



ConnexUs Communications Toolkit: Partner Activation Guide

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Communications Strategy

(Y)our purpose:

As we gear up to promote the redeveloped ConnexUs, you are our greatest asset! ConnexUs, originally designed to respond to Covid-19 in conflict-affected contexts, was developed to sustainably offer integrated approaches in the face of connection & coordination issues. Thanks to your support, ConnexUs will be an engaged, impactful community of your networks & thousands of others around the world.

ConnexUs is being redesigned, expanded & reimagined to improve the responses to shared problems & will create more accessible opportunities for cross-sectoral engagement & learning. As part of the redevelopment, we will be integrating DME for Peace into the ConnexUs platform. The merged site will be built on previous experience & user interests to effectively foster collaboration, facilitate discussions, socialize resources & showcase insights from local actors in conflict-affected contexts.

We hope you find the prepared, sharable content in this toolkit useful for promoting ConnexUs with your contacts. You are welcome to adjust the messaging to incorporate your voice & experience, ensure that it resonates with your network & express why you are excited about ConnexUs!

The **three main goals** of this communications toolkit are:

1. To encourage people to sign up for ConnexUs accounts.
2. To promote engagement & activity on the platform.
3. To expand the network across sectors & geographies, particularly to provide space for local actors to share their stories of & questions around impact.

Here are some **key talking points**:

- DME for Peace is being integrated within the ConnexUs platform.
- ConnexUs is a global network of people making a local impact.
- The primary goal of the ConnexUs network is to foster collaborative solutions in response to shared problems.
- ConnexUs values shared learning, connection & cooperation, which empower individuals & organizations to design more effective programming & make a greater positive impact.
- Make a free account on ConnexUs to join an impactful community.

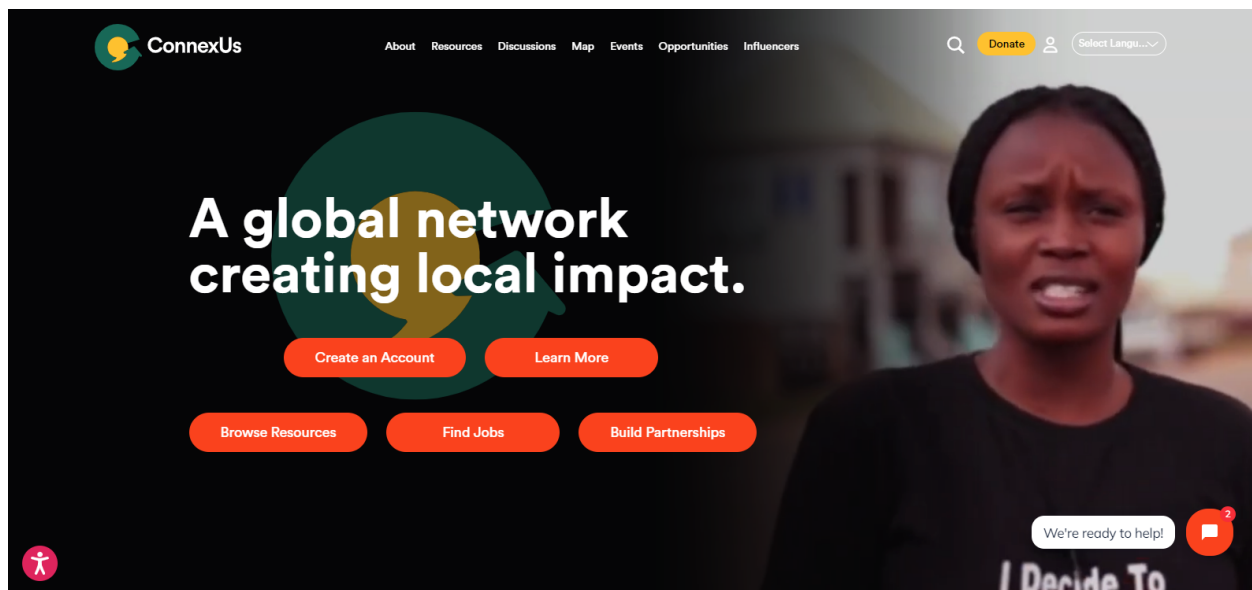
Highlighted Features

ConnexUs has all of the features you know & love from DME for Peace & more! Here is a sampling of what you can do on ConnexUs, with more features rolling out regularly:

