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Item No. 13 on the agenda: Institutional and Administrative matters:

(f) Digital Communications Strategy and Social Media Outreach

(prepared by the Secretariat)

Summary	*Description of the activities undertaken on the UNIDROIT website and social media channels*
Action to be taken	*The Governing Council is invited to take note of the activities of the Secretariat, to consider supporting its initiatives in this field, and to opine on the Digital Communications Strategy 2025-2026. The Council is further invited to alert the Secretariat to possible improvements to the organisation's website, as evidenced in their utilisation of the website.*
Related documents	*UNIDROIT 2024 - C.D. (103) 22; UNIDROIT 2021 – C.D. (100) B.19; UNIDROIT 2021 – C.D. (100) B.23*

I.   INTRODUCTION

1.   Consistent with the goals announced during the 100th session of the UNIDROIT Governing Council, UNIDROIT's digital presence is a key driver in spreading awareness of the Institute's activities and enhancing the impact of its instruments. Digital Communications at UNIDROIT are enabled primarily through the website and social media accounts, which function as the main digital channels.

II.   DIGITAL COMMUNICATIONS STRATEGY

2.   UNIDROIT has developed a Digital Communications Strategy for 2025–2026[1] aimed at significantly enhancing the Institute's global visibility and outreach in the relevant target groups. Building on the 2020 social media strategy, this updated strategy expands into a comprehensive digital communications framework, leveraging social media platforms and the website to reflect the Institute's evolving needs.

3.   The strategy provides a structured and consistent communication framework, outlining key principles and best practices to engage a diverse global audience. It sets clear guidelines to preserve the Institute's brand identity and narrative, provides standards for social media outreach and engagement, highlights the website's central role in digital communications, and offers practical

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[1]   See Annexe.

recommendations to further strengthen UNIDROIT's digital presence. It also incorporates the Logo Guidelines for external partners and collaborators, developed in January 2025.[2]

4.   As part of this initiative, a dedicated YouTube video series is being developed to showcase and explain UNIDROIT's key instruments under a unified visual identity. This video series aims to raise awareness of the role and impact of these instruments and enhance the Institute's visibility among a broader audience. The video series will be progressively completed with a target finalisation date for the first half of 2026.

III.   WEBSITE

5.   The website plays a central role in the Institute's digital communications, serving both as a primary communication channel and as a comprehensive source of information and news. UNIDROIT revamped its website and launched the current version during the 100th session of the Governing Council. Since then, the Secretariat has continued to improve its functionality with a strong focus on improving accessibility and streamlining access to key documents and resources. To support ongoing maintenance, content management, and, more generally, operational continuity, legal officers and administrative staff have received technical training.[3]

6.   In February 2025, the website was reorganised and improved based on the Secretariat's report on the "Reorganisation and Improvements to the UNIDROIT Website", which was presented during the 103rd session of the Governing Council as an annexe to the document on Digital Communications Strategy and Social Media Outreach (see UNIDROIT 2024 - C.D. (103) 22). The core layout remains the same, thus avoiding unnecessary costs. Key updates include the website's structure for greater consistency with new features, sections and content, and improving the categorisation of projects, instruments, and studies by areas of work to enhance user navigation. For instance:

- A new "Recruitment" sub-page for vacancies and calls for applications has been added under "About UNIDROIT";
- The "Areas of Work" section on the homepage has been updated, now including content on sustainable development and UNIDROIT's work in the area;
- The International Programme for Law and Development (IPLD) page has been repositioned under the "Academy" page to reflect its academic focus;
- The "Cordero-Cordero Moss Collection" has been added to the Library's collections;
- New features, pictures and multimedia content are added regularly to provide better introductions to members of staff and to the Institute's projects.

7.   These ongoing improvements support UNIDROIT's broader communication objectives, fostering a modern, accessible, and user-friendly digital presence.

8.   The improved navigation system, integrated with the broader digital communications strategy, has contributed to a steady increase in global website traffic and engagement across diverse demographics.[4] In 2024, most users of the UNIDROIT website were in the United States (more than 13%), second the United Kingdom (9.3%), followed by France and Italy (almost 6%), and India and China (5%). The most consulted webpages were those relating to the UNIDROIT Scholarship, Internship and Research Programme, and the UNIDROIT Principles on International Commercial Contracts (UPICC) 2016 and Model Clauses, followed by the Cape Town Convention and its Protocols,

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[2]   See Annexe, para. 9.
[3]   See Annexe, Part V.
[4]   See Annexe, paras 55-56.

the Principles on Digital Assets and Private Law, the 1995 Cultural Property Convention, and the project on Verified Carbon Credits.

