



*Society of St. Vincent de Paul
Council General International*

Communications Department

International Communication

**June 2020
Overall Report**



International Communication

- 1. Social Media**
- 2. Publications**
- 3. Information Bureau**
- 4. Translation**
- 5. International Website**
- 6. SSVP's Logo**
- 7. Imagotype Creativity**



Social Media



In the last 2 years, 1,350 more followers

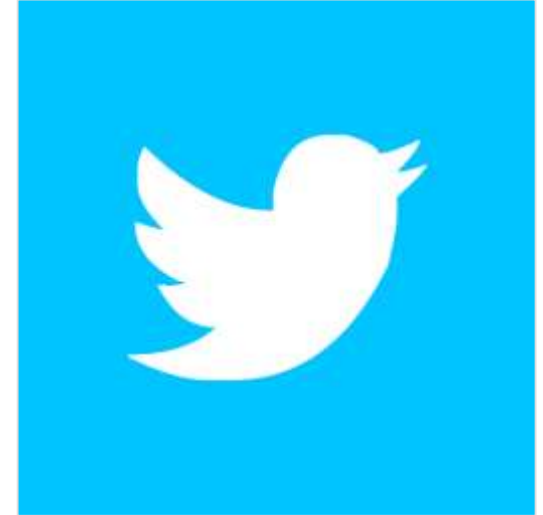
To date, 3,420 followers



Social Media

1,450 followers

150 tweets / year



Social Media

Over 1,000 followers

125 pictures published throughout the year



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Publications

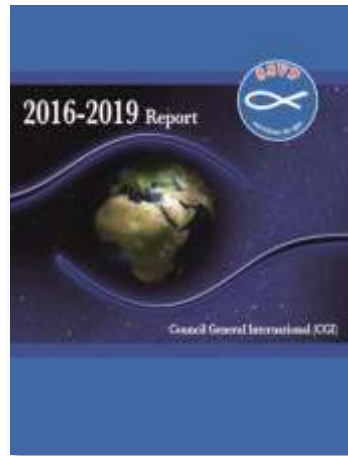
In 2019

Ozanam Network – 3 issues

CGI's 2016-2019 Report

Youth Meeting Report (Salamanca, Spain)

New Institutional Video



Society of Saint Vincent de Paul
Council General International

Information Bureau

Information material (4 languages)

Leaflet (diptych)

Handbook: The SSVP in 10 steps

Presentations for groups

**In coordination with General
Secretariat and Commission for
Historical Research**



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Translation

225 documents translated in 2019

360,000 words translated into the 4 official languages

Translation Management: Translators' Club (18 people)

In the 5 first months in 2020: 171,000 words translated



International Website

2019 in figures:

7,000 more users than in 2018

140,000 page views

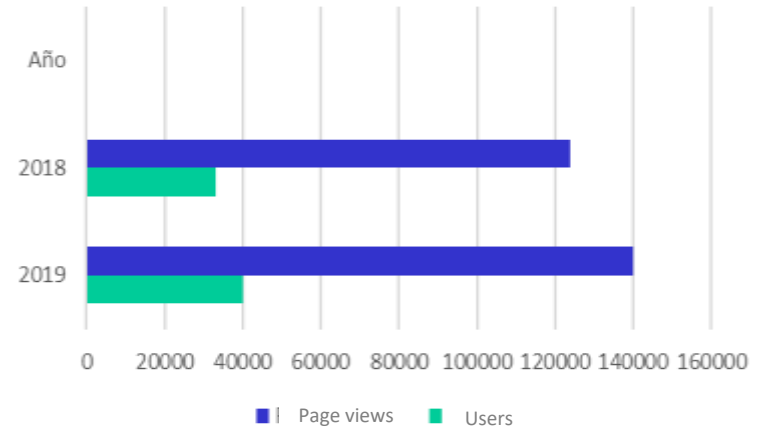
In 2020 (as to April):

31,431 users

92,500 page views



Users / pages



International Website



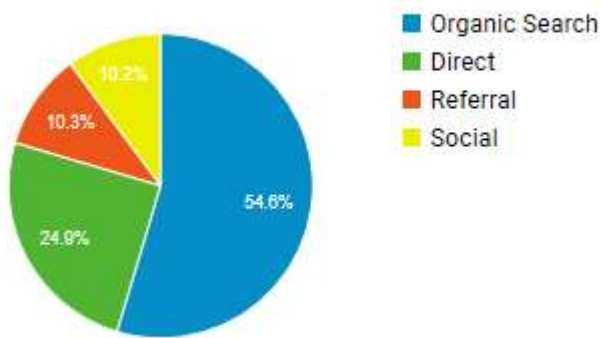
1.	 Brazil	12,387 (30.46%)
2.	 United States	6,473 (15.92%)
3.	 France	2,750 (6.76%)
4.	 India	2,303 (5.66%)
5.	 Australia	1,470 (3.61%)
6.	 Canada	1,247 (3.07%)
7.	 Spain	1,039 (2.55%)
8.	 Portugal	776 (1.91%)
9.	 United Kingdom	749 (1.84%)
10.	 Nigeria	662 (1.63%)

45% of users are from US (15%) and from Brazil (30%)



International Website

Top Channels



Type of device



Over 50% of website visits is generated by search engines like Google

Mobile accounts for approximately half of website traffic

International Website

New website to be launched in July 2020

User-friendly web browsing

Interactive map

Search engines (Intranet...)

Visual and eye-catching



International Logo

2018: logo revamping + usage guidelines



2016: used by 60% of countries



2020: used by 70% of countries



**Future
(Commission)**

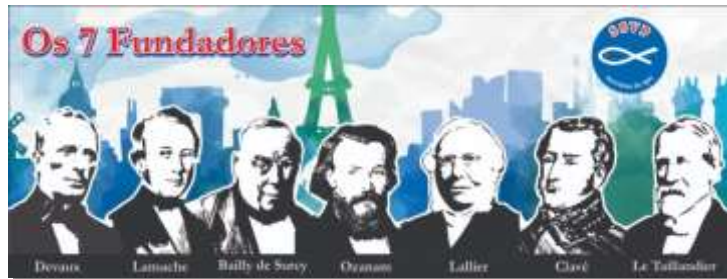


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Imagotype Creativity



Imagotype Creativity



Imagotype Creativity



Imagotype Creativity



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SSVP International Directory

Project to be undertaken in 2020 and 2021

To be launched in Rome, in 2022

Role model: «Directory» of Order of Malta

Book containing data, information and statistics from all countries where the SSVP is present



<http://www.orderofmalta.int/publications/activity-report-2019>



Society of Saint Vincent de Paul
Council General International

Thanks!

International Communications Commission

All fellow members from around the world are part of this Commission, since we all have the very same mission:

Conveying the SSVP's message of charity and love to all corners of the world

#TodosSomosSSVP

Team: Isabel Garzo, Mary Candelaria, Karl Hila, Markinhos Perassoli and Ana Cuervo

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