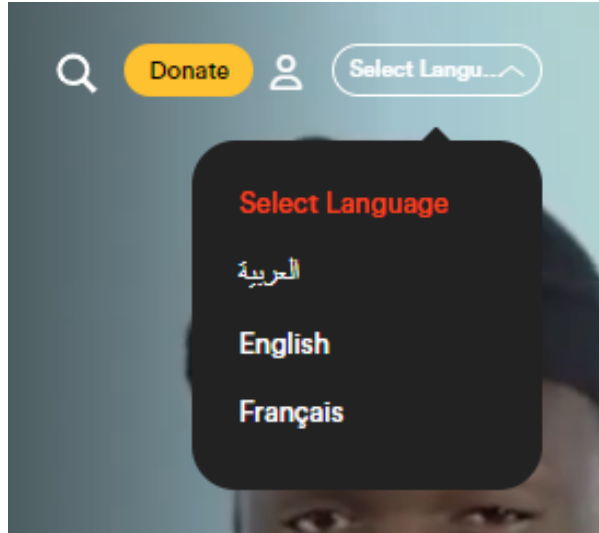
- [Language & Accessibility](#)
- [Thematic Pages](#)
- [Resource Library](#)
- [Discussions](#)
- [Collaboration Map](#)
- [Events](#)
- [Job Opportunities](#)
- [Funding Opportunities](#)
- [User Profiles](#)

Around the world, people are working to make a positive difference in their community. We're here to help. ConnexUs is a global learning, networking & coordination platform for you to collaborate with people in conflict-affected contexts who are addressing pressing challenges. ConnexUs seeks to improve the effectiveness & impact of your work by creating connections & opportunities.

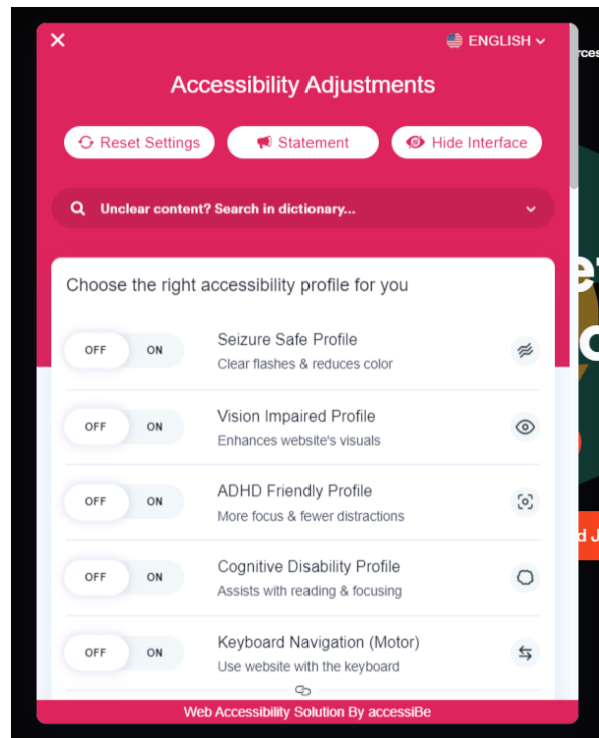
Through knowledge sharing, resource exchange & coordinated action, ConnexUs offers a space for you to create shared solutions to shared challenges, from violent conflict to public health to climate change. Amplify your impact through our [Resource Library](#), [Discussions](#), [Collaboration Map](#) & [more](#).



The [ConnexUs Homepage](#) is your one-stop-shop for all of the features you're looking for on ConnexUs.



Prefer to browse in French or Arabic? Click 'Select Language' in the top right corner & choose your language.