IV.   SOCIAL MEDIA

9.   UNIDROIT launched its social media programme during the Institute's 90th anniversary celebrations in April 2016. The purpose of UNIDROIT's social media presence continues to be to: (i) raise UNIDROIT's public profile and online awareness of its current projects; (ii) promote upcoming events and encourage participation from relevant stakeholders; (iii) allow researchers, visiting professionals, interns, and other stakeholders to connect with each other and maintain a connection with UNIDROIT; (iv) serve as a dynamic channel to communicate with the global community interested in UNIDROIT's work; and (v) allow UNIDROIT to widely advertise vacancies and opportunities for internships and scholarships.

10.   UNIDROIT currently maintains accounts on [LinkedIn](https://) (since 2016), [Facebook](https://) (since 2016), [X](https://) (formerly Twitter, since 2018), and [YouTube](https://). UNIDROIT's presence on YouTube was relaunched in 2019 to promote videos of presentations made at the Institute by international legal experts and visiting scholars and share promotional videos about UNIDROIT instruments and events.

11.   Additionally, to enhance its digital presence and outreach, the Secretariat continued to collaborate with universities, affiliated international organisations, and individuals who share an interest in UNIDROIT's work. All posts are accompanied by relevant images or videos that are either captured at UNIDROIT or are royalty-free. Furthermore, every post contains a link back to the UNIDROIT website to direct traffic and increase the website's visitors.

12.   In 2024, UNIDROIT participated in two Social Media Roundtable meetings held on 6 February and 11 September. Organised by the United States Mission to the UN Agencies in Rome, these meetings enrich the Institute's digital communications practices with best practices and effective strategies in social media management.

V.   PERFORMANCE INDICATORS

13.   The three key performance indicators for the Institute's Digital Communications Strategy are: (i) the number of followers; (ii) the reach of the social media programme (the total number of people who see UNIDROIT social media content); and (iii) the number of referrals to the UNIDROIT website. Since its launch, the UNIDROIT social media programme has exceeded expectations on all three key performance indicators, as showcased by the substantial growth in followers, engagement rates, and referrals. As of 24 February 2025, the Institute had more than 38,000 followers on LinkedIn (up from 32,563 in 2024), 6,200 followers on Facebook (up from 5,908 in 2024), 2,400 followers on X (up from 2,373 in 2024), and 712 subscribers on YouTube (up from 596 in 2024). On LinkedIn, an increase of 18% has been observed in terms of engagement and comments made by followers. In 2024, UNIDROIT's posts were delivered to people's feeds over 1 million times across all its channels collectively.

14.   UNIDROIT's social media channels have a global reach and cut across social demographics. Over the past 12 months, UNIDROIT's content was displayed on news feeds more than 1,202,664 times on LinkedIn, around 63,751 times on X, and almost 40,000 times on Facebook. Social media has consistently served as the largest source of referrals for the website (except search engines). More than 4,000 referrals have been made to the UNIDROIT website through its social media pages. Of these referrals, the majority (more than 50%) come through LinkedIn, Facebook, and X. These statistics reaffirm the importance of those channels in particular for the promotion of UNIDROIT activities.

15.   In 2021, UNIDROIT launched a Social Media Internship Programme, which welcomes interns to assist the Secretariat in producing content for the Institute's social media channels, with a particular focus on videos. This programme continued into 2024, and UNIDROIT now maintains an Explanatory Videos Playlist on its YouTube channel, which includes concise videos explaining UNIDROIT instruments, projects, and other activities, such as the International Programme for Law and Development. The UNIDROIT YouTube channel hosts a total of 104 videos; the number is expected to significantly increase in 2025 in line with the updated Digital Communications Strategy and the videos that will be produced.

VI.   ACTION TO BE TAKEN

16.   *The Governing Council is invited to take note of the activities of the Secretariat, to consider supporting its initiatives in this field, and to opine on the Digital Communications Strategy 2025-2026. The Council is further invited to alert the Secretariat to possible improvements to the organisation's website, as evidenced in their utilisation of the website.*

ANNEXE

UNIDROIT Digital Communications Strategy 2025-2026

(prepared by the Secretariat, March 2025)[5]

I. INTRODUCTION

1.   This document presents the UNIDROIT Digital Communications Strategy ("Strategy") for the period 2025-2026, outlining a clear plan and objectives to raise the Institute's outreach and visibility. The Strategy is an updated version of UNIDROIT's 2020 social media strategy, expanding its scope into a more comprehensive digital communications strategy. This approach aligns with the Institute's evolving needs in digital communications.

