



**SIANI 2 Communications Strategy Summary
2013-2016**

SIANI is nationally and internationally recognized as a network/platform promoting a holistic approach by highlighting agriculture for sustainable development with focus on the role of food security and nutrition towards poverty reduction.

Mission: SIANI's mission statement is to "Promote dialogue and collaboration among scientists, practitioners, policy-makers, the private sector, Government, authorities and civil society, with a focus on sustainable food security and nutrition in the context of poverty reduction, primarily in low income countries".

Vision: SIANI's vision is "*Sustainable food security and nutrition for all*".

Strategy: The framework for management of SIANI 2 can be split into 4 work packages:

1) Catalytic **communications** and knowledge brokering for the promotion and development of a holistic and cross-sectoral approach to sustainable food security and nutrition.

2) Strategic **knowledge** development in collaboration with diverse sectors motivated by the identification of knowledge gaps and the need to enhance sustainable food security and nutrition information.

3) Strengthen the **SIANI network** by encouraging greater ownership and interactions with the **members**, thereby enhancing network sustainability.

4) Maintain efficient and transparent governance and management of the **SIANI platform**, and encourage regular reviews of operations.

All of these work packages do not exist as separate silos; they interact with each other through different activities and contexts. Outputs are rarely the result of a single work package. Regarding the communications plan, work package 1 is of most relevance however the other work packages influence how the work is carried out.

Channels/timing: Communications channels available to SIANI for the purposes of achieving its objectives:

- | Attendance at events, conferences and seminars (global/national) – *As required*
- | Hosting events, conferences and seminars – *Quarterly*
- | Release of news stories to local/national press – *As required*
- | Providing discussion space for personal communications in a neutral setting – *Daily*
- | Keeping an up to date website with current relevant news stories, a blog, events and research – *Daily/Weekly/Monthly/As required*
- | Utilizing social media (video, text & image) to disseminate information on a global scale in real time – *Three times a day/Daily/Weekly/As required*

- | Providing physical and electronic products for the promotion of the mission – *As required*
- | Maintaining a cohesive brand which provides a trusted source for members and third parties – *Daily*
- | Emailing a SIANI newsletter based on website content – *Monthly*
- | Use of third parties to help persuade and create interest – *As required*
- | Curating of a website blog featuring content prepared by members – *Monthly*
- | Managing an open-access database of resources (videos, presentations, reports, briefs) of relevance to members – *As required*

Audience: SIANI’s primary audience is its members. This includes the SIANI Secretariat; SIANI Steering Committee; SIANI Expert Groups; SIANI Themes.

SIANI members come from a wide variety of sources: Expert Group participants; Sida; Swedish government authorities and politicians actively involved in agriculture and development cooperation; academia (researchers, educators and students); NGOs; civil society and other organizations; private sector directly involved in international agricultural development; media and key opinion formers; donors/philanthropic organizations.

Specifically SIANI targets members and their partners in low-income countries.

Resources: SIANI is hosted by the Stockholm Environment Institute and employs a Communications Manager at 75%, a Communications Assistant at 50%, two Theme Communicators at 50% each and a Membership Officer at 25%. Freelance contractors are used as needed who work toward achieving the communication related outputs. The budget for communications is detailed in the SIANI 2 Project Document.

Risks:

- | Lack of human resource for the purposes of the communications strategy
- | Lack of foresight and planning of the growing communications needs of an expanding membership
- | Poor communication between internal SIANI personnel
- | Poor communication between the SIANI Secretariat/Expert Groups/Target Audiences
- | Bad financial management of the communications budget
- | Inefficient use of communicative tools resulting in poor outcomes

Evaluation: The communications performance of SIANI will be monitored and evaluated according to the Project Strategy Framework and Outcome Mapping documents available separately.

1. Introduction

1.1. SIANI 2 as a Communication for Development (C4D) agent

SIANI is a nationally and internationally recognized as a network/platform promoting a holistic approach by highlighting agriculture for sustainable development with focus on the role of food security and nutrition towards poverty reduction. The operational scope of SIANI 2 is a development discourse with a specific focus to address this first goal, based on a vision of sustainable food security and nutrition for all through agricultural development.

Effective and active communication lies at the heart of keeping the SIANI network functioning. This communication guides the way in which knowledge is shared between the network's members, their partners and the expert groups, and is primarily guided by the Secretariat.

The promotion of dialogue and encouraging collaboration among scientists, practitioners, policy-makers, the private sector, government authorities and civil society are communicative functions that SIANI 2 performs in its operational scope.

