selva Maya provides many environmental benefits to its inhabitants and the rest of the planet. 	<ul style="list-style-type: none"> • Printed materials • Radio • TV • Social networks 	<ul style="list-style-type: none"> • Comic strip • Radio and television spots • Digital educational campaigns • Mobile loudspeakers (in communities where this channel is still used)
SENSITIZATION	<ul style="list-style-type: none"> • To raise awareness in local communities regarding the relationship between the conservation of the Selva Maya and their personal and collective well-being, with an emphasis on the "One Health" approach. 	<ul style="list-style-type: none"> • Conduct community co-creation workshops for the generation of communication material. • Production of communication material that supports the objectives. 	<ul style="list-style-type: none"> • The actions that we carry out today have an impact on our children's future. • The health of our loved ones depends on the health of the Selva Maya. • The knowledge of our ancestors makes us unique native people, guardians of the Selva Maya. • Comprehensive management of the forest ensures the economy of its inhabitants. 	<ul style="list-style-type: none"> • Printed materials • Radio • TV • Social networks 	<ul style="list-style-type: none"> • Comic strip • Digital educational campaigns • Radio soap operas • Jingles • Video spots with emblematic stories • Traveling exhibits • Production of promotional products with the "Selva Maya" logo. • Mobile loudspeakers

CALL TO ACTION	<ul style="list-style-type: none"> To promote the development of specific actions that improve the conditions of the Selva Maya and help its conservation. 	<ul style="list-style-type: none"> Training of community leaders to achieve cascade-style awareness. Production of communication materials with the active participation of local communities. 	<ul style="list-style-type: none"> Your sustainable actions generate the change that the Selva Maya needs. Collective actions achieve great results. The protection of the forest is everyone's responsibility. Biodiversity is an insurance for the future. Knowing the regulatory framework of NPAs is essential for my economic activity. 	<ul style="list-style-type: none"> Face-to-face meetings Radio TV Social networks 	<ul style="list-style-type: none"> Digital educational campaigns Mobile loudspeakers Videos with emblematic stories Radio and television spots about good practices Regional forums that promote the exchange of experiences. Generation of promotional products with the "Selva Maya" logo.
POSITIONING	<ul style="list-style-type: none"> To promote the continuity of conservation actions for the Selva Maya. To promote the mainstreaming of communication actions at a regional level. 	<ul style="list-style-type: none"> Diffusion of the progress made by local communities in terms of conservation. Generation of communication material that supports the objectives. Selection of regional ambassadors and production of digital campaigns. 	<ul style="list-style-type: none"> Your progress helps the entire region. Share it with us! The Selva Maya is my home, and I am its guardian. My actions ensure the conservation of the Selva Maya for future generations. There are no borders in the Selva Maya. 	<ul style="list-style-type: none"> Face-to-face meetings Radio TV Social networks 	<ul style="list-style-type: none"> Regional forums for the exchange of progress reports and results. Digital campaigns revolving around the regional ambassadors. Series of spots and interviews with key players, using both video and audio. Series of articles shared with media outlets promoting success stories (these support the macro level). Generation of promotional products with the "Selva Maya" logo.



WOMEN

GENERAL KEY MESSAGES:

- My mother, sisters and daughters are essential for the growth of the community.
- My work is sustainable and ensures the future of my children.
- Caring for natural areas protects me and my family.
- The future of my children depends on the health of the Selva Maya.

	OBJECTIVES	ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
INFORMATION	<ul style="list-style-type: none"> • To develop personalized messages for the women of the Selva Maya to sensitize them on the potential of the area in which they live. 	<ul style="list-style-type: none"> • Organization of workshops for the detection of communication needs. • Carry out interviews with women to identify their level of knowledge regarding the benefits, health risks and preservation of the Selva Maya. • Generation of communication material that supports the objectives. 	<ul style="list-style-type: none"> • The biodiversity of the Selva Maya is intimately related to the well-being of its communities. • The participation of women is essential for the conservation of Selva Maya. • The Selva Maya provides many environmental benefits to its inhabitants and the rest of the planet. • The Selva Maya has an economic potential for the future of your children. 	<ul style="list-style-type: none"> • Printed materials • Radio • Social networks 	<ul style="list-style-type: none"> • Radio spots • Digital educational campaigns • Awareness campaign on “tortilla paper” or equivalent (product of daily use) • Radio soap operas • Generation of promotional products with the “Selva Maya” logo.
SENSITIZATION	<ul style="list-style-type: none"> • Invite women to actively participate in the conservation of the Selva Maya for their personal and financial well-being. 	<ul style="list-style-type: none"> • Co-creation workshops with women to produce material for women. • Generation of communication material that supports the objectives. • Capacity building regarding digital tools, so that women can produce their own material. 	<ul style="list-style-type: none"> • The actions that we carry out today have an impact on our children's future. • The health of our loved ones depends on the health of the Selva Maya. • Caring for the Selva Maya guarantees the food safety of your children. 	<ul style="list-style-type: none"> • Radio • TV • Social networks 	<ul style="list-style-type: none"> • Radio soap operas • Jingles • Videos with emblematic stories of women • Digital educational campaigns • Photo essays

