



Communications

XIV. Communications

During 2022, the Inter-American Court continued its communications strategy to bring its work closer to the people. Pro-active communication by the Inter-American Court has led to greater understanding by the general population of member States of the impact of the Court's Case Law on their daily lives. In addition to improving the existing outreach channels, the Court has strengthened permanent communication with the region's journalists by the creation of a network (the DIALOGO Network), which now consists of more than 6,000 communicators in the region who regularly receive and share information on the work of the Court.

In order to increase the dissemination of information and to create opportunities for direct dialogue with journalists, **17 in-person, virtual or hybrid meetings were held with journalists** from Argentina, Chile, Costa Rica, Guatemala, Mexico, Nicaragua, Paraguay, Peru, Trinidad and Tobago, United States of America and Uruguay. In each meeting, the President of the Court, accompanied by one of the judges and the Head of Communications and Press, was able to converse directly with journalists concerning Case Law developments on freedom of expression.

During 2022, an essential aspect of the Court's innovations in communications was the establishment of public "Acts of Notification" of judgment with the participation of the parties that are transmitted by the Court's social networks. This allows for a greater dissemination and participation of the press in the process of the notification of a judgment.

The Court has also reinforced various channels of communication with the general public by active participation on social networks, such as Facebook, Twitter, Instagram, LinkedIn, and YouTube, and this has allowed the Court to reach more than 1.5 million followers, expanding the range of its message.

In addition, the Court has increased its communications in English and Portuguese by translating its press releases, as well as by the creation of social networks with content in both languages. During 2022, it launched the Portuguese website of the Inter-American Court.

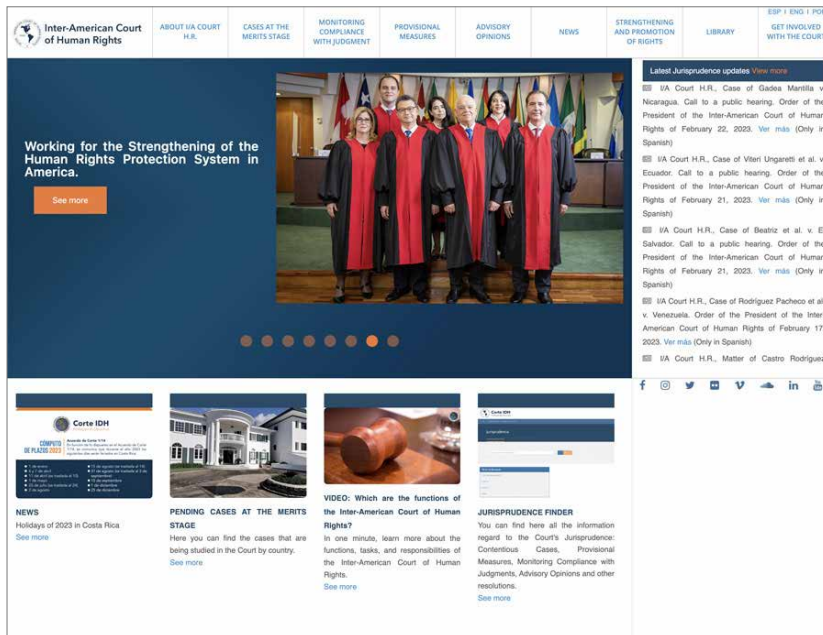
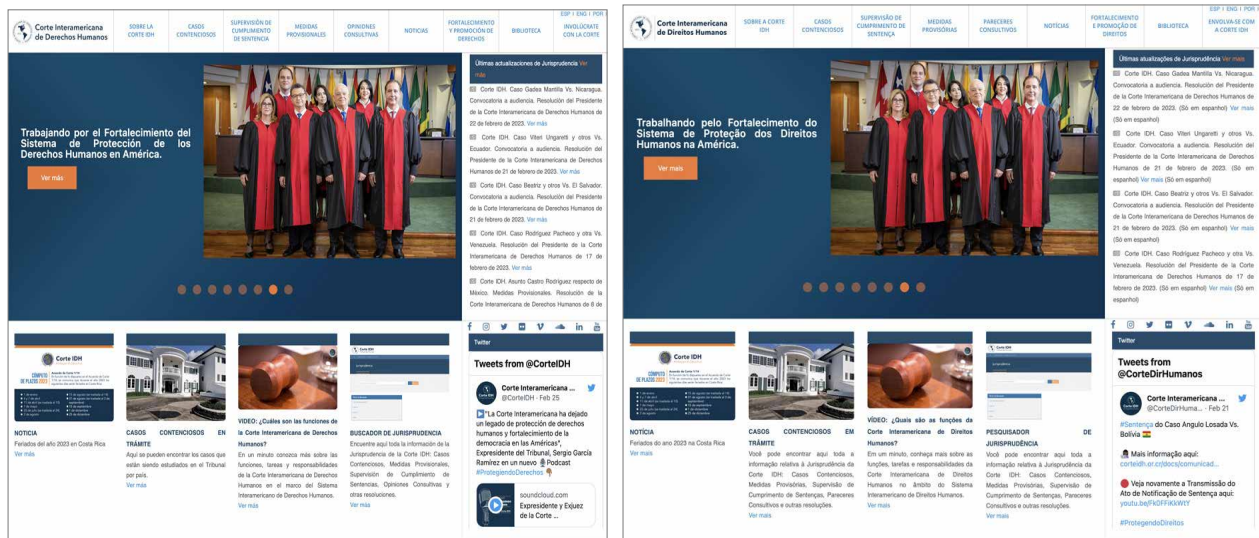
In the context of implementing the Communications Plan, two editions of the diploma course on human rights for journalists were held and this allowed more than 160 journalists, from among more than 3,000 applicants, to take part in a training course on issues related to the functioning of the Inter-American human rights system and, especially, of the IACtHR. The journalists received training imparted by the Court's judges and lawyers on the Court's Case Law on topics such as gross human rights violations, freedom of expression, violence against women, migrants, discrimination based on sexual orientation, indigenous communities, the economic, social, cultural and environmental rights, and reparations for human rights violations.

