



Communication strategy for Barents Regional Cooperation

Barents Regional Committee

Barents Regional Council

Regional Working Groups

1. CONTENTS

1.	FOREWORD.....	3
2.	CONTACT DETAILS	5
2.1.	Barents Regional Committee (RC)	7
2.2.	Barents Regional Council (BRC)	8
2.3.	International Barents Secretariat	10
2.4.	Russian Chairmanship in BEAC 2015-2017	10
2.5.	Kainuu Chairmanship in BRC 2015-2017	11
3.	WORKING GROUPS.....	11
3.1.	Mandates.....	11
3.2.	Reporting	13
4.	ARRANGING REGIONAL MEETINGS	13
4.1.	Deadlines and Form of Documents.....	13
4.2.	Translations	14
4.3.	Publicity.....	14
4.4.	Conference room videoconferencing.....	15
4.5.	Personal conferencing solutions.....	16
4.6.	Video streaming of meetings and seminars	16
4.7.	Contact details to regional facilities	17
5.	DISTRIBUTING INFORMATION.....	20
5.1.	Updating the official website www.beac.st	20
	Contact information	20
	Working Group materials	20

	Upcoming Events	20
5.2.	Electronic Newsletter Barenssaga	21
5.3.	Other websites.....	21
5.4.	Social Media as a Tool	21
	Using Hashtags.....	22
5.5.	Sharing Barents News.....	22

2. FOREWORD

Considering the significant political and environmental dynamics in the Barents region today, it is important that the Barents cooperation maintains an institutional flexibility to accommodate the on-going changes. Recognising the importance of the ability to adapt to upcoming organisational needs is important. One of the key elements to successful cooperation is communication.

The present terms of reference (TOR, available at <http://www.barentsinfo.fi/beac/docs/Region-Council-Terms-of-Reference-2012.pdf>) for the Barents Regional Committee and Barents Regional Council have been adopted by the Barents Regional Council on November 14th 2012 in Oslo, Norway. The terms of reference shall be applied to operations of all the regional structures of the Barents Cooperation.

However, the terms of reference do not contain all the practical information needed for smooth co-operation and specifications are especially needed when it comes to communication. There are tens if not hundreds of people involved in the regional Barents Cooperation This document provides a comprehensive guide to communication in the regional cooperation, in order for the cooperation to run smoothly and in an effective manner.

This strategy will provide guidelines for how communication can be improved and facilitated in the Barents Cooperation and it will also collect updated contact details to relevant parties in the Barents Cooperation. This document aims to include information for example about the media used by all parties as well as about whom to contact concerning different issues. The communication strategy focuses primarily on the actors in the regional cooperation (Barents Regional Council, Regional Committee, and Regional Working Groups) and will be a pilot project that, in the long run, could be implemented also in the interstate cooperation.

This document emphasizes the value of digital communication and aims partly at including information about the communication media used by all parties and to enabling these to be used in a fluent and coordinated manner, to make communication as efficient as possible.

The document has been developed in cooperation between the Regional Council of Kainuu and the IBS in 2015-2016. It has been discussed with the involved actors during spring 2016, and the feedback from the regional actors considered. The purpose of this document is to serve as an attachment to the TOR, giving practical advice and boosting the daily communications within the Barents Regional Cooperation.

The document shall be available at www.barentscooperation.org website. **The document shall be updated on a regular basis by the chair region**, in order to ensure availability of the correct information. The chair region is