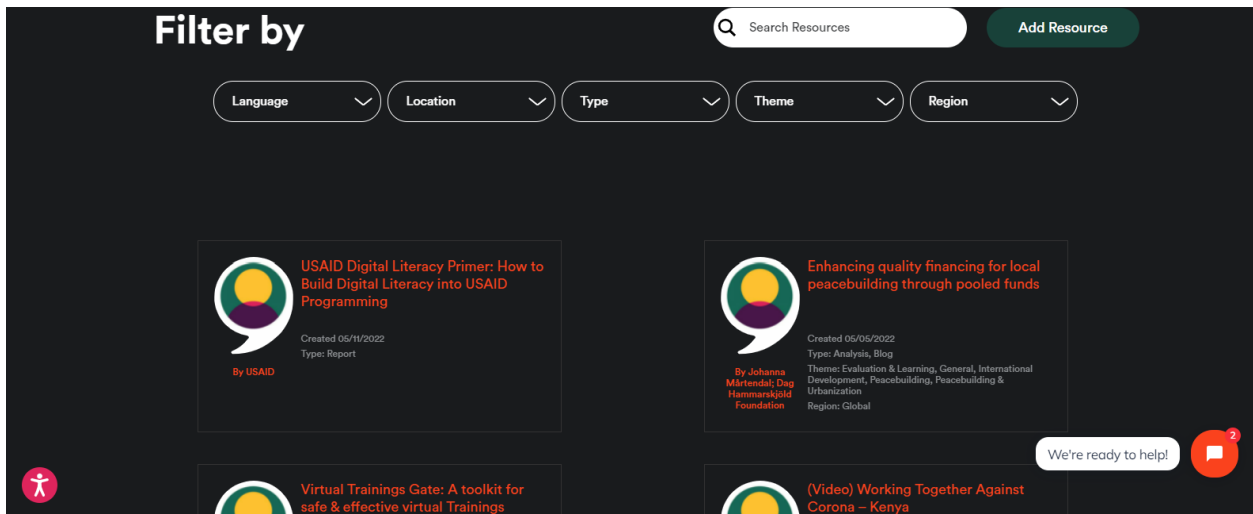
Click on the bubble on the bottom left at any time to adjust your accessibility settings. You can adjust flashes & colors, get rid of distractions for focused browsing, enable screen-reader mode & more.



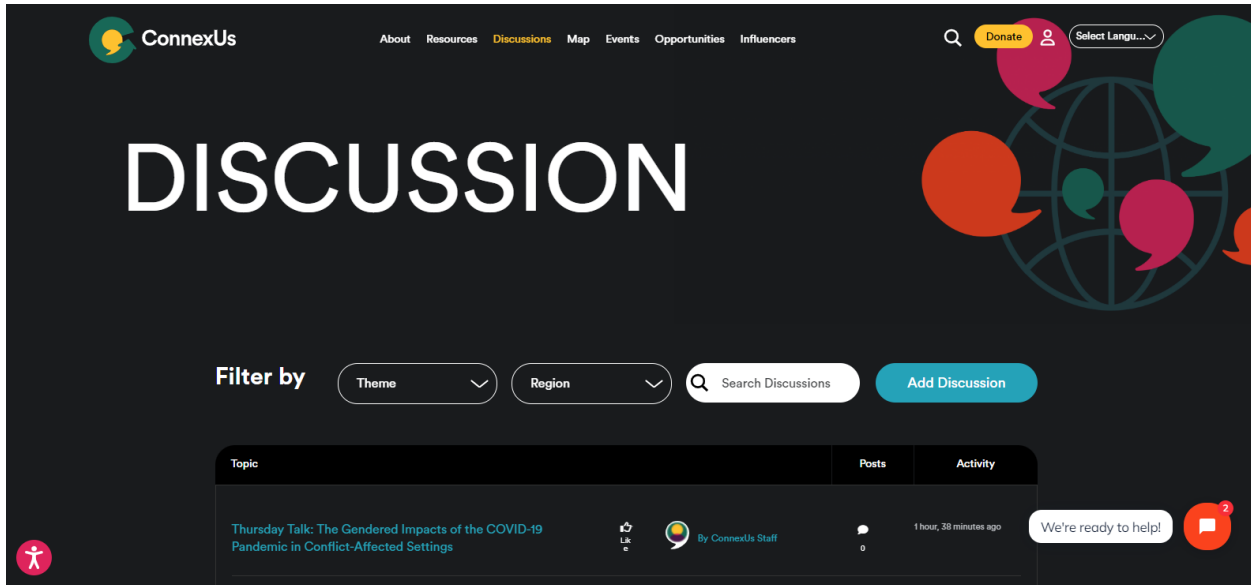
Content on ConnexUs is sorted into [Themes](#), and each theme has a designated page for the relevant collection of Resources, Discussions, Events, and Frequently Asked Questions.