Furthermore, the Court has also worked on the creation of audiovisuals, infographics and reports that present in a simple didactic manner both the range of the Court's work, and also the impact of its Case Law on people's daily lives.

As a result of these actions and others described below, communications have become a key component to support the Inter-American Court's work.

A. The website of the Inter-American Court in Spanish, English and Portuguese

New website. During 2022, the Inter-American Human Rights Website was consolidated. The Spanish version can be visited at: www.corteidh.or.cr, the English version at <http://www.corteidh.or.cr/index.cfm?lang=en>; and the Portuguese version at <https://www.corteidh.or.cr/index.cfm?lang=pt>.



The Case Law is presented via an interactive map on which the actions of the Inter-American Court in each country that has ratified the American Convention on Human Rights can be consulted.

Cases Map by Country



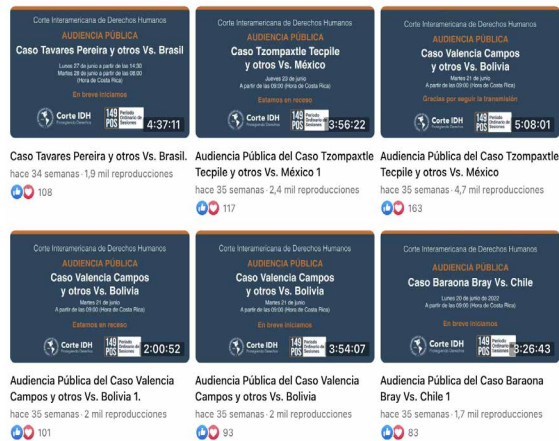
The website also has audiovisual contents so that, by the use of non-technical language, everyone can understand the different functions of the Inter-American Court. These contents include subtitles for the videos and explanatory audio guides for persons with any type of disability.



Audiovisual reports on the cases decided by the IACtHR and that are now at the stage of monitoring compliance with Judgment are also published on the new website.

B. Acts of Notification of Judgments

An essential aspect of the Court's innovations in communication during 2022 was the establishment of public "Acts of Notification" of Judgment with the participation of the parties that are transmitted by the Court's social networks. This allows for a greater dissemination and participation of the press in the process of the notification of a Judgment.



C. Multilingual communications in Spanish, English and Portuguese

Currently, the content of the website, press releases, social network content, and institutional newsletters are provided in Spanish, English and Portuguese.

Making a permanent effort, the Court continues to update the Special Database on Human Rights, classified by country and type of audience, with more than 65,000 contacts globally to date who, among other publications, receive press releases, and the newsletter.

The Newsletter "Protecting Rights" (Spanish, English, Portuguese) is distributed to specialized audiences on issues of human rights around the world. To date, three editions have been published.