CALL TO ACTION	<ul style="list-style-type: none"> To publicize and promote conservation activities carried out by women. 	<ul style="list-style-type: none"> Recording of women's testimonies in audio and video. Organization of a women's forum for them to share their experiences. Coordination with women who have engaged in trainings, to carry out their own conservation and "One Health" campaigns. 	<ul style="list-style-type: none"> Women as fundamental stakeholders in the conservation of the Selva Maya. Women as generators of solutions and alternatives to illegal hunting and fishing. Women as catalysts for conservation. 	<ul style="list-style-type: none"> Face-to-face meetings. Radio Social networks. 	<ul style="list-style-type: none"> Mobile loudspeakers Radio spots. Digital educational campaign Videos with emblematic stories Regional forums for the exchange of experiences Generation of promotional products with the "Selva Maya" logo Photo essays
POSITIONING	<ul style="list-style-type: none"> To articulate local actions to generate a regional women's movement. 	<ul style="list-style-type: none"> Documentation and systematization of women's experiences within the region. Counseling for women, to ensure the permanence of the communication actions. Institutionalization of experiences and tools developed by women. Promote capacity building workshops led by women, for women. 	<ul style="list-style-type: none"> My work is valuable and contributes to the conservation of the Selva Maya. The sustainable management of biodiversity guarantees the future of the upcoming generations. Our work strengthens the NPAs. 	<ul style="list-style-type: none"> Meetings Social networks TV Radio 	<ul style="list-style-type: none"> Regional forums to present women's progress and the results of their work. Storytelling videos and audios about women's work. Generation of promotional products with the "Selva Maya" logo. Photo essays



MEDIA OUTLETS

GENERAL KEY MESSAGES:

- The conservation of the Selva Maya is crucial to avoid future pandemics.
- The NPAs are protection barriers for the communities.
- The Selva Maya has an unparalleled environmental and cultural relevance.
- Human, animal, and environmental health are intimately related.

	OBJECTIVES	ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
INFORMATION	<ul style="list-style-type: none"> • To generate a baseline of common knowledge that sparks interest in the production of content about the Selva Maya. 	<ul style="list-style-type: none"> • Generation of a regional database of communicators and journalists. • Production of simple and clear communication material that highlights cultural, environmental, and social attributes. • Organization of short webinars to spread relevant and interesting information on the region. • Uploading a section onto the project's website with material specifically designed for this audience. 	<ul style="list-style-type: none"> • The conservation of the Selva Maya is essential to the fight against climate change. • Trinational cooperation is key to overcome the serious threats that put the Selva Maya at risk. • NPAs are fundamental conservation tools to contain future pandemics. • The fragmentation of the natural habitat increases the risk of spreading infectious diseases. 	<ul style="list-style-type: none"> • Social networks • Email • Internet 	<ul style="list-style-type: none"> • Webinars and workshops • Electronic press releases • Section for journalists on the project's website • Factsheets and infographics • Stock photos for publications • Photo essays • Onsite visits for journalists