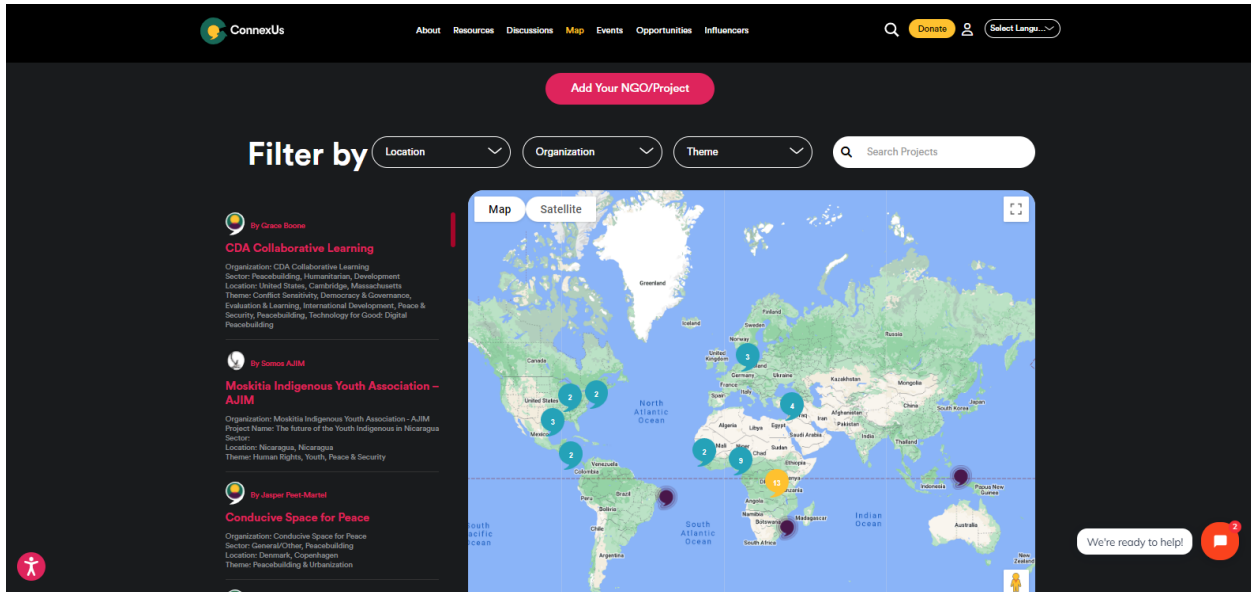
Have a report you'd like to share? Read an interesting article or use a helpful toolkit? Post it to the [ConnexUs Resource Library!](#) To post a resource, go to the Resource Library, then click the '[Add Resource](#)' button to upload a new resource.