Corte Interamericana de Derechos Humanos celebró su 149 Período Ordinario de Sesiones

La Corte Interamericana celebró del 13 de junio al 1 de julio de 2022 su 149 Período Ordinario de Sesiones.

Durante el Período se deliberaron tres Sentencias y se realizaron cinco audiencias públicas de Casos Contenciosos. Asimismo, el



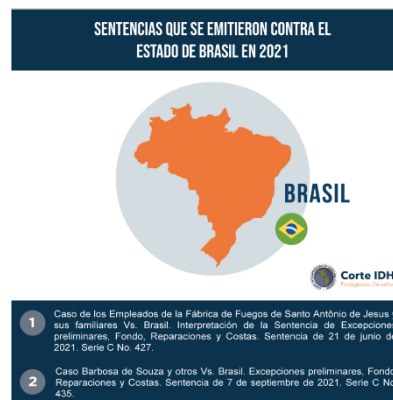
Corte Interamericana de Derechos Humanos celebró 65 Período Extraordinario de Sesiones

La Corte Interamericana celebró entre el 25 y el 27 de julio de 2022 su 65 Período Extraordinario de Sesiones. La Corte sesionó en forma virtual con la antigua composición de la Corte que continuó con el conocimiento y deliberación del Caso Integrantes y Militantes de la Unión

D. Educational communications and Case Law dissemination campaigns

The Project #Datos #DerechosHumanos has been implemented, in which, the work of the IACtHR and its Case Law are explained using Infographics and Videographics.

In addition, 53 specific dissemination campaigns on the Case Law of the Inter-American Court have been conducted on its social networks.

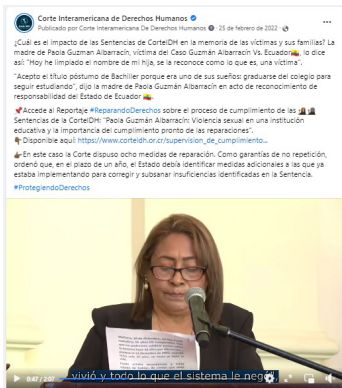


The Court has produced animated videos that present, in a simple didactic manner, different basic aspects of the work and functioning of the Inter-American Court of Human Rights. The contents are created based on the principal inquiries received by the Court.



E. Series of reports on redressing rights

The Court continues working on the series of micro reports #ReparandoDerechos that compile the testimony of individuals and organizations involved in cases at the stage of monitoring compliance with Judgment using micro testimonial videos and reports. The reports have already been translated into Portuguese and will be incorporated into the website in that language.



F. Interaction using the Inter-American Court's social networks

The Court also makes active use of the social networks to disseminate its activities, and this allows the Court to interact with users of the Inter-American System in an efficient and dynamic manner.

The Court has active accounts on Twitter, Facebook, Instagram, YouTube, LinkedIn, WhatsApp, SoundCloud, and Academia, among others. The number of followers of these networks has continued to increase and it has therefore been necessary to increase the production of specific content for the networks such as videos, graphics, infographics, podcasts, etc.

At the end of 2022, the Twitter account in Spanish had 615,000 followers; 37,300 followers more than the previous year. In addition, the Facebook account ended 2022 with 684,000 followers; 9,000 more than the previous year.

Youtube recorded an increase of 9,100 subscribers, ending 2022 with 21,400 new members subscribed to the channel. The Instagram account ended the year with 54,800 followers; 12,100 more than the previous year.

SoundCloud has reached a total of 751 followers through the podcast. Furthermore, the year saw an increase of 7,881 followers for the LinkedIn network in relation to the previous year, with a total of 12,773 followers.

These figures reveal that the public is extremely interested in reading the Inter-American Court's publications and sharing their content. These publications relate to all this Court's numerous activities, and include press releases, judgments handed down and orders issued, livestreaming of hearings, and academic activities.

The Court has been able to explain the range of its Case Law in simple language, and provide information on its other activities by increasing the production of content for social networks and creating specific material for them.

The livestreaming on social networks of public hearings and other similar content has allowed the Court to increase its interaction with the general public of different countries. The livestreaming of the Inter-American Court's activities on all its platforms reaches around 1.3 million persons.

SOCIAL MEDIA 2022

Twitter 



510.318

Spanish

160,308 followers+

5.916

English

2.581

Portuguese-

313

French

Twitter is the only account in the 4 official languages of the Inter-American Court.