SENSITIZATION	<ul style="list-style-type: none"> To achieve the active participation of the press, promoting their production of related content in the media. 	<ul style="list-style-type: none"> Organization of visits on site to strategic areas with specific problems, to demonstrate the issues common to the Selva Maya. Organization of interviews with academics and decision-makers that can provide content for journalistic articles and pieces. On-site workshops to learn about the issues of the Selva Maya. 	<ul style="list-style-type: none"> The conservation of an ecosystem such as the Selva Maya is fundamental for the future of the planet. The threat of future pandemics will remain if we do not work towards the awareness of villagers surrounding the Selva Maya. "One Health" is a topic that should interest everyone. The Selva Maya is an extraordinary place to visit and discover. 	<ul style="list-style-type: none"> Social networks Email Internet 	<ul style="list-style-type: none"> Visits on site Electronic press releases Section for journalists on the project's website Video spots with conservation heroes: "Guardians of the Selva Maya" Factsheets and infographics Stock photos for publications Field visits for journalists.
CALL TO ACTION	<ul style="list-style-type: none"> To promote constant research, design, and production of content throughout the region. 	<ul style="list-style-type: none"> Breakfasts / press conferences to announce concrete results of the GEC and GOC's work, as well as that of trinational cooperation. Organization of events that promote the creation of material with the local communities. 	<ul style="list-style-type: none"> The protection of the Selva Maya is everyone's responsibility. Biodiversity is an insurance for the future. The development of alternative and sustainable economic activities is possible. The threats to the Selva Maya can be fought through trinational cooperation. 	<ul style="list-style-type: none"> Social networks Email Internet 	<ul style="list-style-type: none"> Updating of the website's media section with material that can be easily spread among the population. Video spots about successful and inspirational stories in the region Press releases Infographics with results and impacts Recurring mailings with strategic information Photo essays Electronic newsletter Field visits for journalists
POSITIONING	<ul style="list-style-type: none"> To promote the creation of content that makes the region visible and encourages decision-makers to create public policies that ensure the conservation of the Selva Maya. 	<ul style="list-style-type: none"> Diffusion of results regarding conservation. Exchange of experiences between communicators, to promote teamwork and strengthen the publication of these issues. Generation of successful media campaigns. 	<ul style="list-style-type: none"> We are Selva Maya, participate! The Selva Maya needs you today more than ever. Get to know it. Decision-makers work together, regardless of borders. Communication, education, and social participation for conservation of the Selva Maya 	<ul style="list-style-type: none"> Social networks Email Internet 	<ul style="list-style-type: none"> Photojournalism contest Contest for the best journalistic story Informative breakfasts Update of the media section on project's website Quarterly newsletter Infographics ready for publication in mass media Exclusive interview/talk shows for most committed journalists Capacity building on these topics



EDUCATIONAL COMMUNITIES

GENERAL KEY MESSAGES:

- Knowing the flora and fauna of the Selva Maya helps us take better care of it.
- The Selva Maya needs us all.
- The work of the NPAs is fundamental to guarantee the health of my community.
- Living in the Selva Maya is a source of pride.

	OBJECTIVES	ACTIONS	LINES OF DISCOURSE	CHANNELS AND MEDIA	TACTICS
INFORMATION	<ul style="list-style-type: none"> • To generate a knowledge baseline about the Selva Maya among students of elementary, middle, and high school. 	<ul style="list-style-type: none"> • Building alliances with educational authorities of the three countries. • Creation of content for teaching material. • Organization of informative and awareness-building workshops for teachers. 	<ul style="list-style-type: none"> • The Selva Maya provides many environmental benefits to its inhabitants and the rest of the planet. • The region needs trinational efforts to achieve its conservation. • The flora and fauna that inhabit the Selva Maya are unique. We must care for them. • The inhabitants of the Selva Maya are lucky to live here and to be its conservation guardians. • The NPAs are crucial territories for the conservation and defense of the Selva Maya. 	<ul style="list-style-type: none"> • Printed materials • Internet 	<ul style="list-style-type: none"> • Guides for teachers • Manuals for students • Online course on the relevance of the Selva Maya and the risks present within it. • Comic strip • Lotteries / games • Puzzles • Traveling exhibit • Field trips with groups
SENSITIZATION	<ul style="list-style-type: none"> • To promote the creation and application of school activities about the sustainability of the Selva Maya. 	<ul style="list-style-type: none"> • Promotion of student fairs that present the work of the NPAs and the relationship with human health. • Family visits, coordinated with the NPAs, to show locals the value of these areas. • Organization of a children and youth drawing contest. 	<ul style="list-style-type: none"> • I defend and protect those I love and I know. • My health depends on the health of the environment around me. • The Selva Maya provides us with free environmental services that are essential to life. 	<ul style="list-style-type: none"> • Printed materials • Internet 	<ul style="list-style-type: none"> • Printed materials for family visits • Family board games • Calendar with winning drawings • Comic strip • Theater play • Participation in science fairs • Camps