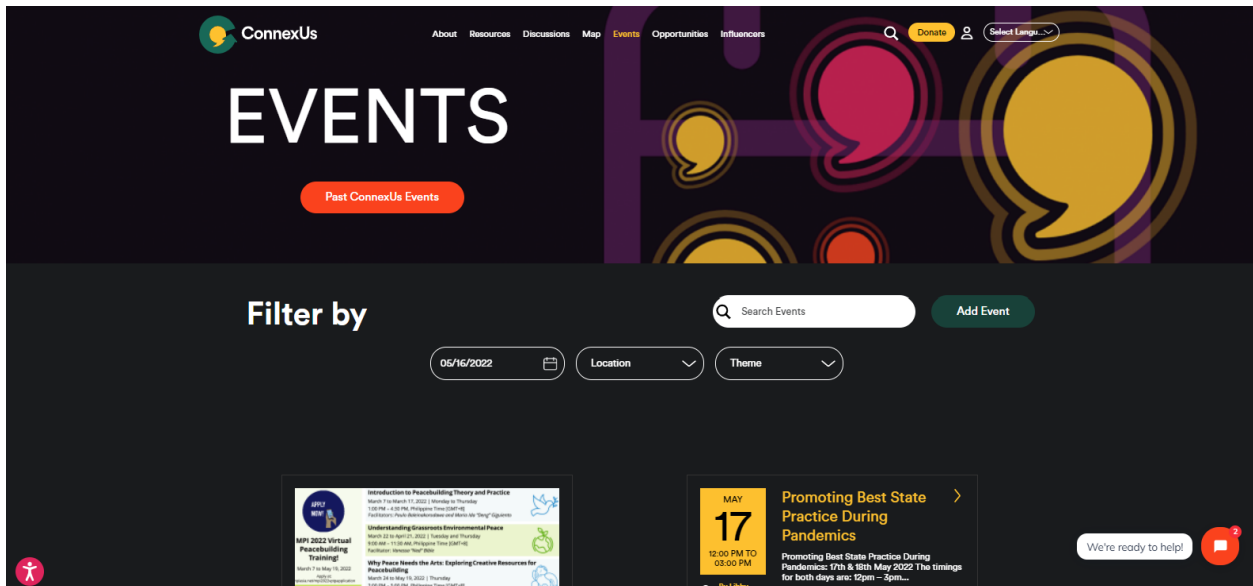
Just want to browse? Search for resources or filter by Language, Location, Type, Theme, or Region.



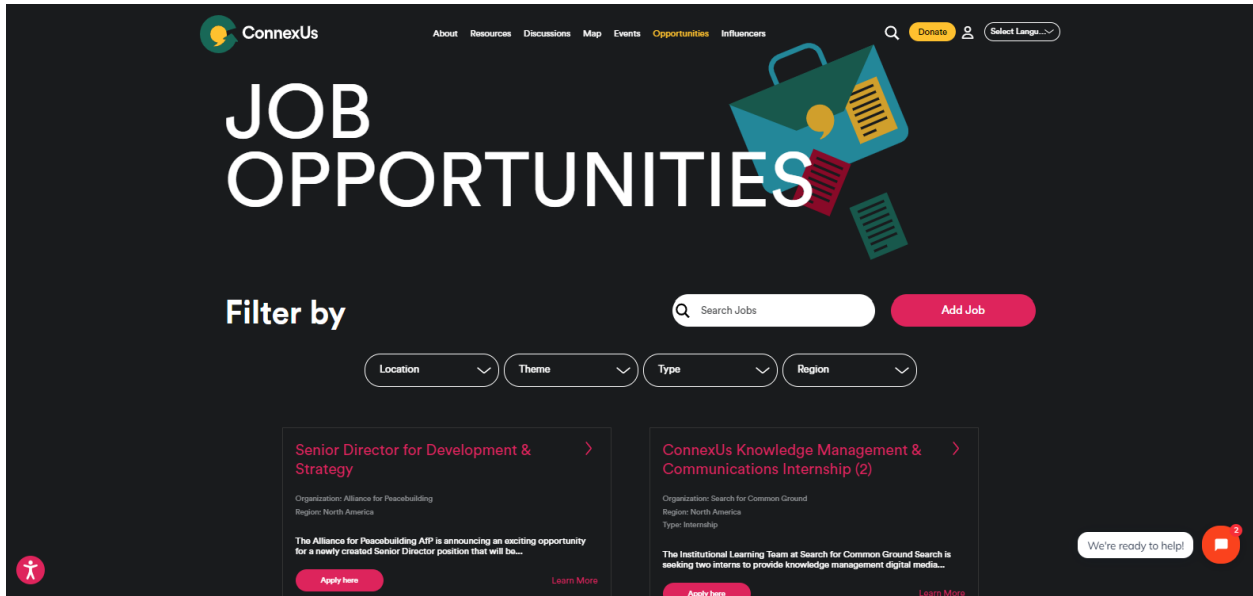
Are you searching for a solution to a problem? Want to know what other ConnexUs users think on a topic? Or have an event & want to continue the conversation afterward? Use [ConnexUs Discussions](#) to engage the community. These are national, regional & global discussion boards for contextually-relevant & issue-specific conversations around challenges & strategies to overcome them.