Facebook 



685.000

From January to December 2022, the Facebook page grew by **147,515** followers compared to 2019.

YouTube 



21.400

The YouTube account was opened in 2020, and from January to December 2022 it experienced steady growth.

Instagram 



54.700

From January to December 2022, the Instagram page grew by **48,200** followers compared to 2021

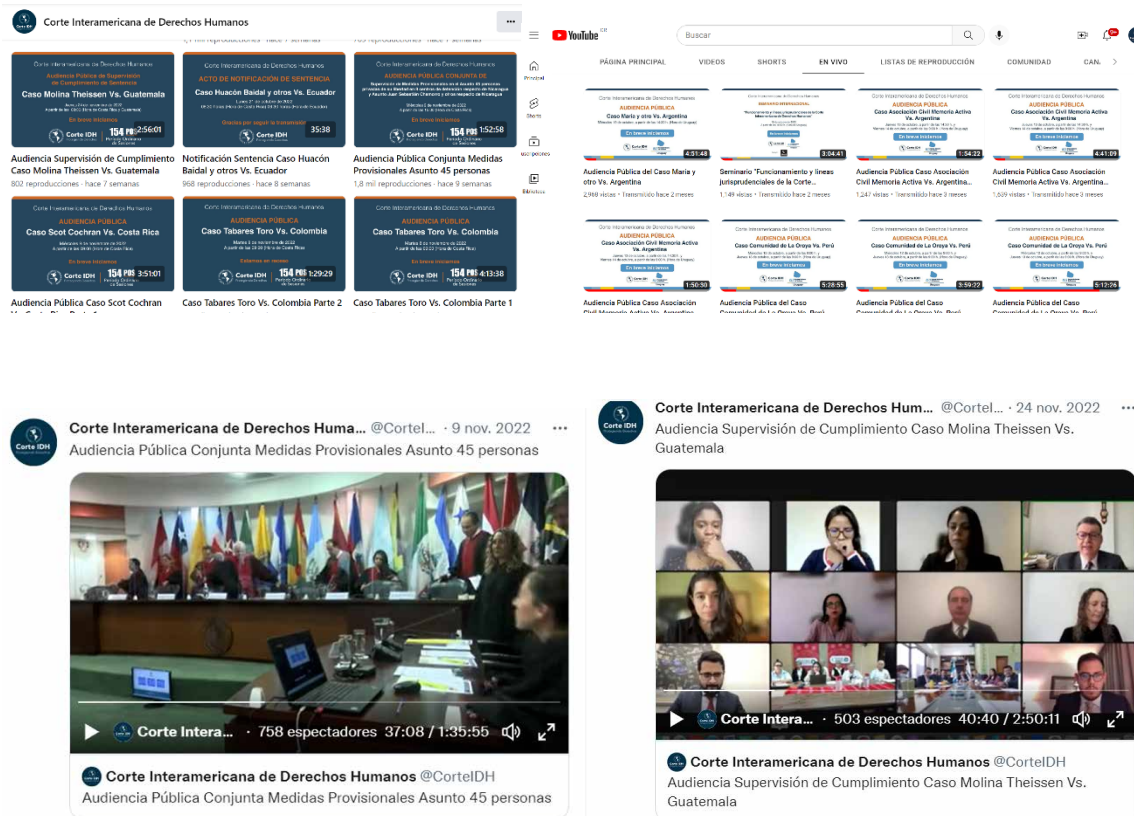
LinkedIn 



12.773

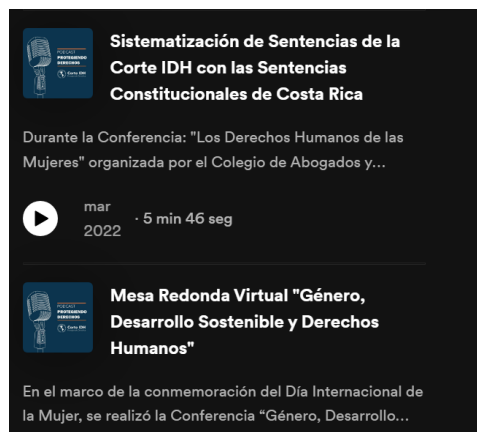
LinkedIn has seen growth over the previous period.