In order to do this, SIANI 2 produces and disseminates a variety of communications, building/developing knowledge and understanding across multiple sectors and disciplines. SIANI 2 communicates using the Swedish Resource Base (SRB) in order to facilitate coherent, holistic and sustainable responses to global challenges, amid changing social, economic and environmental conditions – particularly for low-income countries. Effective communication drives the network forward and enables the SIANI Secretariat to realize its objectives.

1.2. How to use this document

This document is the communications strategy for the second phase of the SIANI network 2013-2016. It details how the secretariat will approach communications on a day-to-day basis and will show how these daily goals feed into the weekly, monthly, annual and ultimate goals of the second phase itself.

The following text will detail the areas that have been foreseen as significant at the time of inception. The overarching strategy will remain fixed and aligned to the SIANI 2 Project Document (the document prepared for Sida which details the entirety of the SIANI 2 project) over the next three years of the SIANI project, however communications plans will be prepared on an annual basis to explore the communications team's objectives and plans in more depth.

These annual plans will correspond to the SIANI 2 Project Document of which the communications tasks are one element. The nature of communications is such that a single document cannot remain current for more than a few months at a time, hence the need to continuously evaluate

the effectiveness of the SIANI 2 communications whilst relating back to this main strategy.

2. Vision & Mission

All aspects of SIANI operate with a collective vision: *“Sustainable food security and nutrition for all”*.

Within this vision there lies an achievable mission: *“To promote dialogue and collaboration among scientists and practitioners, policy-makers and private sector, government authorities and civil society, with the focus on sustainable food and nutrition security in the context of poverty reduction, primarily in low-income countries”*.

3. SIANI 2 communications structure

The challenge of *“food security and nutrition for all”* is complex and requires a well-developed and structured communication plan. It is vital to show that all ‘content’ has a single point of departure (the SIANI 2 Vision) and that this enables a shared understanding throughout the membership - in the context of the news stories the Secretariat promotes, for example.

A shared understanding of how all SIANI’s activities link to the core vision of the SIANI 2 project ensures that all communications messages contribute to the SIANI 2 mission regardless of their mode of communication.

SIANI uses multiple communication channels, followed by monitoring and analyzing the communication outreach and feedback loop, making further adjustments to and editing the initial communicative actions if necessary - see figure #2 overleaf.

4. Communication channels & tools

SIANI 2 communicates through various channels, utilizing digital, print and direct methods (e.g. digital conferencing, conferences, face to face meetings). Communication strategy is implemented directly/indirectly, and in collaboration/independently to cover all audiences.

Direct communication occurs independently between individual SIANI members and the Secretariat, whilst indirect communication is collaboratively implemented and is usually result of the output of either the Expert Groups or the Themes. However, it can also be a result of personal communication and/or via the network on a member-to-member basis.

SIANI’s primary communication channels and means are:

| The SIANI website (blog, news, events, opportunities, resources)

- | Social media
- | National/International press
- | Electronic products (i.e. downloads, applications, on-line documentation)
- | Physical products (i.e. promotional items, printed reports)
- | At SIANI events
- | Partner organized events/conferences
- | Personal/member direct communication
- | Brand identity and consistency

4.1. SIANI website

The SIANI website is the main communicative platform for the SIANI network. Messages/content which fall in line with the SIANI 2 vision are created/modified/added to the website on a daily basis in several formats, including (and not limited to) news stories, events, and blog entries.

The SIANI home page includes an animated headline banner containing high-resolution images and links to a range of highlights from the body of the website in order to engage the user and encourage interaction.

Directly below the headline banner is the most-recent news section, which features 6 areas available for recent articles/posts, and can be filled with two types of news: SIANI and Associated.

At the bottom of the home page the logos for all of SIANI's network partners are displayed.

To the right of the main body of the page is a smaller column, which contains a featured event from the website's calendar, a featured video from the SIANI resources pages, and a rotating box featuring a variety of opportunities. Each of these sections represents one of the communication formats and has first-degree link from the home page.

The content in all formats is tagged with one of the 5 core categories (See section 3.1) as well as with searchable, specific tags and meta-tags, to improve the items' visibility on the website and position within SEO (Search Engine Optimization) ranking for that topic/search term.

See the image (figure #3) overleaf for diagram.