CALL TO ACTION	<ul style="list-style-type: none"> To promote the design of school projects that contribute to the conservation of the Selva Maya. 	<ul style="list-style-type: none"> Regional call for topic-related projects applicable in schools. Organization of informative and awareness-building workshops for teachers. Organization of mural contest for schools. 	<ul style="list-style-type: none"> What do I do for my community and the Selva Maya? I protect my health by taking care of the Selva Maya. My forest is my pride. There are no borders in the Selva Maya. 	<ul style="list-style-type: none"> Internet 	<ul style="list-style-type: none"> Spots using video and audio, with interviews with students Online memory game with the knowledge acquired in earlier stages Murals alluding to the campaign's themes Content with student interviews for social media. Cleaning and maintenance of natural protected areas
POSITIONING	<ul style="list-style-type: none"> To promote active participation of boys, girls, and young people as ambassadors of the importance of the Selva Maya. 	<ul style="list-style-type: none"> Selection of regional ambassadors and production of digital campaigns. Visit to surrounding communities to spread key messages. Creation of a team of volunteer translators to translate teaching materials into indigenous languages. Generation of communication materials that underpin the objectives. Organization of youth regional meetings. 	<ul style="list-style-type: none"> Caring for the Selva Maya is our legacy. We are Selva Maya. Youth to the rescue of the Selva Maya. 	<ul style="list-style-type: none"> Internet Face-to-face meetings 	<ul style="list-style-type: none"> Video spots of successful stories of youth working for the Selva Maya. Content for social media using student interviews. Youth forums for the exchange of experiences. Volunteer flora and fauna monitoring brigades.



3. IMPLEMENTATION



3.1. Generation of digital and printed materials

During the development of communication tactics, conceptual and graphic design are essential tools that help get across the variety of messages and discourse lines to the target audiences.

The materials should respond to a communicative purpose of the implementer.

Hence, it is essential to identify:



PURPOSE:

What do we want to achieve with this communication material? Some examples can be: to inform, persuade, guide, educate, entertain, etc.

TARGET AUDIENCE:

Who is this piece for? It is useful at this point to clearly establish demographic data (age, sex, place of residence, etc.), as well as likes and habits. A good starting point is to review what kind of graphic content the audience consumes.

FORMAT:

Will it be a printed or digital material?
It is important to consider specific features for each media outlet when designing the material.

Once we've made these basic decisions, it's time to move on to the graphic design phase. At this point, it is useful to consider the following tips:

- › **Visual coherence:** If we are working on a campaign that will include various pieces, it is important to establish a series of common identifiers from the beginning, to help the audience group all of the messages together. For example: a color palette, fonts, image, or illustration style and, additionally, a name and slogan.

- › **Size:** it is key to the success of the graphic piece, both printed and digital. For example, a poster designed in A4 should be adapted to the ideal size to be shared on Facebook (940 x 788 pixels). With these considerations, the design will always be displayed correctly.
- › **Logos:** When placing institutional logos, it is important to know their correct use (location, allowed sizes and backgrounds, order in relation to other organizations). This information can be consulted in the graphic manual of each institution.
- › **Use of images:** it is advisable to check the quality of the photographs, according to the needed format (for example, printing requires more resolution –pixels per inch– than a digital product). Copyrights are essential to use the photographs. Avoiding images of minors is also advised.



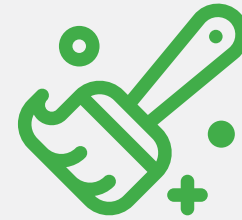
Free online platforms for graphic design:

- › Canva
- › Adobe Spark
- › Desynger
- › Crello
- › Genial.ly



Image and vector stock platforms:

- › Pixabay
- › Unsplash
- › Freepik
- › Pexels
- › Flaticon



Platforms to review fonts and color palettes:

- › Google Fonts (fonts for download)
- › DaFont fonts for download)
- › Colors (color palette)
- › My Color Space (color palette)

3.2. Sound and audiovisual production

Video and audio pieces are two key formats to carry out communication tactics for various purposes. In addition to their versatility to target different audiences, the production and diffusion of these types of material is becoming less expensive.

Examples of tactics on video

- › Informative spots
- › Promotional spots
- › Interviews
- › Short videos for social media (reels; stories)

Examples of tactics using audio

- › Spot for radio
- › Radio soap operas
- › Podcasts
- › Radio editorials



PRODUCTION PROCESS OF SOUND OR AUDIOVISUAL MATERIAL



PREPRODUCTION

- › Define: objective, audience and format.
- › Putting together a script is key to success.
- › The “less is more” approach is essential. Storytelling is useful for spreading powerful messages.
- › Organizing interviews or topics in advance is fundamental.