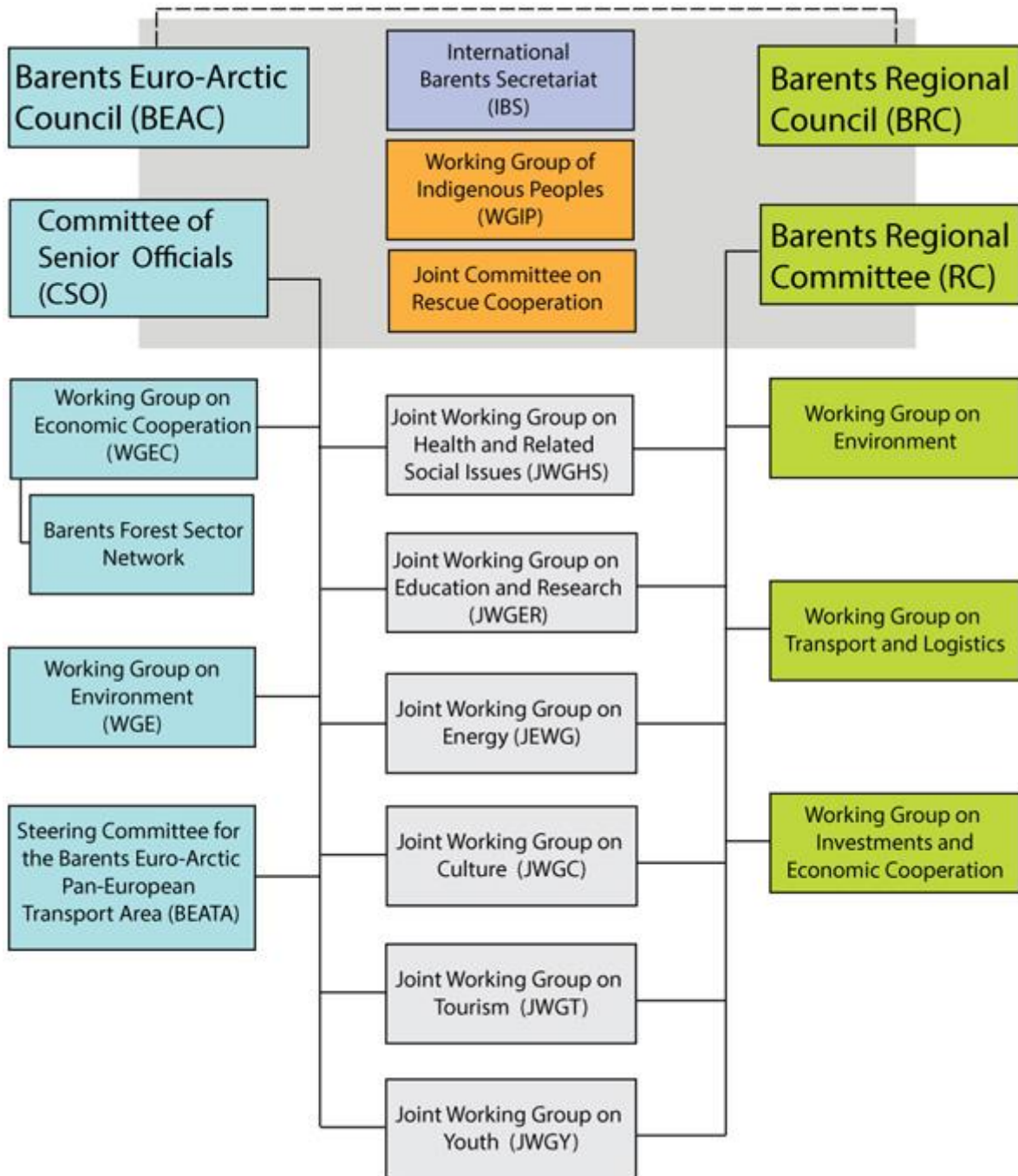
responsible for updating information during their chairmanship and to pass on updated information to the next chair region once the chairmanship is over.

3. CONTACT DETAILS

This section of the communication strategy introduces the responsibilities and contact details related to Barents Regional cooperation. The goal is also to offer an overview of the structures of cooperation and to help the reader to find more information.

An online form has been created for collecting/updating contact details at the meetings. Any changes shall be reported immediately using the form. Changes shall also be reported at each meeting at “other issues”.