Summaries of each section of the website:

- | SIANI News – Unique, original content from the SIANI network & members that is most commonly presented in the form of news stories. These stories contain: reporting from events, reporting following the release of significant reports/publications, news stories from within the network to name a few. Each story is presented with high-resolution images (pictures are used accordingly to copyright rules) and links to the original content source.

| Associated News – Articles, research news, as well as updates about events and initiatives published in other sources that form wider discourses outside of the SIANI network, but are still relevant to SIANI’s vision and mission.

| SIANI Blog – Monthly, original content from SIANI members about their work relating to the topics of food security and nutrition/agriculture and development. SIANI Blogs are formatted and prepared according to the SIANI Blog Guidelines and ‘tone of voice’. The SIANI Blog is classified as an ‘electronic product’.

| Events – This page contains information about upcoming and previous events. Each post provides visitors with the description of the event, date, place and a link to registration (if current). It also provides visitors with primary contact for the event, a program, Twitter handle, and any other relevant information. This page also has the resource to link in relevant content from elsewhere on siani.se to the specific event listing. Visitors are also able to look at the past events from the same event landing-page, which may contain videos, presentations and Slideshare formatted information.

| Resources – This page contains a collection of presentations, videos and reports that fall under the SIANI vision and mission statement. To facilitate user experience when searching, all resources are listed separately as individual items, avoiding the user having to sift through pages of unrelated content. Resources usually come from events that SIANI was involved in or linked to in some manner, so they are linked to the event pages accordingly. Items that were presented during the same event are also interlinked. Presentation content is linked to SIANI’s Slideshare account and the videos are linked to SIANI’s Vimeo account. Each resource displays the name of the researcher who conducted/presented the study and the title of the supporting organization. SIANI resources are promoted on Twitter with specially designed #SIANIArchive hashtag.

| Newsletter – In order to facilitate member engagement, SIANI also communicates with members via a newsletter which is distributed via SIANI database system (incorporated into the website). Newsletter content is drawn from the latest updates, and contains information on the events, initiatives, application calls, and on external as well as internal organizational development of the network. The newsletter is also defined as an ‘electronic product’.

4.2 Social media

Social media refers to virtual on-line communities and networking programs via which people create, share and exchange information in an easily accessible manner. This type of content can be referred to as user-generated content. Businesses and other groups (e.g. charities, campaigners) harness the power of social media by interacting on the same platforms in order to give wider

visibility to their product or message. User-generated content typically takes the format of text, image, or video.

Twitter, Facebook, Vimeo, Slideshare and LinkedIn are social media platforms used in SIANI communications. Below is an outline of how the SIANI Secretariat manages these various platforms to full effect. All content promoted/communicated via social media is screened to ensure it fits in with the SIANI vision and mission, and is written in line with the SIANI Branding Guidelines and in keeping with the SIANI 'tone of voice' (SIANI 'tone of voice' refers to the way language is used when communicating in order to best engage the target audience – see 4.9 - Branding.)

SIANI on Twitter (*at least 3 tweets/day, Mon-Fri*):

- | Covers the latest news related to content rationale discourse, producing both original tweets and re-tweets from influential sources such as FAO, UN, UNEP, CGIAR etc.
- | Posts about the latest research and initiatives
- | Promotes events and discussions
- | Brings out research published in the resources section of the homepage: 1 tweet per day during working days under #SIANIArchive hashtag
- | 'Follows' people and organizations
- | Commonly used hashtags include: #foodsecurity, #agriculture, #AgriDev, #climatechange, #hunger, #AgriResearch, #AgriProductivity etc.

SIANI on Facebook (*at least 1 post/day, Mon-Fri*):

- | Messages follow a similar thread to Twitter, however in Facebook the format is more visual and messages can be longer. SIANI usually features a high-resolution image along with a direct message and a link to the source of the item
- | Posts specifically about all the upcoming events in the events section of SIANI website
- | 'Likes' pages of organizations that communicate on the content rationale

SIANI on Vimeo (*as required*):

- | Hosts video content (presentations and interviews) from the events that SIANI has been connected with
- | Enables videos to be linked in and viewable from within the SIANI website
- | Promotes SIANI videos on Twitter and on Facebook
- | Video posts include title, name of the person(s) in the video and short description

SIANI on Slideshare (*as required*):

- | Like Vimeo, Slideshare provides a hosting service for all PowerPoint presentations that feature in events that SIANI organizes/co-organizes
- | Enables presentations to be viewed through the SIANI website
- | Presentation posts include the title of the study, name of the researcher and a short description

with a link to the event where it was presented

SIANI on LinkedIn (*weekly*):

| Provides a service similar to Facebook whereby content can be promoted and linked to the SIANI website, but with a focus on professional and business networking

| Promote SIANI events on these pages to connect with potential stakeholders outside of the SIANI member network

4.3 Electronic products

The SIANI Secretariat and the network members produce ‘electronic products’ on an ad hoc basis. Electronic products are publications, briefs, reports and usually independently generated content from the website that could (if needed) be printed and handed out for someone to read.