2.   The Strategy provides a structured framework to enhance UNIDROIT's online presence through a clear, consistent, and effective communication approach. It establishes key principles and best practices for engaging with diverse audiences across digital channels, ensuring alignment with the Institute's mission and objectives. By reinforcing visibility, engagement, and brand identity, the Strategy supports UNIDROIT's position as a leading international institution in the field of transnational private law.

3.   The Strategy takes into consideration the diverse target audience, which includes, among others, governments, legal professionals, international organisations, universities, law firms, and the media.

4.   This approach will ensure that the messaging is both relevant and impactful, fostering stronger relationships and enhancing global visibility as UNIDROIT celebrates a century of legal innovation.

5.   The Strategy is divided into five parts: (i) brand identity, (ii) brand storytelling, (iii) social media, (iv) website, and (v) further improvements for 2025-2026. Parts 1 and 2 include a dedicated section on brand identity and brand storytelling, highlighting their importance in shaping a coherent and compelling institutional narrative. Specifically, Part 1 on brand identity establishes a distinct and recognisable identity that reflects the Institute's mission and values. Part 2, brand storytelling, crafts compelling narratives that communicate the Institute's impact and engage key stakeholders. Part 3 on social media provides guidelines on social media communication strategies, summarising and building upon the progress made by the Institute's social media programme since 2020. Part 4 focuses on the website and explains its role as one of the main digital communications channels. Part 5 includes recommendations to strengthen UNIDROIT's digital presence and engagement.

II. BRAND IDENTITY

6.   A strong visual identity creates immediate recognition, effectively communicating values and personality. At UNIDROIT, the goal of visual identity is to project a sense of professionalism and high technical specialisation and expertise, by ensuring that all communication materials reflect the

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[5]   The UNIDROIT Digital Communications Team for the period 2025-2026 is led by Legal Consultants Ms Theodora Kostoula and Ms Kateryna Bovsunovska. The team is supported by digital communication interns. Please note that this section is prepared to read as a stand-alone document, and hence there is information which has already been included in the previous section.

Institute's mission. The design prioritises a simple and classic style, reinforcing credibility and consistency across various platforms while maintaining a refined and authoritative presence.

Unidroit Logo

7.   The Unidroit logo, the latest version of which was designed in 2021, serves as a key branding element for use by both Unidroit staff and authorised external collaborators and partners, ensuring consistency across all official materials and outreach efforts.

8.   The logo is available in two formats, horizontal and vertical, to ensure flexibility and adaptability across various communication materials and platforms.

9.   In January 2025, Unidroit developed Logo Guidelines for external partners and collaborators to ensure the proper use of its logo in communications and promotional materials, maintaining brand consistency and accurate visual representation. The Guidelines include the following elements:

(a)   Authorised use only: Use of the logo is limited to the purposes explicitly approved by Unidroit, such as the preparation of promotional materials for joint events or sponsorship. Unauthorised use is strictly prohibited.

(b)   No alterations: the logo must remain unaltered. Colour, proportions and fonts should not be adjusted, nor should any effects be added. The logo should not be stretched, distorted, or rotated.

(c)   Clear space requirement: clear space around the logo should be maintained, free from other text or graphics to preserve the logo's visibility. This space should be at least the height of the "U" in Unidroit on all sides.

(d)   Minimum size: the logo should remain legible. The minimum size is 72 pixels (2.5 cm or 1 inch) in width for digital and print applications.

(e)   Background and contrast: the logo should be placed on a plain, contrasting background. Over complex patterns or backgrounds that may reduce its visibility should be avoided.

Colour Specifications

10.   Consistently using Unidroit's official colours reinforces this visual identity, ensuring a cohesive and professional look across all platforms. The official Unidroit colours are:

(a)   Primary Colour: #004153

(b)   Secondary Colours: #C4DBD1 and #E1EAE5

(c)   Additional Colours: #5F8490, #F1F6F4, #08566E, #FDFEE9.

Typography

11.   Consistent typography is essential for reinforcing UNIDROIT's visual identity. When text appears in conjunction with the UNIDROIT logo, the following brand fonts are recommended:

(a)   Primary Font: **Gotham Bold**

(b)   Secondary Font: **Gotham Book**

12.   For official communication and documentation, the designated font is **Verdana 9**.

Branding Assets

13.   To uphold consistency and a unified institutional identity, an official UNIDROIT email signature is provided for use in official communications.

14.   UNIDROIT also provides virtual backgrounds for online meetings, PowerPoint slides and video templates for presentations and communications. These materials feature the logo to reinforce the brand identity and professional image of the Institute.

Visual Style and Tone

15.   UNIDROIT's visual identity projects a clean, classic, and professional image. The design prioritises clarity and simplicity, avoiding unnecessary visual elements. This approach reflects UNIDROIT's commitment to providing clear, reliable, and accessible uniform law instruments and resources.