Also the RC and BRC members’ Skype and social media accounts may be added to the list by request, as long as these are created for professional purpose and using their official work address.



3.1. Barents Regional Committee (RC)

According to the TOR, the RC is composed of the designated civil servants, or other appointed authorised delegates, representing the participating regions and the representatives of the indigenous peoples of the Barents region. At the moment, the *contact details of the RC members* are as follows.

	Name	Member Region	E-mail	TWITTER, Facebook, personal web conferencing solutions etc.
1	Bergström Mikael	Västerbotten, Sweden	mikael.bergstrom@lansstyrelse.n.se	Lync Mikael.bergstrom@lansstyrelsen.se
2	Egorova Tatiana	Working Group Indigenous Peoples (advisory partner)	Tatiana@barents.no (cc: homdomna@yandex.ru)	Skype: tanja80egorova
3	Fedorova Inna	Barents Regional Youth Council	murmansk@barentsyouth.org	
4	Gokkoev Roman	Oulu, Finland	roman.gokkoev@pohjois-pohjanmaa.fi	Skype: roman.gokkoev
5	Grigorjev Evgeniy	Komi, Russia	e.v.grigorjev@adm.rkomi.ru OR uvs@adm.rkomi.ru	
6	Helland Knudsen Bente	Troms, Norway	bente.k.helland@tromsfylke.no	
7	Holster Raimo	Lapland, Finland	raimo.Holster@lapinliitto.fi	
8	Kalinin Alexey	Arkhangelsk, Russia	kalinin@dvinaland.ru (cc: larisa_glasko@dvinaland.ru)	
9	Karlsen Markus	Finnmark, Norway	markus.karlsen@ffk.no	
10	Kislov Dmitry	Karelia, Russia	kislov@economy.onego.ru (cc. tsvetkov@economy.onego.ru)	
11	Kungurtsev Sergey	Nenets, Russia	s.kungurtsev@uis.adm-nao.ru	
12	Leinonen Timo	Northern Karelia, Finland (observer status)	timo.leinonen@pohjois-karjala.fi	

13	Malinen Pentti (Chairman)	Kainuu, Finland	pentti.malinen@kainuu.fi (cc: minna.mustonen@kainuu.fi)	Lync: Kainuun_liitto Skype for business: pentti.malinen@kainuu.fi https://twitter.com/malinenpentti https://www.facebook.com/pentti.malinen
14	Saarela Sari	Norrbottn, Sweden	sari.saarela@lansstyrelsen.se	Lync: sari.saarela@lansstyrelsen.se
15	Smirnov Yury	Murmansk, Russia	uvsmirnov@gov-murman.ru	
16	Thorgersen Lena	Nordland, Norway	lena.thorgersen@nfk.no	Skype for business: lenth@nfk.no

3.2. Barents Regional Council (BRC)

According to the TOR, the BRC is composed of the highest regional representatives, their deputy, elected political representatives of the participating regions, or their authorised nominees, as well as representatives of all three groups of indigenous peoples of the Barents region. At the moment, the *contact details of the BRC members* as follows:

	Name	Member Region	E-mail	TWITTER, Facebook, personal web conferencing solutions etc.
1	Andersson Magdalena	Västerbotten, Sweden	magdalena.andersson@lansstyrelsen.se	
2	Bebenin Sergey	The Parliamentary Association of North West Russia (observer status)	mail@lenoblzaks.ru (cc. sme@duma-murman.ru)	
3	Fedorova Inna	Barents Regional Youth Council	murmansk@barentsyouth.org	
4	<i>Will be appointed</i>	Komi, Russia	uvs@adm.rkomi.ru	
5	Koshin Igor	Nenets, Russia	priem@adm-nao.ru	
6	Rämet Jussi	Oulu, Finland	jussi.ramet@pohjois-pohjanmaa.fi	
7	Hudilainen Alexander	Karelia, Russia	government@karelia.ru	

