

## ESN Communications Officers Working Group

Through the ESN Communications Officers Working Group, the [European Social Network \(ESN\)](#) aims to foster networking and relationship-building among communication professionals in social services, and open doors for future collaborations and partnerships.

The Working Group is a forum for Communications Officers at all levels to:

- Share ideas, best practices, and strategies for effective communication, enabling members to learn from each other's experiences
- Share communication resources such as templates, graphics, social media content
- Share information on campaigns, initiatives, or awareness drives on common issues
- Stay updated on communications trends
- Learn from different approaches to communication and adapt them to your contexts
- Gain inspiration from innovative and creative communication strategies you might not have considered otherwise
- Gain expertise on aspects of communications practice

**Please note:** you do not need to have attended a previous Communications Working Group meeting to attend, but you do need to be a communications professional working at an ESN Member Organisation.

## Meeting IV

The fourth meeting of the ESN Communications Officers Working Group will take place online on **Tuesday 23 June 2026** from **14:00–15:30 CET**, on the theme of "***How to Adapt to a Constantly Changing Digital Landscape***".

This meeting will be an opportunity for colleagues to reflect on some of the most pressing challenges facing communications professionals in social services today. Discussions will centre on a set of timely and practical topics, including:

- Adjusting to constantly shifting social media algorithms and push strategies
- Responding to drops in organic reach across social media channels
- Integrating AI tools into content creation workflows
- Implementing data-driven communications strategies
- Using advocacy through educational content
- Navigating relationships with press, journalists, and influencers

As part of this meeting, **up to two case study presentations** will be featured, selected from among the topics outlined above.

If you have worked on a relevant initiative or campaign and would like to share it with the group, you are warmly encouraged to put yourself forward.

You will find a dedicated section in the [application form](#) to indicate your interest in presenting - selection will be based on relevance and variety across the topics - but all submissions are welcome.

Whether you are a returning member or joining the Working Group for the first time, this meeting is a valuable moment to exchange expertise, draw inspiration from colleagues across ESN Member Organisations, and help shape the future direction of the Group.

### Requirements

Participants should be able to:

- contribute with their expertise to share good communications practices.
- communicate comfortably in English to take part actively in group meetings.
- commit to attend a 90-minute online meeting and take part in any follow-up after the event.

Complete the application form [here](#) to register.  
The deadline for registration is **Friday 8 June 2026**.

If you have any questions, please contact [Simon Gibbons](#), Senior Communications Officer, [Domenico Iannone](#), Communications Officer, [Giacomo Fontana](#), Communications and Project Officer, [Hussein Assaf](#), Junior Communications Officer or write at [communications@esn-eu.org](mailto:communications@esn-eu.org).