UNITED NATIONS SYSTEM STAFF COLLEGE

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ONLINE

01 JAN 2026 - 31 DEC 2026

# Microlearning: Strategic Communication Fundamentals for Advancing the 2030 Agenda

Communications



| LANGUAGE | DURATION | ENROLL BY | PRICE | LOCATION | TARGET |
|---|---|---|---|---|---|
| English | 6 hours | 31 Dec 2026 | 550 USD | ONLINE | UN Only |

**CONTACT** sustainable-development@unssc.org

The world needs credible and convincing leaders capable of telling powerful stories to achieve the Sustainable Development Goals (SDGs). This self-paced microlearning course provides learners with the foundational knowledge, practical skills and tools they need to be effective United Nations(UN) communicators.

## Introduction

Effective communication can strengthen the UN's reputation, positioning and ability to inspire action. The world needs messengers of hope who are able to capture people's imagination and offer solutions. Moreover, the world needs UN practitioners who understand the importance of creating cohesive, effective communication processes aligned with the vision and mission of the organization. Capacity-building on strategic communications, impactful storytelling, data analysis and evaluation, and more can help us accomplish the ambitious goals of the 2030 Agenda together.

This self-paced microlearning course is designed to provide UN staff with the foundational communication skills essential to leading the sustainable development narrative, igniting public interest, and mobilizing action. Encompassing 10 modules, this microlearning pathway covers fundamental strategic communications competencies, essential communications priority topics such as crisis communications and managing misinformation, and the effective use of tools such as social media, storytelling, and more.

## Objectives

1. Gain a foundational understanding of the UN Global Communications Strategy and its shift towards an audience focused, impact-oriented approach.
2. Learn the fundamentals of advocacy and explore how to employ a theory of change in crafting and evaluating communications and advocacy strategies in the UN context.
3. Explore the basics of the use of social media, storytelling, and data visualization as powerful tools to communicate UN messages effectively.
4. Build upon essential strategic communication skills to drive progress in sustainable development, climate initiatives, and UN country programming.
5. Strengthen the capacity to communicate effectively during crises while managing mis- and disinformation.

# Course methodology

- Self-paced
- Microlearning: 30 minute modules
- 6 hours total
- 10 modules

# Course contents

- UN Global Communications Strategy
- Advocacy
- Communicating for Sustainable Development: Climate
- Comms for UN Country Programming
- Theory of Change
- Misinformation
- Storytelling & Data visualization
- Social media
- Crisis Communications
- Dealing with Media

# Target audience

Open to everyone

# Cost of participation

The cost of participation is $550