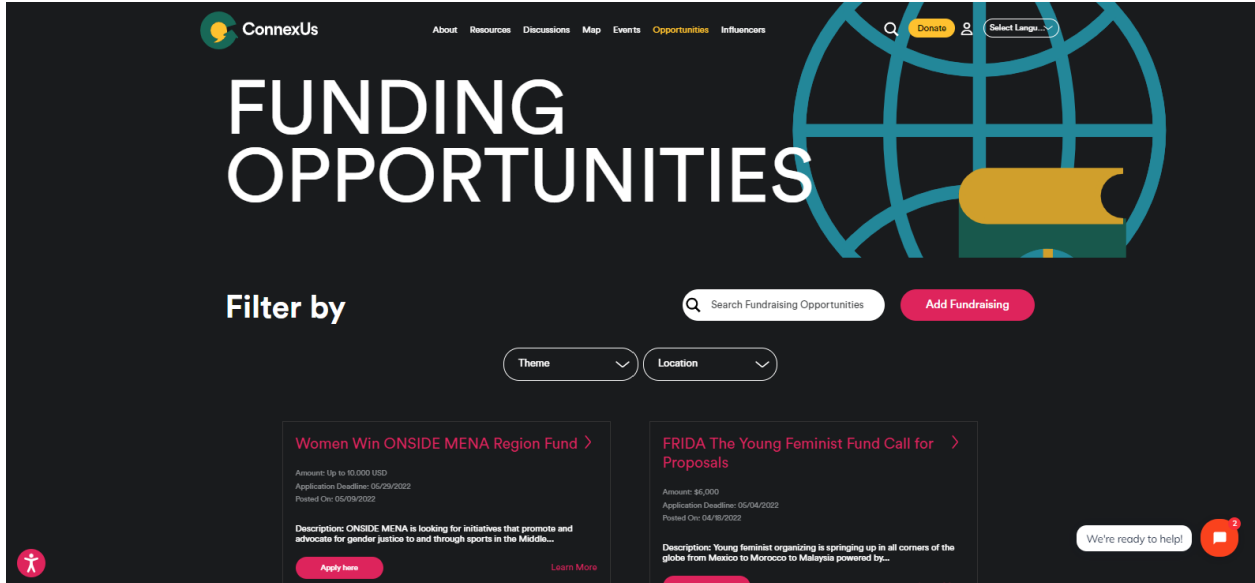
Coordination is hard when you don't know who is working on what. This crowdsourced, cross-sector [collaboration mapping tool](#) aims to provide users with information about what civic actors, academics & organizations are working in their community. Be sure to add your organization and/or project so that other ConnexUs users know who they can collaborate with in specific contexts or on specific topics.