8	Khomiuuk Domna	Working Group Indigenous Peoples (advisory partner)	homdomna@yandex.ru (cc: Tatiana@barents.no)	
9	Korhonen Timo	Kainuu, Finland	timo.v.korhonen@eduskunta.fi	
10	Kovtun Marina	Murmansk, Russia	post@gov-murman.ru	
11	Myrseth Cecilie	Troms, Norway	cecilie.myrseth@tromsfylke.no	
12	Norvoll Tomas	Nordland, Norway	tn@nfk.no tomas.norvoll@nfk.no ?	OR
13	Orlov Igor	Arkhangelsk, Russia	adm@dvinaland.ru	
14	Österberg Sven-Erik	Norrbottn, Sweden	sven-erik.osterberg@lansstyrelsen.se	
15	Pesonen Niilo	The Council of Christian Churches in the Barents region (observer status)	niilo.pesonen@evl.fi	
16	Poutiainen Risto	Northern Karelia, Finland (observer status)	risto.poutiainen@pohjois-karjala.fi timo.leinonen@pohjois-karjala.fi	
17	Riipi Mika	Lapland, Finland	mika.riipi@lapinliitto.fi	
18	Sjåstad Runar	Finnmark, Norway	runar.sjastad@ffk.no	

3.3. International Barents Secretariat

According to the TOR, the IBS shall provide technical and administrative support for multilaterally coordinated regional activities within the framework of the Barents national and regional cooperation, in order to secure continuity and coherence thereof. It shall assist with information about project funding, secretarial tasks, and information dissemination, as well as functioning as an institutional memory of all the work within the Barents Cooperation.

The TOR may be found at <http://www.barentsinfo.fi/>. Barentsinfo.fi is a server at the Arctic Centre in Rovaniemi, who administers the document database on behalf of the IBS.

The IBS may be contacted at:

The International Barents Secretariat
P.O. Box 107, 9915 Kirkenes
Office: Rådhusgt. 8, Kirkenes
Fax: +47 78 97 70 79
E-mail: ibs@barentscooperation.org

More information may be found at:

<http://www.barentscooperation.org/en/About/Contacts/International-Barents-Secretariat>

3.4. Russian Chairmanship in BEAC 2015-2017

Ministry of Foreign Affairs of the Russian Federation
Second European Department

Sergey Petrovich
Deputy Director, Chairman of the CSO (spetrovich@mid.ru)
Phone +7 499 244 2697, Fax + 7 499 244 1797

Alexey Ivanov
Head of Unit for Regional Cooperation (aivanov@mid.ru)
Phone +7 499 244 1572, Fax + 7 499 244 1797

Inna Tarysheva
First Secretary of Unit for Regional Cooperation (itarysheva@mid.ru)
Phone +7 499 244 3096

Marina Shkurenko
Third Secretary of Unit for Regional Cooperation (myshkurenko@mid.ru)
Phone +7 499 244 3459
Facebook: Russian Chairmanship of the BEAC
Twitter: @Russia_in_BEAC

3.5. Kainuu Chairmanship in BRC 2015-2017

Chair of the Barents Regional Council
Mr Timo Korhonen, Member of the Finnish Parliament
timo.korhonen@eduskunta.fi
+358 50 512 2238

Chair of the Regional Committee
Mr Pentti Malinen, Regional Mayor
pentti.malinen@kainuu.fi
+358 44 7970 197

Assistant of International Affairs
Mrs Minna Mustonen
minna.mustonen@kainuu.fi
+358 44 7100 874

Executive Assistant
Mrs Salli Mikkonen
salli.mikkonen@kainuu.fi
+358 44 7100 872

4. WORKING GROUPS

The Barents cooperation has 14 Working Groups (WGs) and nine sub-groups (throughout the report they will both be referred to as “working groups” or WGs) who perform continuous transnational work on thematic issues in the Barents region. The WGs have representatives from the BEAC member states (Norway, Sweden, Finland and Russia) on both regional and national level and cover a large variety of common interest areas, such as environment, culture, transport, economic cooperation, education, indigenous peoples and youth.