Some SIANI reports are only ever destined to be ‘electronic’, such as the shorter reports written for smaller seminars, which would not be cost-effective if printed. Electronic products that do become printed also become ‘physical products’. Both electronic and physical products pass through the same communications procedure as all SIANI content, which means that it is promoted by the website and via social media.

| Briefs (*also SIANI Policy/Discussion Briefs*) – Publications on the topics of content rationale with an in-depth analysis and recommendations for decision-makers and practitioners, which are often provided with case studies, and are the result of cooperation between researchers within the network outreach. These can also be made available as physical products.

| Reports – Summaries of events that SIANI or SIANI members have either led or collaborated on. Reports aim to document the event and provide essential information for those who were not able to attend in person. Reports also link to the relevant resources on the SIANI website (if available) so that the audience can decide if they want to dig deeper into a specific part of the proceedings. These can also be made available as physical products.

| Infographics – Schemes and diagrams published with external graphics assistance (or software) to represent different aspects of SIANI’s work. For example: SIANI produced an infographic based on the results of member survey and of a database development analysis. This type of product can be downloaded from the website and is promoted through SIANI social media and additionally through the newsletters. These can also be made available as physical products.

| SIANI Blog – Monthly, original content from SIANI members about their work relating to the topics of food security and nutrition, agriculture and development. SIANI blog posts are formatted according to the SIANI Blog Guidelines.

4.4. Physical products

SIANI physical products require more resource to produce as they must reflect independently of other communications, the SIANI network – as well as justify the extra expense in their preparation, editing (where necessary) and printing. Most physical products are the result of collaboration within the SIANI network.

SIANI physical products come in the form of:

| Briefs – as per 4.3

| Infographics – as per 4.3

| Leaflets (*promotional tool*) –A short introduction to the SIANI network along with a series of ‘calls to action’ encouraging the reader to join up with the network and get involved.

| Books – Written with collaboration with members on topics that fall under the SIANI vision and Mission (*produced very infrequently*).

| Posters (*promotional tool*) – Produced for select, large-scale events such as the annual members meeting, or events at COPs (e.g. posters may be produced to publicize the event) as well as to encourage people to join the SIANI network.

4.5 At SIANI events

SIANI communicates at events that the Secretariat organizes such as annual member meetings, as well as workshops, seminars, and conferences. SIANI Events are organized by the Secretariat, network members, as well as partner organizations.

Events are promoted through SIANI website (under the event section, and potentially as news items in the future) and social media channels as well as via the newsletters. All PowerPoint slides, videos of presentations, speaker biographies, and summary reports are uploaded into the resource section of the website, which is open for the general public access. Events are also reported on the SIANI website in the form of SIANI News when it is decided by the Secretariat.

SIANI provides real-time Twitter coverage of its events with its own specially developed hashtags (#). Events usually take place in Sweden, but can be organized in other locations as opportunities arise. Where SIANI has the mandate, evaluation forms are circulated throughout the audience at the end of events to obtain feedback and improve event management in the future. These evaluation forms are logged and stored for reference.

4.6 At network events

This product packages workshops, seminars, conferences and training. Network events are defined by the fact that they are not organized by SIANI, but may have participants from the SIANI network. These events are covered by the SIANI Website in the event section, and via SIANI social media. SIANI also provides live Twitter coverage if their staffs are present, using hashtags developed for the event, if available, or creates hashtags as required. Reports from these types of events are produced on an ad hoc basis.

4.7 Collaborative communications

Via Themes:

There are two themes: *Sustainable Agriculture Production for Food Security* (name tbc) and *Forests, Food & Nutrition* (tbc). They are developed for enhanced capacity of cross-sector communication and knowledge brokering on: sustainable agriculture; food security and nutrition; development and poverty alleviation. In comparison to the SIANI Secretariat's directive to give comprehensive focus on a wide range of issues under the vision umbrella, themes can develop a much deeper and informative range of original products based on existing and emerging knowledge and research.