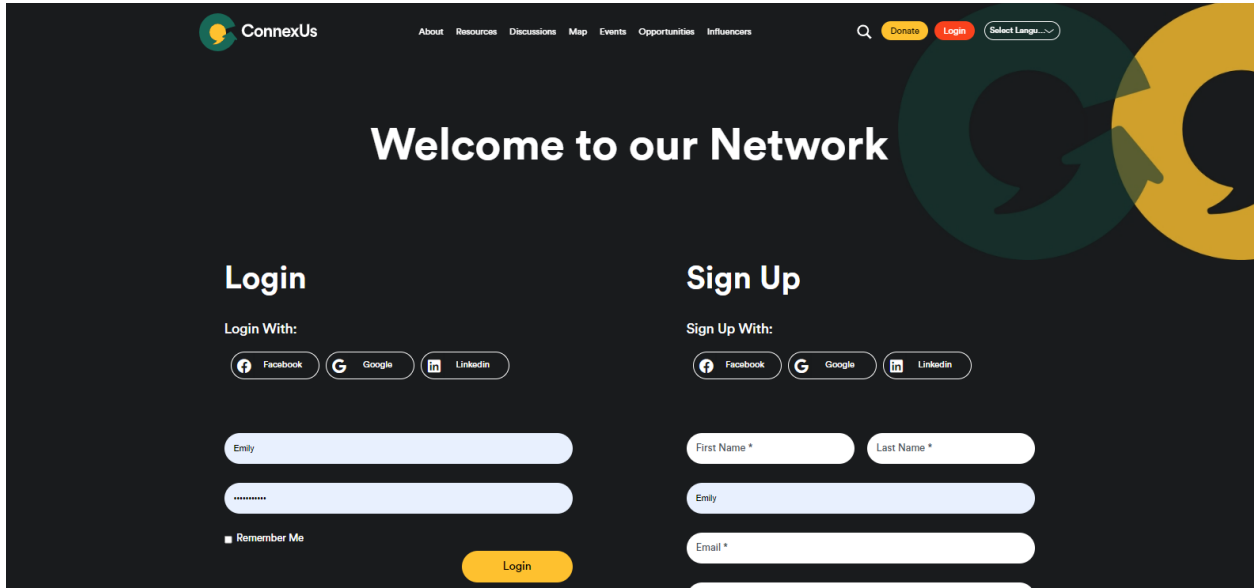
As you'll see when you're putting your organization on the map, ConnexUs users span the globe & work on some of the world's most important topics & in the most difficult contexts. When people come together to solve collective problems, we find collective solutions. The [ConnexUs Events](#) hub is a place for you to share events you may be hosting & to find fascinating & engaging events to attend from other ConnexUs users.



Searching for a new job? Hiring? Head to the [ConnexUs Jobs Board](#) to find & share new opportunities. From peacebuilding to humanitarian response, climate work to religious engagement, find a diverse range of opportunities.



It's hard to do social impact work without funding. The [ConnexUs Funding Opportunities](#) hub is a place to find & share funding opportunities. Be sure to check back often for new opportunities.



You belong in the ConnexUs community! [Users](#) can develop profiles to contribute resources, participate in discussions & directly connect with other ConnexUs members. This is a community platform & all users are encouraged to ask & answer questions, share challenges & successes & support a culture of knowledge sharing. We look forward to your contributions & seeing all that ConnexUs.

Email Template

Please use the following email template to share ConnexUs with your network, both in & outside of your organization. You may adjust the language & messaging to your preferences.

Dear [Recipient],

I wanted to make sure that you're aware of an exciting update in our field: the DME for Peace platform has been rebranded and merged with [ConnexUs](#). ConnexUs, built on the success and momentum of the DME for Peace community, is an online global coordination and networking platform for people working in conflict-affected contexts who are making a positive impact.

It's free to sign up. You can do so here: www.cnxus.org/login

This platform has an expanded resource library with nearly 3,000 resources tied to programming in conflict-affected contexts and will host live events, showcase local actors, create cross-sectoral connections, facilitate problem-solving discussions & improve shared learning among practitioners.

The last few years have demonstrated the importance of collaboration and integrated approaches to address the world's most pressing problems. ConnexUs will create opportunities for conversations between fields, across sectors, and within contexts, which will lead to greater impact and more effective programming.

I hope you'll [join this network along with me](#).

Thank you,
[Your Name]

Accounts, Graphics & Hashtag

Please tag ConnexUs in your social media posts: @Cnx_Us on [Twitter](#) / [Instagram](#), @CnxUs on [Facebook](#) & @ConnexUs on [LinkedIn](#) (look for our green & yellow logo to verify)!

To broaden our community & keep the conversation going, please use the hashtag below as you post:
[#WhatConnexUs](#)

Click [HERE](#) to download pictures & graphics to include in your posts on social media.

