



IFLA APR Council 2023

CER - Communication and External Relation Chair

0. General coordination of communication

across Website, Newsletters, Facebook, and Instagram channels.

1. Talk & Share webinars

were developed at regional and world level, and showcased the region (up to 500 viewers from 80 countries).

2. Active Social Media Program

Since November 2024, we are the first IFLA region with and active Social Media program subcontracted to a professional company (List Group) and we are influencing while cooperating with World CER.



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2. Active Social Media Program

Currently, we are running a trial period of 2 months, to be later turned into an annual program.

The activities include:

- **Content research**, including oral history and interviews to delegates and relevant people in the region
- **Newsletter**, monthly, focusing major monthly events and collecting external contributions;
- **Facebook and Instagram** engagement, twice a week, with 2 lines of thematic content (history & today);
- Reciprocal support, reposting, and **coordination with IFLA World CER** and other regional CER activities;
- Social media **boosting and active approach to international media** webzines, magazines, and journals in the field.

Thank you for your attention

for any information, you can contact the
new IFLA APR CER Chair