Products from the theme collaborations can come in the form of policy briefings, seminars and conferences, as well as in electronic and physical products. Additionally, the outcomes of a theme shall be communicated via the SIANI website and promoted on SIANI social media channels. The number of themes and partners can be expanded or reduced depending on need and performance of the communication. Collaborative communication of a theme is subject to annual evaluation.

Via Expert Groups:

SIANI expert groups are cross-sector working groups established around SIANI's vision and mission. The purpose of these groups is to facilitate and contribute to a holistic understanding of emerging issues in the field of food security and nutrition. Expert groups create a space for discussion on specific topics and enable debate and discussion within a 'safe-space' and engender new collaborations and dialogues.

Products of this collaborative communication come in the form of group-specific seminars and workshops, and through the publication of briefs and papers that inform ongoing policy dialogues. Products from the expert groups will be communicated via the SIANI website and are promoted on SIANI social media channels.

4.8. Personal communication

Personal Communication is both internal (within the Secretariat or SIANI network), and external to the network. Internal communications include weekly staff meetings about updates on the operation of SIANI. SIANI Secretariat staff and members can also act as ambassadors for SIANI when appearing at events, where the individual acts as a channel for communication about the network activities. Personal communication is a vital role for the Secretariat staff and network members, and will be carried out in line with on-line and social media communication strategy.

4.9 Branding

A unified branding strategy is vital for consistency across the multiple methods of communication. Branding helps external audiences easily identify a message as originating from SIANI, and adds validity to the communication - i.e. using SIANI's increasing reputation in order to reach the target audience: a non-branded message may be more likely to be overlooked if there are multiple messages are made available at any one time (such as in a social media news feed).

SIANI's Branding Guidelines can be summarized as below:

| Boilerplate – The SIANI boilerplate is a standard text that can be applied to SIANI communications to describe what the organisation is and does. It can be used on physical and electronic products to inform the reader/user as to the nature of the organisation behind the communication. The boiler-plate is as follows: *“SIANI is a member-based network that supports and promotes Swedish expertise and provides an open and interactive platform for engagement and dialogue in a global context”*.

| Logos – the SIANI logo is available in three versions: the roundel (most often used on posters, report covers, promotional material); long text (where space allows, on publications, some posters, stationary or as a replacement for the roundel if it is more practical); text only (usually used where space is limited or at a very small size where graphics would not be visible - i.e. on email signatures, smaller promotional items, mobile phone communications/social media output).

| Colors – SIANI uses a set number of colors that are reflected in its logos, publications, communications and websites.

| Typefaces & Fonts – SIANI uses TW Cen Bold for headlines (if available). For larger bodies of text, or if TW Cen is not available, Myriad Pro may be used as a system font alternative, or Calibri if neither of the former can be used. This choice is usually only applicable for off-line or printed media (and some electronic products), as social media posts and web content are usually pre-defined.

| Tone of Voice – For publications (e.g. electronic and physical products): We use clear, and direct language that best communicates the issue we are dealing with. We aim to make sure language is clear to non-

native speakers and thus refrain from using rare or uncommon specialist terms without providing definitions. For communications (e.g. news, blog posts, social media): We use non-scientific language, and try to use a friendly and familiar tone in our communications, but always respectful and appropriate language.

5. Target audience

SIANI is a constantly expanding member based network platform. The network Secretariat is physically located in Sweden but there is no geographical limit on membership and participation. The network specifically aims to reach into countries where food security and nutrition are a daily issue. SIANI prioritizes recruiting individuals and organizations that work in/with low-income countries, and their partners who have links to the Swedish Resource Base. SIANI looks to forge links between these groups and enhance collaboration between different sectors (civil society, private sector, practitioners, decision makers, researchers and consultants) both inside and outside of the network. Membership is open and free to everyone.

SIANI's target audience therefore consists (but should not be limited to) of current and prospective members, individuals or groups who contribute or work within fields appropriate to the mission statement, government and private sector organizations, as well as interested third parties. The strategy should focus on the primary target audience, but other channels of communication may become apparent during phase 2 of SIANI.