16.   All visual materials should adhere to this aesthetic, ensuring a consistent and recognisable presence. Key design principles include:

(a)   Simplicity by favouring clean lines and uncluttered layouts, and focusing on essential information;

(b)   Professionalism by maintaining a formal and respectful tone in all visual communications;

(c)   Timelessness by avoiding design trends that may quickly become outdated;

(d)   Clarity by ensuring that all visual elements contribute to clear and effective communication.

17.   UNIDROIT's tone of voice should be professional, assured and clear, reflecting its expertise and authority while remaining accessible and objective. The language used should be at a high level, precise and legally sound, employing appropriate legal terminology and avoiding colloquialisms. It should focus on factual information, demonstrable achievements, and the practical benefits of UNIDROIT's law instruments. The overall tone should be one of quiet confidence, reflecting UNIDROIT's long history of success and its respected position in the field of international private law.

18.   UNIDROIT's digital communications, including its social media presence, should maintain a professional, consistent, and recognisable identity by incorporating logos, consistent colour schemes, and strategic taglines. Posts should be concise and visually engaging. Each post should set a clear objective and be paired with a compelling visual element (image, video, or link) and a strong call to action to drive organic engagement. Adapting this approach to platform-specific features will enhance accessibility, shareability, and overall impact.

III.   BRAND STORYTELLING

19.   UNIDROIT employs brand storytelling to establish meaningful connections with its audience, showcasing its expertise and commitment to harmonising international private law. This strategic approach builds stakeholder trust by highlighting UNIDROIT's historical impact and reliability. It also seeks to demonstrably position UNIDROIT as a leading authority through clear articulation of its rigorous processes and the positive outcomes of its uniform law instruments. Finally, by emphasising its adaptability to evolving needs and technological advancements, UNIDROIT's narrative reinforces its forward-thinking stance and readiness to address future legal challenges.

Core Narrative

20.   UNIDROIT's brand storytelling focuses on its mission to modernise, harmonise, and coordinate private law, particularly commercial law, among States and groups of States through the study and analysis of existing legal needs (*e.g.*, in cases of a new reality that requires specific private law rules, or where there is widespread fragmentation in a given topic), and the formulation of uniform law instruments.

21.   In particular, UNIDROIT's brand storytelling emphasises the following core elements:

(a)   **A legacy of expertise** is highlighted, showcasing UNIDROIT's century-long history of working on international private law harmonisation, its experience, and its established reputation.

(b)   **Commitment to inclusivity and neutrality** is emphasised, as reflected in collaboration with Member States and the involvement of experts from diverse legal traditions ensuring that UNIDROIT instruments are jurisdictionally neutral and globally applicable. The Institute's work is focused on the legal and technical aspects of harmonisation, transcending political agendas.

   o   Neutral and objective language is used in communications, avoiding terms that suggest bias or political agendas, and focusing on the legal and technical aspects of UNIDROIT's work, except in cases where deviation is justified by context.

(c)   **Technical excellence** is showcased in rigorous research and work methodology, engagement with leading legal experts or key stakeholders, and a detailed approach to drafting law instruments. Such an expert-driven approach contributes to a more stable and efficient international legal framework.

   o   Communications should reflect precision and legal soundness, incorporating appropriate legal terminology and citing relevant instruments, scholarly research, and authoritative sources where relevant. Complex legal concepts are to be explained clearly, with technical terms defined for broader audiences.

(d)   **Transnational impact** is demonstrated through the global relevance and practical benefits of UNIDROIT's work on international trade and economic development. The contribution of its instruments to legal certainty through clear and consistent legal standards is highlighted together with successful examples of the instruments' adoption and implementation.

(e)   **A collaborative approach** with stakeholders in developing and implementing transnational law instruments is emphasised. UNIDROIT serves as a neutral platform for international cooperation, fostering legal certainty and predictability in global economic and legal exchanges. The role of the UNIDROIT Academy in supporting the Institute's legislative activities, strengthening engagements and promoting broader awareness is given particular attention.

  o Language reflects a spirit of collaboration, shared goals, and mutual respect, recognising the value brought to UNIDROIT by each partner.

(f) **Adaptability** to emerging challenges, new technologies and evolving commercial practices is showcased. UNIDROIT's proactive role in shaping modern legal frameworks, with particular attention to innovative areas such as digital technologies, sustainability, and future-facing commercial practices, is underlined.

  o Forward-looking language underscores UNIDROIT's commitment to staying at the forefront of international legal development and responding to the dynamic needs of the global economy.