Social Media Posts

Twitter

Exciting news! DME for Peace is now #ConnexUs, a global network for people creating local impact. Sign up for @Cnx_Us today ➔ cnxus.org/login	Click to Tweet
Bonne nouvelle! DME for Peace devient #ConnexUs, un réseau global pour les personnes qui créent un impact local. Inscrivez-vous sur @Cnx_Us dès aujourd'hui! ➔ cnxus.org/login	Click to Tweet
Looking for FREE resources, discussions, events, jobs, funding & partnership opportunities to help make a positive impact? Sign up for @Cnx_Us now ➔ cnxus.org/login	Click to Tweet
Vous recherchez FREE ressources, discussions, événements, opportunités d'emploi, de financement et de partenariat pour aider à avoir un impact positif ? Inscrivez-vous maintenant à @Cnx_Us ➔ cnxus.org/login	Click to Tweet
#ConnexUs is countering conflict with connection – across fields & around the world. Want to be a part of it? Sign up for @Cnx_Us now ➔ cnxus.org/login	Click to Tweet

<p>#ConnexUs combat les conflits par la connexion – dans tous les domaines et dans le monde entier.</p> <p>Vous voulez en faire partie ? Inscrivez-vous dès maintenant sur @Cnx_Us ➔ cnxus.org/login</p>	<p>Click to Tweet</p>
<p>People around the world are working together to make a positive social impact. Join them & find out #WhatConnexUs ➔ cnxus.org/login / @Cnx_Us</p>	<p>Click to Tweet</p>
<p>Partout dans le monde, des gens travaillent ensemble pour avoir un impact social positif.</p> <p>Rejoignez-les et découvrez ce qui les rassemble sur #ConnexUs! ➔ https://cnxus.org/ @Cnx_Us</p>	<p>Click to Tweet</p>
<p>There are countless collaboration opportunities on #ConnexUs that you don't want to miss.</p> <p>Learn more & sign up for @Cnx_Us now ➔ https://cnxus.org/</p>	<p>Click to Tweet</p>
<p>Want to collaborate with us & make connections like never before? Join us in signing up for @Cnx_Us, a global platform for those making a local impact: https://cnxus.org/</p>	<p>Click to Tweet</p>

Facebook

<p>Exciting news! DME for Peace is now @CnxUs, a global network for people who are creating local impact.</p> <p>Sign up for ConnexUs today ➔ https://cnxus.org/</p>
<p>Looking for free resources, discussions, events & partnership opportunities to help make a positive impact?</p> <p>Sign up for @CnxUs now ➔ https://cnxus.org/</p>
<p>There are countless collaboration opportunities on @ConnexUs that you don't want to miss.</p> <p>Learn more & sign up for ConnexUs now ➔ https://cnxus.org/</p>
<p>@CnxUs is countering conflict with connection—across fields & around the world.</p> <p>Want to be a part of it? Sign up for ConnexUs now ➔ https://cnxus.org/</p>
<p>People around the world are working together to make a positive social impact. Join them & find out #WhatConnexUs ➔ https://cnxus.org/</p>
<p>Want to collaborate with us & make connections like never before? Join us in signing up for @CnxUs, a global platform for those making a local impact: https://cnxus.org/</p>

Instagram

(Use an image from our [graphics folder](#) to pair with one of these captions)

#ConnexUs is countering conflict with connection – across fields & around the world.
Want to be a part of it? Sign up for @Cnx_Us now

Make connections like never before on #ConnexUs. Sign up for @Cnx_Us now at cnxus.org

LinkedIn

I'm really excited about the launch of the new @ConnexUs platform & want to invite you to connect with me & thousands of practitioners around the world who are making a positive difference in conflict-affected contexts.

ConnexUs has a crowd-sourced discussion forum, resource library, organization mapping, events calendar & more features to amplify the impact of your work!

Sign up now to join a global network of people making a local impact: <https://cnxus.org/>

Bonus Tips

1. Paraphrase messages to add your own ideas & thoughts to the posts (Learn more about [changes to Twitter's algorithm](#)).
2. Design your own innovative posts to highlight your unique voice.
3. Share this toolkit with your networks (copy this link: <https://bit.ly/CnxUsToolkit>) & encourage them to join the campaign!

Any questions on this toolkit? Send any comments or suggestions to info@cnxus.org!

Thank you for your support!