PRODUCTION

- › Take advantage of natural light (avoiding backlit shots) for audiovisual recording.
- › Checking audio at all times is essential to avoid re-recordings.



POST PRODUCTION

- › Add elements such as music, ambient sounds, text (in the case of video), among others, to enrich the final product.
- › Generating a dissemination plan according to the target audience is important for success.
- › To do so, creating alliances with media and key opinion leaders is a great option.

Tips for audiovisual production

You can capture the audio with a digital recorder (or mobile phone recorder app) such as a microphone and then edit that audio onto the video in post-production.

Microphones like these (which can be plugged into mobile phones and cameras) help production without heavily raising costs.



Planes and angles in audiovisual production

In the case of audiovisual recordings, it is essential to decide, even as early as the script, how you want to tell the story. It is useful to think about the planes and what is being said with each one. For example, a subject portrayed in a “wide shot” can convey a sense of distance or emptiness; while that same character in a “close-up shot” can communicate intimacy or trust.

Medium Full shot



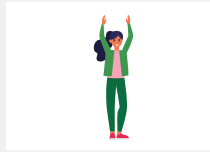
Cowboy shot



Full shot



Long shot



Wide shot



Extreme close-up



Big close-up



Close-up

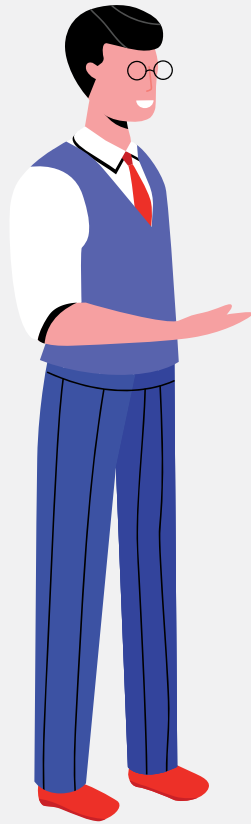


Close-shot



Medium shot

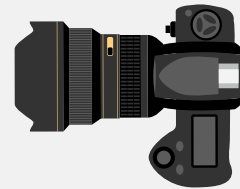
Similarly, the angles and their correct use help tell a story:



Aerial (top-down) shot: the camera is located perpendicular to the ground. These are usually the shots captured with a drone. They are very useful to give an overview of the environment or scene.



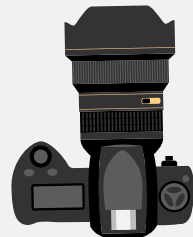
High-angle shot: the camera is located above the elements or characters to be portrayed. In landscapes, it helps reduce the presence of the background, but in the case of people, it can present the subject as weak or inferior.



Straight on: the camera is parallel to the ground. It conveys a sense of stability and should be done at the character's eye level.



Low view: unlike the high-angle shot, in this case the camera is placed from the bottom up. This angle modifies the proportion of objects so that they appear larger and, in the case of people, that they are portrayed as strong or superior.



Worm's eye view: the camera is completely below the subject or element. The result is a central perspective that can be interesting to tell the story.




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Keys to remote audio recording

You can capture the audio of an online interview using video conference platforms, such as Teams or Skype. Make sure of the following:

1. Both you and your interviewee must have a stable internet connection.
2. If possible, check if the platform allows you to configure the audio recording of each participant separately and activate this option. This way, you will ensure that you have a clean soundtrack for each person.
3. If the video conference app you are using has a time limit, you can set the script to record using multiple consecutive sessions.
4. If possible, the recommended audio recording format is .wav. However, certain audio materials can also be made using an .mp3 file.

Online application to record remote audio: Zencast



**Free video editing software
(computer):**

- › Openshot (video)
- › Shotcut (video)
- › HitFilm Express (video)
- › Audacity (audio)

**Free mobile applications and
platforms for video editing:**

- › Vllo
- › Capcut
- › Quick
- › Headliner (online for audio videos)

3.3. Work with press

A relationship and fluid communication with mass media and independent journalists –local, national, and international – are essential to the achievement of the objectives proposed in the SMCS. The press plays two roles: on the one hand, they are the recipient for whom certain messages and specific tactics must be created; and, on the other, they are an ally who serve as a channel of communication with other audiences, such as decision-makers and communities.

It is important to inform and sensitize the press about how the conservation and sustainability of the Selva Maya is closely linked to human development within the region.