Target Audience

22. UNIDROIT's communication strategy recognises the diverse audiences it seeks to engage, each with unique interests and information needs. The key audience includes the following stakeholders:

(a) **Governments**: Communication emphasises the practical benefits of UNIDROIT instruments for national law, economic development, and international cooperation;

(b) **Legal Professionals** (law firms, lawyers, and adjudicators, *e.g.*, judges, arbitrators): Communication highlights the value of UNIDROIT's resources, guidance, and law instruments for legal practice and scholarship;

(c) **International Organisations**: Communication underscores opportunities for collaboration and partnership in advancing the harmonisation of international commercial law;

(d) **Academia** (universities and research centres): Communication positions UNIDROIT as a global hub for legal research, collaboration, and innovation, providing valuable resources and opportunities for students, researchers, and faculty;

(e) **Media**: Communication is accessible and clearly explains UNIDROIT's mission and impact to enhance public awareness and understanding.

23. Where necessary, communication activities are tailored to the specific interests and needs of each of these target groups, ensuring that information is relevant, engaging, and effectively reflects the value and impact of UNIDROIT's work.

IV. SOCIAL MEDIA

Purpose

24. Social media is a key component of effective communication at UNIDROIT. It aims to enhance visibility and engagement, ensuring that the content reaches and resonates with the target audience. By sharing relevant updates on the work of the Institute in a clear and professional manner, social media serves as a key tool for engagement with stakeholders. Accordingly, this strategy prioritises consistency and suggests ways to increase visibility and foster engagement.

25. More specifically, the purpose of UNIDROIT's social media presence is to:

(a) Raise UNIDROIT's public profile and online awareness of its current projects and instruments;

(b) Serve as a dynamic channel for engaging with the global community interested in UNIDROIT's work;

(c) Allow UNIDROIT to widely advertise vacancies, internships, and scholarship opportunities;

(d)   Promote upcoming events and encourage participation from relevant stakeholders;

(e)   Facilitate connections among researchers, visiting professionals, interns, and other stakeholders.

Social Media Presence

26.   UNIDROIT initially launched its social media presence on Facebook and LinkedIn[6] in April 2016, as part of the Institute's 90th anniversary celebrations. In February 2018, UNIDROIT launched a Twitter (now X) profile to expand its social media presence and shape the narrative associated with #UNIDROIT on the platform.[7] Additionally, having an X profile allowed UNIDROIT to engage with its stakeholders who actively use the platform to spread awareness about the Institute's work.

27.   UNIDROIT's presence on YouTube was relaunched in 2019 to promote videos of presentations made at the Institute by international legal experts, UNIDROIT staff and visiting scholars, as well as to share promotional videos about UNIDROIT instruments and events.

28.   A shift in social media strategy in 2017 led to significant increases in social media reach and engagement. Besides its promotional value and the enhancement of UNIDROIT's image as a modern international organisation, this increase also resulted in a substantially larger number of applications being received for the UNIDROIT Scholarship, Internship and Research Programme.

29.   Over the past year, UNIDROIT has sustained audience expansion across its social media platforms. LinkedIn strengthened its position as the most effective platform for professional outreach, while engagement on other platforms also saw steady growth. Content visibility has remained consistently high, with social media continuing to serve as a key driver of website traffic.

30.   These trends highlight the impact of a structured digital engagement strategy in broadening UNIDROIT's influence, strengthening its brand, and fostering greater interaction with global legal and policy communities.

31.   The Secretariat benefits from attending the Social Media Roundtable organised every six months by the United States Mission to the UN Agencies in Rome. These meetings bring together social media managers from international organisations based in Rome (FAO, IFAD, WFP, IDLO, UNIDROIT, ICCROM, etc.) to discuss best practices in social media management and effective strategies, and to improve social media coordination. This forum has allowed the Institute to benefit from the professional social media expertise of larger organisations to improve its own social media practices.

Social Media Activity

32.   Pursuant to a regularly updated internal social media schedule, the Secretariat focuses on sharing the following types of content through its various social media channels:

(a)   updates relating to current projects;

(b)   signatures, ratifications, accessions and entries into force of UNIDROIT instruments in States, under the #UNIDROITanniversaries hashtag;

(c)   UNIDROIT events and activities (past and upcoming);

(d)   external events relevant to UNIDROIT's work (*e.g.*, international moot court competitions utilising UNIDROIT instruments);

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[6]   UNIDROIT has had a LinkedIn account since 2013; however, the page was inactive from 2013 to 2016 (it continued to slowly accumulate followers during that period).

(e)   UNIDROIT participation in international conferences or meetings;

(f)   profiles of scholars and interns;

(g)   calls for internship and scholarship opportunities;

(h)   library news and updates;

(i)   seminars and webinars;

(j)   history of the Institute;

(k)   announcements of partnerships with other organisations;

(l)   relevant content from the social media accounts of partner organisations; and

(m)   thematic content to promote specific projects.