6. Evaluation of communication

SIANI uses multiple communication channels and each channel has its own evaluation procedure. The member database is also evaluated, which helps the Secretariat staff to monitor the growth of the network in terms of individuals and geographical coverage. Below are the evaluation procedures for the main channels of communication:

| Twitter - Evaluation of Twitter communication is performed daily via the *BufferApp* analytics function, where SIANI is able to track the number of re-tweets, clicks and favorites, as well as track the people and organizations that engage in communication. SIANI is then able to attempt to involve these entities in the network. Twitter is additionally monitored via *TwitterCounter* and *TweetReach*.

| Facebook - Communication via Facebook is evaluated on daily basis by the number of people, who 'like' the SIANI page and have viewed the posted content. Major trends of the page development are evaluated in the Facebook 'Insights' section of the page, where peaks of member activity are presented by several parameters (time, likes, virality [people who create story from SIANI posts], and reach). Member activity is also analyzed by gender, age and geographical location (city and country).

| Website – Website performance is monitored using *Google Analytics* (GA). GA allows the user to see the number of visitors to the website, page views for each page within the SIANI website, unique users, and repeat users. It is also possible to see where visitors to the site are from, and how long they spend looking at a particular page or specific content. GA also enables the user to see number of links coming into the SIANI site (important in Search Engine Optimization [SEO]) and the number of sites the SIANI website links out to.

In summary, this analysis can be used to see how many people have looked at the electronic products and specific products within the resources section, as well as allowing the user to see which news stories are popular and to help understand the visitor's reading habits. NB. It should be pointed out that there is no way to see whether the users on GA are SIANI members.

| Physical Products – The reach of physical products can partially be tracked and evaluated by comparing the number printed with number distributed. Receipt of products can be additionally tracked via surveys, and by number of citations made relating to SIANI products within related texts and output. The evaluation of promotional materials can be reflected in part by increased awareness of the SIANI brand, and could be seen as a contributing factor in increases website user numbers, or in social media interaction.

| SIANI Events – Evaluation forms are distributed at all SIANI events, and feedback is utilized to better conduct future events (see section 4.5).

7. Glossary

BufferApp – An integrated social media application that allows users to write all social media output at one point during the day, and then releases posts at timed intervals. Also contains an analytics tool to evaluate the success/reach of posts.

C4D – The C4D Network is a social network of people who are engaged in the 'communication for development' (C4D) sector. It is a members-only space for sharing experience, learning and resources.

CGIAR – (*formerly the Consultative Group on International Agricultural Research*) is a strategic alliance that unites organizations involved in agricultural research for sustainable development with the donors that fund such work.

COPs – Conference of the Parties - a yearly United Nations climate change conference.

Expert Groups – see 4.7

Facebook – Popular social media website utilized for personal, social and business means.

FAO - Acronym for the Food and Agriculture Organisation of the United Nations (UN).

Google Analytics – Free tool managed and owned by Google which enables website managers to analyze the scope and reach of their web content.

Hashtag – Text used within social media (primarily Twitter) displayed with a preceding ‘#’ in order to link via particular social media sites or the wider Internet to other social media posts following the same theme.

Infographics – Tabular, textual or graphic data reinterpreted in a format which is highly graphical and made to be interpreted pictorially, often picking out data of interest, and fits in with an overarching theme or design schema.

Landing-page – A single web page that appears in response to a user clicking on a link generated via a web search or on-line advertisement. This can contain useful data, or be attempting to sell a product.

LinkedIn – Website aimed at professional networking via social media, commonly used to forge business links or look for new opportunities such as employment or contractual work.

Podcast – A multimedia digital file made available on the Internet for downloading to a portable media player such as a computer, mobile phone or tablet device.

Safe-space – Environment created by SIANI in which members and member organizations can discuss pressing issues without external influences.

SDG – Sustainable Development Goals

SEO – Search Engine Optimization: the process of making a website more visible to search engines, via linking, relevant text, tagging etc.

SIANI – Swedish International Agricultural Network Initiative

SIANI 2 – Second phase of SIANI - spanning 2013-2016

Sida – Swedish International Development Cooperation Agency: governmental agency providing technical assistance and funding

Slideshare – On-line slide hosting service

SRB – Swedish Resource Base

Themes – See 4.7

Tweetreach – A tool for measuring the reach of a Tweet on Twitter

Tweets – 140 character social media post via the Twitter website

Twitter – Social media service utilizing microblogging (i.e. highly limited text based output)

Twitter Counter – Website/application enabling users to analyze and graph Twitter statistics

UN – The United Nations is an international organization of countries set up in 1945 to promote international peace, security, and cooperation

UNEP – The United Nations Environment Program: the voice for the environment in the United Nations system

User-generated content – Content (e.g. text/images/videos) generated by external users rather than owners of websites

Vimeo – Video based social networking/media site