



Share-Net International Knowledge Activation Grants: Knowledge Product Dissemination Guidelines

Rationale

The Knowledge Activation Grants are one of Share-Net International's (SNI) largest annual projects, offering up to €250,000 worth of funding to SRHR organizations and advocacy groups. The key outcomes of the grants are the resulting knowledge products (KPs), for which the grantees and SNI make a commitment to disseminate and promote within the SNI network, within the grantee's own networks, and beyond, enabling the KPs to reach a wide audience.

As part of the grant requirements and process, the grantees create and share a KP dissemination plan with SNI. If requested, SNI can help develop this and provide some communications planning and support, such as providing example templates of dissemination plans or brainstorming methods for promoting KPs with the grantees.

SNI also commits to publishing, disseminating, and promoting the grant KPs through its key online communications channels:

1. The Share-Net International [Digital Platform](#)
2. Social media channels: [LinkedIn](#), [Instagram](#), [Facebook](#), [Twitter](#), [YouTube](#), and [Spotify](#)
3. Email (network members and newsletter subscribers)
4. Grants KP Website – <https://knowledgeproducts.share-netinternational.org/>

There will be also opportunities to present select KPs at the annual SNI Knowledge Product showcase event, the [first edition](#) of which took place in 2023.

Types of Knowledge Product's That Have Previously Been Produced

Since 2014, SNI has awarded over 100 grants. The resulting KPs are diverse and have included, but are not limited to, the following forms of SRHR materials:

- Guidelines
- Reports
- Playbooks and fact sheets
- Social Media campaigns
- Knowledge sharing events
- Theatre and community performances

- Podcasts
- Video series
- Comics
- Webinars and workshops

What Knowledge Product Dissemination Support Does SNI Offer Grantees?

SNI is available to help grantees promote and distribute their KPs, enabling the KPs to reach the large Share-Net audience as well as the grantees own network. Ideally, grantees create their own KP dissemination and promotional plan - sharing all dissemination information, plans, and materials with SNI along with the Final Narrative Report. SNI will then schedule sharing the KPs in their communications plan, and distribute the KPs through the SNI social media and communications channels, through the following:

- Uploading grantee KPs to the SNI KP website, and other media platforms
- Sharing and promoting the KPs via the SNI social media channels on LinkedIn, Instagram, Facebook, YouTube, X (formerly Twitter), and Spotify, as relevant.
- Tagging and crediting all KP creator's social media accounts in all posts about KPs published by SNI.
- Email dissemination to the Share-Net member network and via the SNI newsletter
- Share the KP and relevant promotional materials with the SN hubs for further distribution through the hubs own social channels

Knowledge Product Webinars

SNI is unable to host, organise, or manage webinars related to KPs on behalf of grantees. This is due to the organisational workload and time/staff constraints of SNI. If grantees organise their own webinars, SNI is able to promote the webinar via the SNI communications channels, provided the grantee supplies the necessary webinar information and communication materials.

Throughout the year, there may be additional times for grantees to host webinars about their work, for example at the SNI Annual Business Meeting, at Share-Net country hub events, at the SNI Co-Creation Conference, or other events. If grantees wish to discuss options like this further, please contact SNI directly.

How can SNI help Grantees Develop Knowledge Product Dissemination Plans?

If necessary, grantees can request assistance from SNI to develop their communications and dissemination strategy for their KPs. SNI can help by, for example;

- Provide templates and examples of KP dissemination plans
- Help grantees to create a communications / dissemination plan
- Creating, or guidance on creating, promotional content for social media
- Brainstorming KP dissemination methods and plans via an online meeting

Safety and Sensitive SRHR Topics

KPs can often tackle (very) sensitive SRHR topics, which can potentially put the KP grantee and producer(s) at risk of repercussions or compromise their safety and security if they are associated with the resulting KP. For cases like this, SNI will work closely with the grantee to fully understand the

situation faced and establish the best way to promote the KP in safe and sensitive manner, if appropriate. This could look like some of the following scenarios;

- Publishing the KP anonymously on SNI's website
- Publishing the KP and crediting larger/overarching organisations instead of the direct organisation or individual(s) who worked on the KP
- Sharing the KP on social media without crediting the KP producers, or only crediting larger/overarching organisations
- Not publishing or sharing the KP at all

If your KP is very sensitive or you have concerns about crediting and sharing the KP, please reach out to the SNI secretariat to discuss this further. If your KP is sensitive, not all information in this document will apply to you.