33.   Given the Secretariat's limited resources, cost-effectiveness is a central pillar of UNIDROIT's social media strategy. The aim is to maximise impact while minimising time spent by staff on daily posting and engagement, ensuring efficient and sustainable outreach. Success on social media has been achieved through the investment of a very minimal amount of financial resources from the Secretariat.

34.   In line with this approach, since August 2017, UNIDROIT has been using Social Champ. This tool enables efficient scheduling and content posting across all of UNIDROIT's social media channels simultaneously, ensuring consistent scheduling and significantly reducing the time required for social media management.

35.   Regular strategic posting includes a combination of original content and reposts from other organisations when relevant to UNIDROIT's work. While content is usually shared across all platforms, the format and presentation are adapted to suit each platform's audience and engagement style. UNIDROIT also repurposes content across platforms with tailored adjustments. For instance, videos created for YouTube are also shared on other platforms to broaden their reach and engagement.

36.   LinkedIn Analytics is actively used to assess audience behaviour and improve content scheduling, thereby increasing visibility and engagement effectiveness.

Performance Indicators

37.   The following tables illustrate the performance of the social media strategy between May 2020 and March 2025.

Table 1. Comparative overview of performance indicators on Facebook, LinkedIn, and X accounts of the Institute.

	Facebook		LinkedIn		X	
Time period	May 2020	March 2025	May 2020	March 2025	May 2020	March 2025
Total posts	174 (incl. LinkedIn)	290	174 (incl. Facebook)	444	n/a	220
Average posts per week	3.92	5,57	4.44	8,53	n/a	n/a[8]

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[8]   A more detailed overview of performance is available through X Analytics, which requires a paid subscription.

Average impressions per post	1,200	815	2,200	2,700	n/a	300
Total reach	n/a	34,700	n/a	632,577	n/a	62,000
Total followers	3,996	6,200	12,867	38,000	1,024	2,400
Growth in followers	+1,656	+2,221	+8,974	+25,140	n/a	+1,376

Table 2. Comparative overview of YouTube performance growth since 2015.
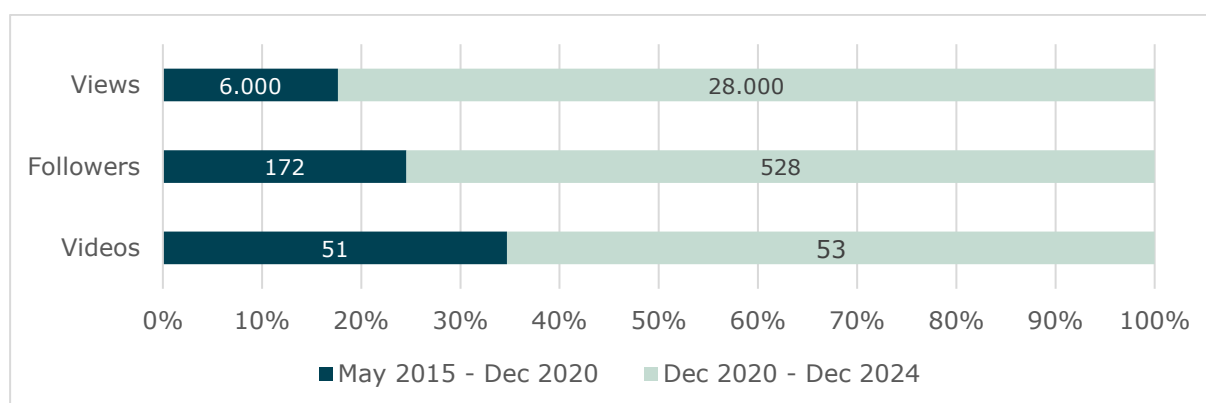
38.   These figures showcase the continued success of UNIDROIT's social media strategy. The engagement with posts across all platforms has been consistent and has promoted UNIDROIT instruments without having to purchase advertisements for UNIDROIT's news content.

39.   Between 2024 and 2025, UNIDROIT's social media pages accounted for over 4,000 referrals to the UNIDROIT website, underlining their importance in engaging professional audiences and promoting the Institute's activities. Facebook remains a key contributor, though its share of referrals has declined as LinkedIn continues to grow as the dominant platform for driving traffic, with over 1,200,000 impressions generated from its users on the UNIDROIT LinkedIn page.

40.   By leveraging an integrated social media strategy, UNIDROIT has already demonstrated its capacity to expand its global reach and engage diverse demographics effectively. The Strategy's focus on brand consistency, strategic engagement, and cross-platform coordination ensures that UNIDROIT can amplify awareness of its instruments, promote events, and foster connections among stakeholders.