When organizing activities with the press, it is necessary to consider the following:

1. The relationship with the press is built over the long term and is based on trust. To capture the attention of journalists, it is important to engage with them in advance of the event or information you are interested in disseminating. This public relations task must be done daily. If contact is sporadic, the results will not

meet the project's expectations.

2. To achieve journalistic coverage of an event or campaign, consider the following **criteria that make up a news story**: timeliness, novelty, veracity, periodicity, and public interest. We must find an attractive way to present our activities, by giving a "newsworthy value" that is *irresistible* for the press.

Example:

Headline 1 -> We invite the press to a webinar about the "One Health" approach

Headline 2 -> Avoid a future pandemic in the Selva Maya: Join our webinar!

3. Press releases are an effective communication mechanism with journalists. Their function is to publicize relevant information, be it news or an invitation. It is made up of a short text (not more than two pages long) and can be accompanied with additional material, such as photographs and videos that provide more information and help illustrate the note.

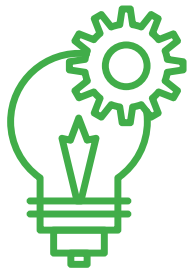
Structure of a press release

1. Letterhead of the institution
2. Date
3. Headline (highlighting the main topic in an attractive way)
4. Description of the news or activity (what was done or is going to happen, why, for what purpose, date, time, and place. It is also important to highlight if there are public figures who participate and are newsworthy. For example, a municipal president or Mayor, a minister, an academic figure, etc. Finally, state if there are entry restrictions and if the event is free or if there is a fee).
5. Highlighted information box (review the most relevant information, especially if it is an invitation, such as time, date, place, and mode of registration)
6. Signature and contact information (it is important to provide a contact number, especially for radio or television news).

In cases in which the press release is sent as a summary of an event, it is recommended that the wording consider basic journalistic criteria (headline, subhead, text structured in short and concise paragraphs).

Having an extensive database is essential for the success of the press release.

4. Communication with the press for a specific event must be carried out continuously and constantly. In order to simplify the process, we can divide the contact with the journalists into three specific moments:



PRE EVENT

1. Send invitation and present the institution.
2. Send invitations, press releases and reminders.
3. Coordinate journalistic notes to publicize the event.



EVENT

1. Provide time for interviews or meetings between relevant people of the event (organizer, guests of honor, etc.) and journalists. It is recommended that it be before the start of the event.



POST EVENT

1. Send press releases and complementary material to the journalist database.

5. Currently, a very practical and fast way to communicate with the press is using messaging platforms such as Whatsapp. In these cases, it is suggested to use broadcast lists (never groups). First, ask the journalist if he/she wishes to join this broadcast channel and make sure that they add your contact number to her/his database, to ensure correct reception of the message.

Platforms for mass mailing (with free plans)

- › MailChimp
- › SendInblue
- › Hub Spot
- › MailJet
- › Mailer Lite

Team management platforms to organize an event (with free plans)

- › Asana
- › Trello
- › Google Calendar
- › Note
- › Evernote



3.4. Social media management

Social media management is nowadays an essential activity for the communication of any institution. Its hectic and constant change represents a challenge. However, strategic planning allows us to more efficiently reach our audiences and meet our objectives.

Strategic planning

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Daily management of social networks



ONE

Post planned
content



TWO

Reply to
private messages



THREE

Moderate
comments



FOUR







Interact with other users
and accounts

1. Decide which social networks we will be on

The choice of the social networks we will use depends on two fundamental factors: **the target audience + our technical and human resources.**