The WGs have a key role as expert groups in the Barents cooperation and they offer a platform for transnational communication and collaboration among the national experts of the member states and regions on thematic issues. The functionality of the WGs is therefore central to the performance of the Barents cooperation altogether.

The Working Group contact details are listed on the BEAC website <http://www.barentscooperation.org/en/Working-Groups> and updated on a regular basis. Please contact ibs@barentscooperation.org if you should find any outdated information on the website.

4.1. Mandates

There are three regional working groups and six joint working groups to the Barents regional cooperation. These all have different mandates and charters. In 2016, it was decided that the mandates should be examined to meet the recent situation and a standardized form created by the IBS used by each of the working groups. The mandates are drafted by the working groups and officially accepted.

4.2. Reporting

The working groups have different rules of reporting, according to their mandates. The regional working groups mainly report to the Regional Committee, while the national level working groups report to the CSO and joint working groups report to both.

In addition, the IBS should be reported by each of the working groups. The WGs are expected to email the IBS their annual reports as well as updates for the website. The deadline for the annual report of the WGs is the 15 February.

This reporting method hasn't been sufficient. In 2016, a new information platform has been created, where reports about ongoing working' projects will be posted in order to enhance the dissemination of information about activities in the working group. The working groups to update us about their current projects through an online form on the IBS website.

1. The page for project communications
<http://www.barentscooperation.org/en/Working-Groups/wg-communications>
2. A Barents Calendar tool to help in planning meeting dates
<http://www.barentscooperation.org/en/Working-Groups/wg-communications/Calendar>
3. A form to inform about coming to a working group meeting
<http://www.barentscooperation.org/en/Working-Groups/wg-communications/WG-Meeting>
4. A form to submit information on projects run by working groups in form of short abstracts
<http://www.barentscooperation.org/en/Working-Groups/wg-communications/Project-information-submit>

As information is gathered about the ongoing WG projects, the WG communications page will be used to report about the project activities.

5. ARRANGING REGIONAL MEETINGS

According to the TOR (to be found at www.barentsinfo.fi), the RC meets at least three times per year and the BRC at least twice a year. The venue of the meetings is decided by the chairing region according to the rotation principle. The working groups convene according to their mandates and established practices.

While scheduling meetings, it is important to follow the existing calendars of events to avoid overlapping and other time table related difficulties. According to the established practice, the chair country schedules the national level meetings at first and the regional level meetings are scheduled after. Since there are so many assemblies related to Barents Cooperation, coordination of meetings is important for facilitating participation.

Some calendars of events are found at:

IBS <http://www.barentscooperation.org/en>

BEAC Chair Region <http://en.beac-russia.com/>

The IBS have developed a common Barents Calendar with the public holidays of all BEAC countries included so that it is easier to plan meetings.

5.1. Deadlines and Form of Documents

According to the TOR, the agenda of the BRC and/or RC meetings, as well as any relevant additional documentation, shall be transmitted to the BRC and/or RC members by the chair region no later than *two weeks before the scheduled meeting*.

As a general rule, the agenda and minutes of the BRC, the RC, and the working groups' meetings, as well as any additional relevant documentation, shall be published on the website www.beac.st and be open to public. The deadline for minutes is two weeks. Each of the working groups should decide who is responsible for compiling the minutes and send them to the IBS and other parties concerned in proper time.

According to the TOR, Systematic numbering of the documents shall be used to identify the items on the agenda, e.g. "item RC 01/YYYY" for the RC meetings and "item BRC 01/YYYY" for the BRC meetings. The counting restarts every calendar year.