41.   The adoption of UNIDROIT's new digital communications strategy and the expansion of its Digital Communications Internship Programme are expected to noticeably enhance this growth by increasing the quality and frequency of content across platforms. In today's professional landscape, digital communications are essential for visibility and donor engagement, with social media serving as a primary tool for connecting with intergovernmental organisations, development banks, and legal experts. These efforts not only amplify UNIDROIT's mission but also position it as a dynamic and influential player in the international legal community.

42.   The following images display metrics relating to the demographics of UNIDROIT's LinkedIn, Facebook and YouTube accounts as of 10 March 2025. Detailed X analytics are unavailable without a Premium subscription.

LinkedIn: **Locations**	**LinkedIn**: **Gender**
Greater Rome Metropolitan Area, Italy · 2,482 (10.4%) Greater Istanbul, Türkiye · 1,322 (5.5%) Greater Paris Metropolitan Region, France · 1,091 (4.6%) London Area, United Kingdom, United Kingdom · 600 (2.5%) Greater Milan Metropolitan Area, Italy · 468 (2%)	Women 46.6% Men 53.2%
Facebook: **Locations**	**Facebook**: **Gender**
Italy 10.5% Egypt 4.1% Brazil 3.4% Paraguay 3.3%	46% Women 54% Men
YouTube: Locations	**YouTube: Gender**
Italy 738 2.1% United States 410 1.2% India 277 0.8% United Kingdom 250 0.7% Indonesia 101 0.3%	Female 41.7% Male 58.3%

## V.	WEBSITE

43.	The website (www.unidroit.org) plays a central role in the Institute's digital communications strategy. It serves as both a stand-alone communication channel and the primary source of information and news, which also feeds content into the Institute's social media platforms. While the Secretariat maintains full control over the website's content, its overall structure and presentation is overseen by the Digital Communications Team to ensure alignment with UNIDROIT's brand identity and storytelling objectives.

44.	In line with the goals outlined during the 100th session of the UNIDROIT Governing Council, the Institute's web presence remains a key driver in raising awareness about its work and the global impact of its instruments.

Background

45.	Originally launched in the 1990s and modernised in 2014, the website underwent a comprehensive revamp and was relaunched in its current form during the 100th session of the

Governing Council in September 2021. This version offers a more user-friendly and accessible experience.

46.   Since then, the Secretariat has introduced numerous enhancements and new features to improve navigation, accessibility, and the overall user experience. These include the addition of new sections and functionalities to provide broader and easier access to information on UNIDROIT's activities and projects.

47.   To ensure efficient and equitable distribution of content management responsibilities, a majority of the legal officers and support staff have been trained to independently update and manage website content since 2023 (see C.D. (100) B.23). In addition, members of the General Services staff within the Secretariat have been trained to support the IT Administrator, ensuring continuity in website maintenance in the event of his absence.

48.   The website has been specifically designed for mobile and tablet compatibility, although desktop computers remain the most common route of access. The simplified navigation system, now more closely integrated with UNIDROIT's digital communications strategy, has contributed to a steady increase in website traffic and global audience engagement across diverse user groups.

49.   The website's new functionalities have allowed the Secretariat to work on its projects more conveniently and efficiently. This has included using tools such as password-protected pages, draft publishing options, integration with online events, and enhanced video and media integration.

Ongoing improvements

50.   Several new sections were added to the website in 2022, including items related to the UNIDROIT Academy, Correspondents, and the UNIDROIT International Programme for Law and Development. New features, pictures and multimedia content are also continually being added to provide better introductions to members of the staff and to the Institute's projects.

51.   In February 2025, the website was reorganised and improved based on the Secretariat's Proposal, which was presented during the 103rd session of the Governing Council (see C.D. (103) 22). The Secretariat identified certain areas in which the website could benefit from further improvements without making amendments to the fundamental layout of the website in order to avoid additional costs. Changes included reorganising the website structure to ensure consistency, to reflect the new features, sections, and functionalities that have been added to the website since its launch. Secondly, greater emphasis has been placed on the categorisation of UNIDROIT's projects, instruments, and studies into areas of work, to increase efficiency and achieve a more user-friendly experience.

52.   These ongoing website improvements – both technical and strategic – continue to support UNIDROIT's broader communications goals and ensure a more accessible, engaging, and modern digital presence.

Performance indicators and analytics

53.   The website's performance is monitored using Google Analytics. Performance indicators include: (i) number of active users, (ii) number of new users, and (iii) number of views. Accordingly, in 2024, the UNIDROIT website attracted 227,000 active users, with the majority being new users, generating a total of 688,000 views.

