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Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

**World Scout Bureau, Europe Support Centres
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To:

International Commissioners and other principal contacts of NSOs and NSAs in the European Region

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Regional Circular 25 2017

Dear Friends,

We are very happy to share with you some updates regarding the implementation of the European Regional Scout Plan 2016-2019 in the "Spreading our Message" area of operation under the "Communication" priority.

1) Changes in the social media channels

First of all, let us announce some changes in the social media channels currently used by the European Scout Region. Starting from 11 October 2017 the names of the "EuroScoutInfo" Twitter account, as well as "EuroScoutInfo" Facebook page have been changed to "**Scouting in Europe**".

"Scouting in Europe" on Facebook will remain the European Scout Region's platform for sharing regular news, with a focus on updates and information on the main themes of the Regional Scout Plan (<https://www.facebook.com/ScoutinginEurope/>). "Scouting in Europe" on Twitter will change its focus towards strategic engagement and external relations – external communication and interactions with the external partners (institutions) (<https://twitter.com/ScoutingEurope>).

Both changes have been discussed with the World Scout Bureau and are in line with the future communication plan and work undertaken by the world level.

2) Assessment of the methods of communication currently used by the Region

Both above-mentioned changes are also a part of a broader action to develop and implement of a new communication system of the Region. Taking that into account I would like to kindly invite you to take part in the survey that will help us in assessment of the methods of communication currently used by our Region.

Under the title Methods of Communication Assessment (link: <http://bit.ly/2yoLgUA>) please find a short questionnaire. The questionnaire consists of two questions (1. *Which communication channels do you use?* 2. *What are your needs that these channels are not fulfilling yet?*) and it will only take 5 minutes of your time to fill it out.

3) Webinars for Communications Officers and members of communications teams

European Scout Region is planning to launch webinars for Communications Officers and members of national communications teams on specific topics relevant to them and their work. Share with us your ideas for the webinars themes by clicking on this link: <http://bit.ly/2zvwZTW> titled Webinars. We are looking forward to hearing about your ideas and needs.

With kind regards,

Samia Fitouri
Communications and External Relations Officer