Grantee Requirements for Successful Dissemination

Please be aware of the information below about the finalised KPs. The funding cycle runs from February-December of each year, dissemination plans should be submitted to SNI by the end of November during the grant cycle to allow SNI to plan in KP dissemination and promotion, after the successful creation of the KP.

- **Funder acknowledgement:** All knowledge products and promotional materials clearly state SNI is the funder and include the SNI logo. All Share-net logos can be found in the [Share-Net Logo folder](#) of the Share-Net [Branding Materials](#). *Please note, SNI will not distribute or promote KPs that do not clearly include SNI's logo and a reference to SNI*
- **Social media and digital asset tagging:** For all digital dissemination, grantees should tag and mentions SNI's social media channels in social media posts and links to the SNI digital platform in materials or digital publications.
- **Dissemination Plan:** A clear plan of action for dissemination and promotion, or a clear request for dissemination help, if required. For example, overview of planned social media posts, drafts of text for social media posts, drafts of images/videos/other materials, list of social media handles to tag, list of desired (online) locations to publish or submit KPs to for publication.
- **Suggested or ideal target audience for the KPs:** Please indicate who and which stakeholders you wish the KP to reach. For example, this could be specific institutions or organisations, prominent/influential individuals, youth SRHR advocates, influencers, specific researchers or universities, community groups, media or news organisations.
- **Clear information for each KP;**
 - Title
 - 100–300-word description, summary, or abstract for each KP
 - Representative image(s)
 - Information about the creators (photo, short bio)
 - The type knowledge product (document, audio file, video file, website link, etc)

Submitting Your KP Dissemination Plan

Please submit your dissemination plan at the earliest opportunity, preferably before the KP is completed, so SNI have time to plan in promotions for the KP.

Deadline for submitting the dissemination plan: Within two weeks of submitting the completed KP to SNI.

Grant Knowledge Product Showcase Event

Each year SNI organises an online KP sharing event in the summer, in which grantees are offered a space to present their KPs, research, and results. This event offers a location where the grantees can present and promote their KPs, or preliminary results of the KPs that are underway, gathering interest and attention from the SRHR field and Share-Nets network. SNI will contact the current cohort of grantees 1-2 months ahead of the event to establish if grantees wish to present their KPs at the event.

SNI promises to promote the event with the SN network of more than 3,500 members, partners, and donors, and with our social media network of over 6,500 followers. We anticipate a sizeable audience of at least 300-400 people, and equally ask grantees to share the invitation within their own networks and social media channels. SNI uses live translation software *Wordly* enabling both presents and the audience to receive live translations of multiple languages.

Knowledge Product Library Website

In 2023, SNI built and published an online Knowledge Product library, showcasing KPs from Share-Net grants since 2014. All grant KPs, unless indicated as too sensitive to publish, will be published on the site, making grantees work accessible, open-source, and providing a dedicated online space to view a wide collection of Knowledge Products.

In the KP library, each KP is listed with the following information: title, description, grant type, year of publication, country location (s), Share-Net hub, language, KP type, SRHR themes, and download links of the KP (some of this information may be omitted for sensitive KPs). The grantee is credited, and a dedicated grantee biography is published with the following information; grantee organisational name, description, links to the grantee's website and social media channels, and how to contact the grantee.

All new KPs that are added to the KP library will be promoted via the SNI social media channels.

Further Information

Please reach out to SNI's Communications lead Shannon Mathew – s.mathew@kit.nl or the SNI grants lead Amie Ndong at a.ndong@kit.nl if you have further questions.