54.   The demographic diversity is demonstrated by the distribution of views among different countries. For example, during 2024, the majority of users of the UNIDROIT website were from the United States (more than 13%), the United Kingdom (9.3%), France and Italy (almost 6%), India and China (5%).

55.   The website analytics also provide insights into the scale of promotional activities conducted by UNIDROIT. In 2024, besides the welcome page, the most consulted pages were those relating to research and internships and the UNIDROIT Principles 2016 and the Model Clauses, followed by the Cape Town Convention and its Protocols, the 1995 Cultural Property Convention, the Principles on Digital Assets and Private Law, and the project on Verified Carbon Credits.

56.   Notably, more than 4,000 visits to the website in 2024 were referred directly from UNIDROIT's social media channels, further demonstrating the synergy between digital platforms.

VI.   FURTHER IMPROVEMENTS FOR 2025 - 2026

57.   Noting the continued success of the social media strategy in 2023 and 2024, the existing posting and scheduling practices should be maintained in 2025-2026.

58.   The following additional actions are recommended to strengthen UNIDROIT's digital presence and enhance engagement across platforms:

(a)   **Digital communications internships:** Support from digital communications interns should be maintained and expanded. Additional interns with skills in video and graphic content creation would significantly enhance output quality and increase content generation. Interns would work under the supervision of the Digital Communications Officers to assist with content development and implementation of the present Strategy.

(b)   **UNIDROIT YouTube channel growth:** The Institute's presence on YouTube should be increased. This requires substantial work in terms of creating and promoting video content. Recruiting interns with filmmaking and video editing expertise will support this goal and improve audience reach and retention.

(c)   **Digital communications and marketing budget:** Noting the importance of promoting UNIDROIT instruments and programmes in the digital sphere, a dedicated annual budget should, to the extent resources allow, be allocated to digital communications and marketing. The budget should cover, where justified, paid advertising on social media platforms, licensing for digital communications asset creation and sharing (*e.g.*, cost-efficient solutions are provided by Canva Teams, Social Champ), activating X Premium for accessing detailed social media analytics, monitoring tools to inform data-driven digital communications creation and sharing, and purchasing of essential photo and video equipment. Naturally, these actions are aspirational, and ought to be implemented gradually as resources become available.

(d)   **Templates and visual assets:** Developing and adopting a wider range of branded templates and visual assets (*e.g.*, video templates, flyers, infographic designs) would improve consistency and visibility across all platforms.

(e)   **Website Google Analytics:** Finalising the set-up of Google Analytics on the website is essential to obtaining a more comprehensive understanding of digital performance, including detailed insights into content effectiveness and user behaviour.

59.   To enhance social media engagement, the following content types and techniques are recommended:

(a)   **Anniversary posts:** Enriching anniversary-related content with executive summaries, infographics, and interactive elements like polls or quizzes should be considered to highlight key instruments and promote deeper engagement.

(b)   **Hashtag development:** UNIDROIT's hashtags should be further developed. UNIDROIT now largely controls the narrative around #UNIDROIT on all platforms except YouTube. It is important to continue building on this and promote its use amongst UNIDROIT's stakeholders.

Other hashtags maintained by the Institute include #MACprotocol, #CapeTownConvention, #UNIDROITanniversaries and #ALIC. Consideration may also be given to developing hashtags for each instrument.

(c)   **Geotagging**: To increase regional visibility and relevance, it is recommended that more geotags be used and that content be aligned with country-specific legal developments.

(d)   **Upgrading posts**: Where relevant, posts should be supplemented with executive summaries, infographics, and interactive polls or quizzes to highlight key instruments and activities.

(e)   **Sharing Library news and facts**: It is recommended to share engaging facts about the UNIDROIT Library, including its archives, rare acquisitions, and historical collections. Creating interactive content featuring Library facts could boost user interest and promote institutional heritage.

60.   Recognising the value and growing importance of video content in driving engagement on social media, the Institute should increase the production of both long-form and short-form videos:

(a)   **Long-form video content**: Developing a YouTube series that explains key instruments under a unified visual identity is recommended. The series should feature consistent branding elements (*e.g.*, colour schemes, logos, catchphrases) and a digital "mascot" to boost engagement and brand recall.

(b)   **Short-form video content**: Producing short, engaging videos tailored for social media, either as stand-alone content or repurposed segments from longer videos, is suggested. Content may include instruments and project highlights, historical facts about the Institute, insights from visiting scholars or experts, and footage from conferences and other events. In addition, interviews with staff, interns and visiting scholars could be considered to offer a glimpse of life at the Institute or insights into instruments' development. This could also be utilised to advertise the Scholarship and Internship Programme.