To improve the informative value of meetings, attention should be paid to the formulation of agendas and protocols. Already the agendas should be detailed enough and complemented with sufficient attachments, for the participants to be able to prepare for meetings. At the same time, they should be well structured and concentrate on the essential issues.

5.2. Translations

According to the TOR, the official language of the Barents Cooperation is *English*. All official documentation shall be drafted in English. The agendas and minutes of the BRC meetings shall also be available in Finnish, Russian and Scandinavian languages (i.e. Swedish or Norwegian). Additional documentation shall be made available in English, and, if necessary, translated to each member's native language by the secretariat in each county.

Although translations in other languages than English cannot be used as a legal reference, the secretariat shall make sure that the content of translated documents matches the English versions and are written in proper English.

5.3. Publicity

All official documents of the chairmanship are added into the BEAC document database *by the IBS* for the sake of continuity and consistency. At the moment, only the IBS has access to these pages, therefore documents should be sent to the IBS for publication.

5.4. Conference room videoconferencing

Through videoconference systems it is possible to arrange meetings with one or more remote participants. This also allows for reducing costs and time spent on travelling. Most of the member regions have their own **videoconference equipment** but occasionally there is a need to use—other offices for this purpose. To make videoconference arrangements run smoother, the member regions have been asked to announce the IP addresses of the premises they use most often. The contact details of videoconference equipment with contact persons' details are updated to this document on a regular basis.

The simplest type of videoconference creates a connection between two matching videoconference equipments, which does not require any modifications of IP-addresses or reservations to be made before the meeting. Just dial the other party's address and place a call.

Arranging multi-point conferences has sometimes turned out to be challenging, notably trying to add all the member regions in the four member countries to a single conference. This may be due to lack of information about compatibility and establishing connections, inadequate data connections etc. The basic principle is that a multi-point connection with three or more end-points (participants, remote sites, etc.) is established via a **video conference bridge**. The bridge is ordered beforehand from an operator. **Please make sure the bridge is large enough to include all the participants of the meeting.** There are two options to proceed with - either the participants place a call to the contact details announced at the designated time, or the bridge may contact the participants. In both cases, the bridge is the key factor, connecting the multiple participants to each other.

Some basic rules:

- The chair of the meeting should agree with the participants beforehand about the steps to be taken by each of the parties in case of severe disturbances or total disconnection of the videoconference as well as about a time limit for experienced difficulties, after which the meeting will be cancelled.
- Usually it is regarded as sufficient if the sound is transferred properly. Thus momentary problems with the video image are not seen as a severe problem and a reason to end a meeting. The participants of a videoconference should however experience that they can follow each other's' speeches without major difficulties and also be able to give their own, full contribution during the meeting.
- If any of the participants face problems with the connection, they should let the chair know immediately. If any of the other participants notice that one of the others is disconnected during the meeting, they should inform the chair immediately. The meeting should then be suspended and resumed after reestablishing the connection.
- Wait for the moderator to acknowledge you before speaking. During a multipoint videoconference, it is also advisable to mute microphones when not actively speaking. Whispering and side conversations are generally not recommended as it may also disrupt the conference if caught on the microphone.

5.5. Personal conferencing solutions

There are also many alternative programs used for video conferencing in the organisations involved in Barents Euro-Arctic Cooperation, such as Videovisit, Lync, Skype. These might be impossible to use for large meetings, but should be listed for arranging smaller online meetings between some of the member regions.

5.6. Video streaming of meetings and seminars

It is also fairly easy to record or video stream meetings, seminars etc. and thereby distribute the information more widely. There hasn't been any policy on this matter.

Each of the member regions responsible for organizing public events related to Barents Co-Operation is free to arrange video streaming, provided that it supports the nature of the event and is in accordance with good practices. Concerning possible video recordings, the national legislation should be taken in consideration.