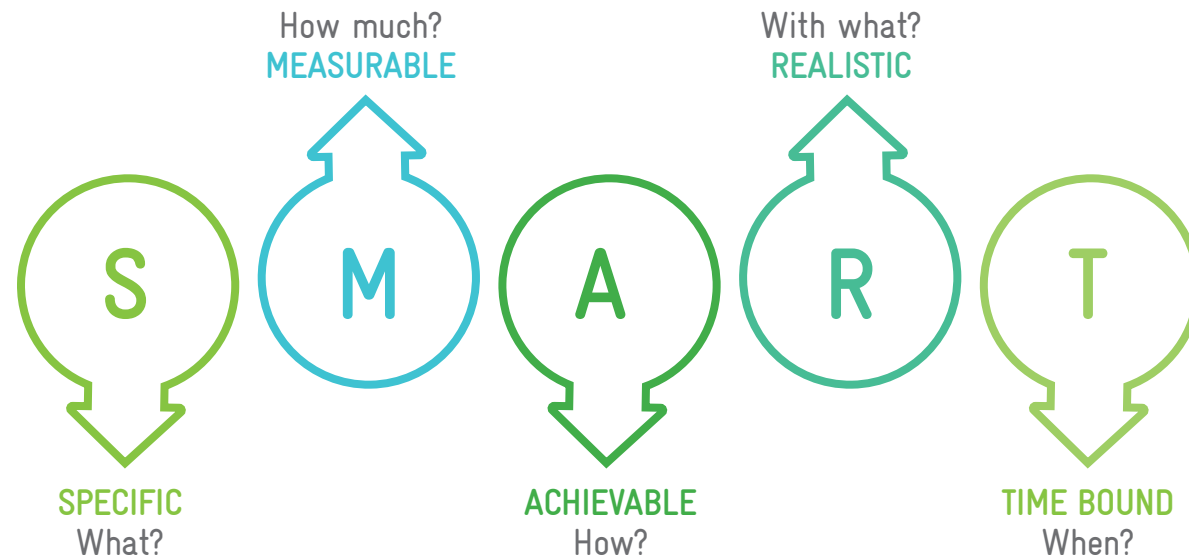
- > As with any communication process, it makes no sense to waste resources on channels that are not used by the target audience one wants to engage with. For example, working on a strategy for Facebook when the community uses Instagram. The messages are not going to achieve the expected objectives because they are not reaching the people that we need.
- > In terms of technical and human resources, it is important to design a strategy in which all selected networks can be managed efficiently. In other words, it is useless to open multiple accounts on different social media if the team cannot generate content and manage them correctly.

SOCIAL MEDIA

Social network	Description
 Facebook (fanpage)	<p>It is the social network with the largest number of users in the world and, in general, its use is very widespread. However, younger people (~25 years old) prefer other social networks, so this must be considered.</p> <p>The "less is more" rule is essential for this social network: fewer posts per day, but strategically accompanied with stories.</p> <p>Other elements such as groups and lives can be used to generate a community loyal to the initiative.</p> <p>Facebook can connect with Whatsapp Business to have extra features that can be very useful in terms of management.</p>
 Instagram (Professional account)	<p>It is among the first rankings of active users, especially in ages under 30 years.</p> <p>It is important to create very visual and emotional content. For this, the generation of high-impact photographs is essential.</p> <p>The new formats (Reels, guides and IGTV) are very important to create a complete strategy on this platform.</p>
 Whatsapp Business	<p>Although it is a messaging app (and not a social network in the strict sense), it is key for direct dissemination of messages among certain audiences. To use it as a professional channel, it is important to always consider the needs of the recipients (always ask them if they want to receive information through this channel). It is also important not to abuse the number of messages and to take care of the time and style of written messages.</p>
 YouTube	<p>Together with Facebook, YouTube is the social network with the greatest reach worldwide, as the consumption of audiovisual content is one of the internet users' preferred activities. Although there are other platforms to host videos, this site belonging to the Google ecosystem has positioned itself in first place.</p> <p>Video production is essential for an institution. The duration and format will depend on the objectives of each material.</p> <p>Also, in this last year, YouTube has incorporated the "shorts" function (similar to TikTok) in which more spontaneous and concise content can be showcased.</p>
 Twitter	<p>This microblogging social network still holds its supremacy as a creator of the public agenda. Therefore, it is important to keep it as an "official communication channel". Also, it is an excellent tool to contact journalists and media.</p> <p>The content is ephemeral, but the threads with useful information have great viralization power and the use of hashtags and trending topics can help position our content.</p>
 TikTok	<p>This social network is focused on the creation and diffusion of short videos, and its boom occurred during the COVID-19 pandemic, when it grew exponentially. Its target audience is very young (under 20). Although initially it was oriented to entertainment content, other themes are currently appearing.</p> <p>To be successful on this social network, the strategy must be carefully planned, since the content should be perfectly aligned to the languages of the platform. In other words, complex topics can in fact be addressed using this app, but they should come with a young, fresh, and intimate approach</p>

2. Set goals and indicators

For the objectives to be assertive and functional to the strategy, it is essential that they follow the SMART trend (specific, measurable, achievable, realistic and within a certain time frame).



Construction and example:

Action verb + what + why + how + time
To reach 100 new followers to show them the activities within the NPAs, using a campaign of videos and posts on Facebook, for three months.

