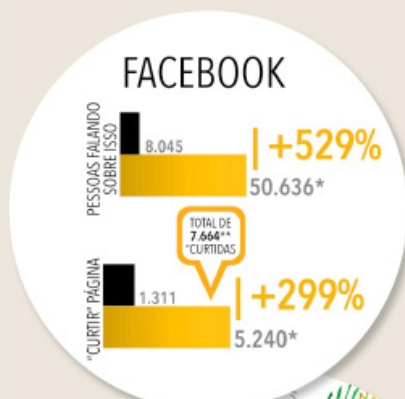


IN 2013, THE COMMUNICATION DEPARTMENT OF CONECTAS matured significantly, helping strengthen the advocacy and the scope of the organization.

The reformulated website enhanced the "Conectas" brand and identity, providing a more accessible platform that is better suited to media content. The new website is a direct channel for dialogue and information available to the public and it also strengthens the interaction between the organization and its partners. **From January 2013 to December 2013, the website had 81,766 hits, an average of 11,680 per month and an increase of 90,73%. From January 2014 to July 2014, the website had 139,864 hits, an average of 19,980 per month and an increase of 71,05%.**



The use of the media has become a strategic component for the organization. It has been incorporated into all the programs and has been used strategically to raise awareness and mobilize the general public, strengthen and build constituency and promote a more critical debate on human rights. **From January 2013 to July 2014, the number of followers of Conectas on Facebook grew 489,04% (from 1777 followers to 11,881 followers).** Much of this growth is due to successful online campaigns, as well as the sharing of posts.



Today, all the organization's media are integrated. Therefore, whenever the organization performs a communication action, it appears in all the media (website, Facebook and Twitter) like a collective and joint action. In 2013 and in the first half of 2014, we ran successful campaigns that involved all these media to give more visibility and exposure to the advocacy actions conducted by the programs, such as: [Abusive Body Searches](#) and [Minister, #IWantToKnow](#).