5.7. Contact details to regional facilities

Member Region	The primary meeting space	The secondary meeting space	Conference contact person within the organisation
Arkhangelsk, Russia	Regional Government's video-conference room 2234@78.37.97.210 78.37.97.219		
Finnmark, Norway			
Indigenous Peoples Norway	-		
Indigenous Peoples Russia	-		
IBS and Norwegian Barents Secretariat	Meeting room at the Barents Institute 158.39.117.46		
Kainuu, Finland	Meeting room "Kanerva" Videoconference IP: 213.143.191.18 Call-address Polycom: 194.86.30.40##101650567 Call-address for Cisco: 101650567@194.86.30.40	Small meeting room "Kuore" Skype: Kainuun_liitto	Ms Salli Mikkonen Executive Assistant salli.mikkonen@kainuu.fi +35844 7100 872
Karelia, Russia		The Business Incubator Alexander Zdanovich alex_zdanovich@mail.ru	

Komi, Russia	Press Conference Room Videoconference IP 91.227.92.154 Apparatus video codec LifeSize protocol H.323		Mr Evgeny Grigoriev External Relations Dept. e.v.grigoriev@adm.rkomi.ru
Lapland, Finland	Meeting Room Nuijamies 193.106.11.137 Meeting Room PohjanAkka 193.106.11.138		
Murmansk, Russia			video@gov-murman.ru
Nenets, Russia	Meeting room, Administration of the NAO Polycom, IP 78.37.97.110		Natalia Lysak Department for International and Interregional Links nlysak@ogvnao.ru
Nordland, Norway		1001@10.1.5.10 fylkeshuset.v1@nfk.no	
Norrbotnen, Sweden	Meeting room at Länstyrelsen LULVID001@lst.se IP: 4692001@lst.se		
North Karelia, Finland	1058@pohjoiskarjala.net 1058@62.148.100.4	1059@pohjoiskarjala.net 1059@62.148.100.4	
Oulu, Finland	Meeting room Kurkikabinetti ppl oulu.kurkikabinetti@virtualoffice.fi (Videra)		
Troms, Norway	maestro@tromsfylke.no IP 89907		alf.martinsen@tromsfylke.no

Västerbotten,
Sweden

County Administrative Board of
Västerbotten, Umeå
UMEVID001@lst.se

Lync:
mikael.bergstrom@lansstyrelsen.se
Skype:
viggohilda

6. DISTRIBUTING INFORMATION

6.1. Updating the official website www.barentscooperation.org/

Originally the joint website www.beac.st was created by the Swedish Foreign Ministry in early 2000. When the IBS was founded in 2008, the website was transferred to a server at the University of Lapland, where it is hosted and administrated by the Arctic Centre. From 2016 on it will be functioning at <http://www.barentscooperation.org>.

The website is owned by the IBS, which is responsible for the contents and updates of the information. Updating the BEAC website is done in close cooperation with the Arctic Centre in the University of Lapland, Rovaniemi. The IBS normally updates the information content and uploads new documents on the website, while the Arctic Centre provides technical support (e.g. programs the website to suite the IBS needs). There are access codes for updating the website both at the IBS and at the Arctic Centre.

Each of the organizations involved in Barents Cooperation are responsible for providing relevant material and accurate information to the parties updating the website. Usually the Chair regions and Chair states create own pages for the chairmanship with information on the chairmanship programme, projects and contacts.

Contact information

Each of the bodies of Barents Cooperation has a description on the BEAC page as well as a list of its members, at least: Country or Region, Full name, Professional role, Organisation, Address, Telephone, Email.

Any changes of contact information should be sent immediately to ibs@barentscooperation.org to make sure the contact details are correct.

Working Group materials

The working groups have their own pages on the BEAC website, where the IBS will update the information according to the information delivered by the working groups. Regular reports and updates are requested to keep the pages up to date.

The IBS has launched a separate page on the BEAC website where on-going projects among the Working Groups will be reported on. Each of the WGs should decide themselves on a person (or a secretary) who will take a responsibility for writing and sending a short report about the on-going projects to the IBS.