For this goal, the key indicators could be the number of followers and post reached.

3. Planning the content

To achieve adequate content planning, it is important to create a calendar that includes a variety of formats. It is also key to include the elements needed to produce that content. See example:

DAY	MONDAY	Tuesday	Wednesday	Thursday	Friday
Content	<ul style="list-style-type: none">• Video "Guardians of the Selva Maya"	<ul style="list-style-type: none">• Carrousel about "One Health" -> What is zoonosis?	<ul style="list-style-type: none">• Live with Park rangers	<ul style="list-style-type: none">• Contest: "Create a drawing of the Selva Maya"	<ul style="list-style-type: none">• Activities for the weekend
Elements	<ul style="list-style-type: none">• Record and edit video	<ul style="list-style-type: none">• Graphic design of posts	<ul style="list-style-type: none">• Notice post for stories• Prepare questions	<ul style="list-style-type: none">• Graphic design of post	<ul style="list-style-type: none">• Graphic design of post
Comments		<ul style="list-style-type: none">• Review of content	<ul style="list-style-type: none">• Contact the expert	<ul style="list-style-type: none">• Create Google Forms to receive drawings	

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Platform for programming content

- > Facebook Creator Studio
- > Tweetdeck
- > Hootsuite
- > Buffer

4. Evaluate and adjust

Based on the results of the extended campaign, lessons learned and decisions can be analyzed and made for future communication actions. This topic will be further explored in the next section of this document.



4. MONITORING AND EVALUATION



As mentioned in the SMCS, monitoring and evaluation are essential to the implementation of communication tasks. In order to carry them out properly, it is essential to choose key performance indicators (KPIs) as we have seen in the section on social networks.





A metric is a number that is useful for measuring and comparing performance.

Its selection will depend on the material's objective and characteristics, as well as the resources at hand.



Data gathering differs between digital and traditional media, which do not have exact data. For this reason, they are considered approximate indicators that determine the number of direct and indirect beneficiaries according to the characteristics of the material.

ILLUSTRATION 13. Proposed indicators

 TACTICS	 INDICATORS
Social media campaign	<ul style="list-style-type: none"> • Followers • Reach • Interaction • Engagement • Comments • Messages • Saved / Shared / Retweet
Digital campaign (web and audiovisual)	<ul style="list-style-type: none"> • Number of visits to the website • Navigation time • Number of reproductions • Comments
Electronic newsletter	<ul style="list-style-type: none"> • Number of subscribers • Open rate • Click rate • Rejection rate • Replies
Webinars	<ul style="list-style-type: none"> • Number of registered participants • Number of attendees • Number of published articles • Approximate audience of each communication channel
Printed materials	<ul style="list-style-type: none"> • Print run
Radio and television materials	<ul style="list-style-type: none"> • Number of radio/television stations with an agreement for transmission • Number of passes and programmed reruns • Ratings
Trainings	<ul style="list-style-type: none"> • Number of registered participants • Number of Attendees
Labeling / Signs	<ul style="list-style-type: none"> • Number of visitors in the NPAs

5. RECOMMENDATIONS



ONE

Before implementing any tactic, it is important to know the objective of this action and define its target audience. Confusion regarding either of these two aspects results in unsuccessful tactics, because it is unclear if the messages will reach the correct audience.

TWO

It is important to adapt communication actions to the language and socio-cultural characteristics of the community we want to impact. Engaging recipients in the creation of public awareness material facilitates their subsequent adoption.

THREE

Stories are powerful: they connect with emotion and facilitate retention of relevant information. Thus, it is important to think about material from this point of view, be they publications for social media, posters or face-to-face dynamics.





FOUR

Constant work with journalists, opinion leaders and influencers is essential to create a decisive and faster impact on target audiences. Hence, the establishment and maintenance of a long-term relationship with them should be considered as priority.

FIVE

Communication is a transversal and complementary activity to public policy. Communication actions must accompany and aid the specific plans and actions of the Comprehensive Selva Maya 2030 Strategy.

SIX

The sustainability of communication campaigns and actions is essential to achieve short- and long-term objectives. Therefore, it is important to establish a budget that considers the human, technical and material resources required.

SEVEN

The work and collaboration with strategic allies allow us to capitalize on efforts and achieve more convincing results. To do this successfully, it is important to keep clear and fluid communication to lead these processes.

POSITIONING
PROTECTION
CONSERVATION
ASSESSMENT