- Changes in WG members and contact details should be reported immediately.
- Minutes should be drafted within two weeks after the meeting takes place and sent for comments. After accepting the minutes, they should be directly sent to the IBS.
- Reports on WG activities should be sent at least once per year in form of annual reports or if something significant is happening.
- Information on previous and on-going projects should always be kept adequate and up-to-date to use for publicity purposes.
- The mandates of WG should be discussed if needed.
- It is advisable to nominate one person for all those purposes for the whole period of the WG activity. If not, this responsibility should be agreed of in each of the meetings.

Upcoming Events

The meetings, conferences etc. are announced in the CALENDAR OF EVENTS on the BEAC website. The IBS will update the upcoming events on the website as they get the information.

6.2. Electronic Newsletter Barentssaga

The purpose of the Barentssaga is to provide a brief understanding and easily accessible information about what is going on in the Barents Cooperation. It could include anecdotes, highlights of Barents personalities, short and accessible articles.

Barentssaga will be published three times per by the Arctic Centre. Ideas for articles may be sent to Johanna Westerlund (johanna.westerlund@ulapland.fi).

6.3. Other websites

There are many websites and services where there might be information about Barents Cooperation. Every organisation involved in Barents Cooperation is responsible for updating their own sites so that the information offered is up to date and sufficient.

The IBS can't be held responsible for following and correcting any information sources outside the coalition. Nevertheless, major sites like Wikipedia should be followed and corrected if necessary.

6.4. Social Media as a Tool

Social media, consisting of numerous different tools, is a good tool for professional use. The social media may be used for dissemination of information, marketing, enhancing interaction, developing services, networking etc.

Each of the member organizations are free to use the social media tools they find appropriate, taking into account the joint goals and good manners and assessing the risks and opportunities within their own organization.

There are several interesting accounts in the social media to follow, related to the Barents region. It is advisable that the member regions/ organizations informed each other about the different social media services they use, so that the member regions may be able to like/ follow/ share each other's posts if they want to. This will most probably result as a better visibility.

Below you'll find the official accounts used for Barents Euro-Arctic Cooperation. Social media accounts used by organizations involved in Barents Co-Operation for official Barents communications will be added to the list according to request.

Facebook

- Page “Barents Euro-Arctic Cooperation” <https://www.facebook.com/barentseuroarcticcooperation>
Updated by IBS

Twitter

- Russia in BEAC https://twitter.com/Russia_in_BEAC,
@Russia_in_BEAC
Updated by Russian Chairmanship Team
- If seen necessary and decided together, a Twitter account could be set up for the BRC Chair and the account could each time be transferred to the next chair.

Using hashtags

The use of hashtags began with Twitter but has extended to other social media. Hashtags are short links preceded by the hashtag (#) and are integral to the way we communicate online.

On Twitter, the hash turns any subsequent word or group of words into a searchable link. This allows you to organize content and track discussion topics based on those keywords. Also Facebook has added hashtag support and clicking on Facebook hashtags will take you to a list of posts containing the same hashtag (the results are not limited to people you know).

Using for example the hashtags **#Barents**, **#BEAC** and **#BRC** in the social media, it is possible to interlink Barents related news and thereby help people find the news they are interested in and to achieve better media coverage.

6.5. Sharing Barents News

It is important to share your news and also to be able to follow the news regarding to Barents cooperation.

For sharing information, there is an abundance of media establishments working in the Barents region that have been collected to the Barents Media Guide at www.barentsinfo.org. Traditional and new media – newspapers, radio and TV channels, webzines, internet news portals – provide information on current affairs, sport, culture, economy and the people living in the region. Please use the Barents Media Guide for creating the best media coverage you can.

It is also important to follow the news and share it between the Barents actors to contribute to the cooperation. Barents related news may be published on the BEAC Facebook page.