The public hearings of the IACtHR have been held virtually and livestreamed on its social networks: Twitter, Facebook, and YouTube, reaching hundreds of thousands of people.



The Court has produced the Podcast #ProtegiendoDerechos with information on its Case Law and its activities, and this is distributed via the Court's social networks.

During 2021, 33 podcast chapters were broadcast on SoundCloud and Spotify.

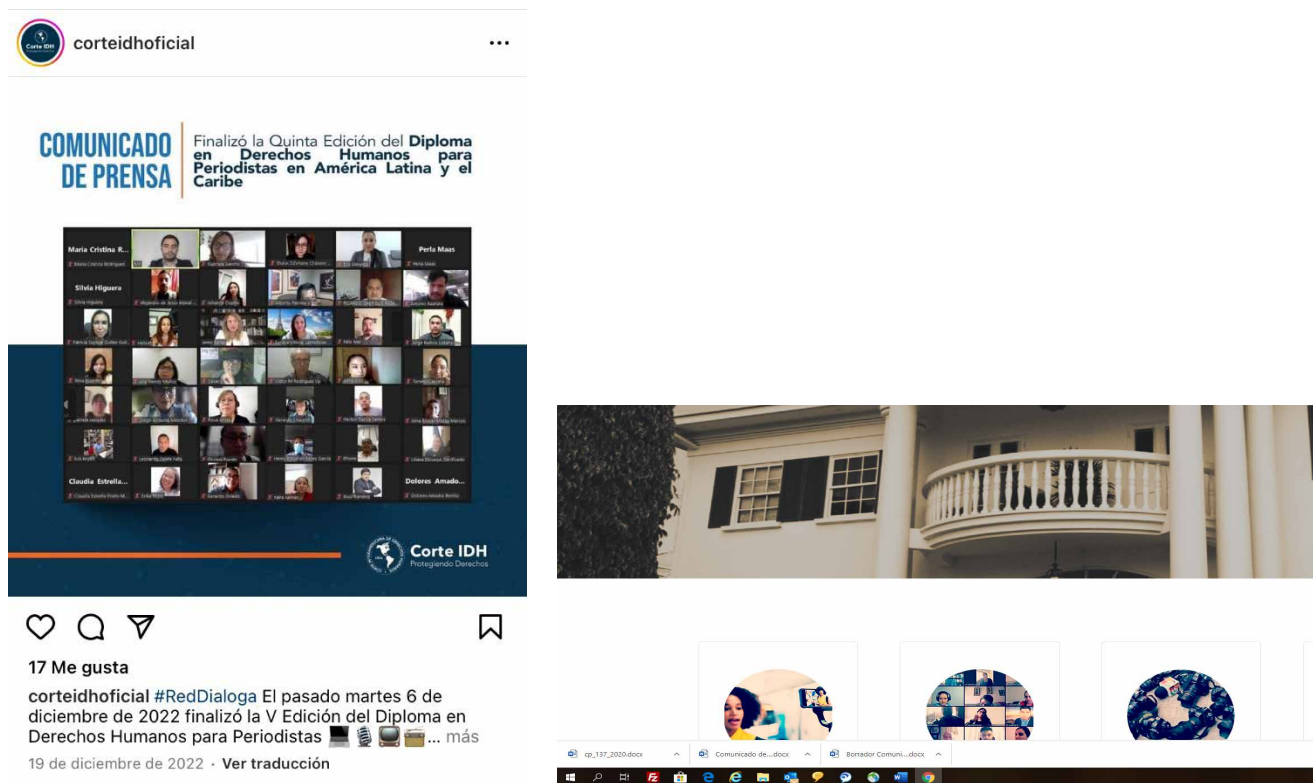


G. DIALOGA Network and Diploma Course for Journalists

In order to maintain constant communication with the region's journalists, the Court has created the **#DIALOGA Journalists Network with more than 6,000 journalists** in Latin America and the Caribbean who are connected by information on issues linked to the work of the IACtHR in the region.



Furthermore, the fifth and sixth editions of the diploma course on "Human Rights for Journalists" were held with the participation of 140 selected journalists. The Court's Judges, and also lawyers from the Court's Secretariat took part in the course.



In addition, the Court has established an Investigative Journalism Grant. For its second edition, three journalists from Latin American and the Caribbean were selected and they will carry out investigative journalism relating to the Case Law of the Inter-American Court.

H. Channels for attending the general public

As part of a policy of transparency and access to public information, the Court has established several mechanisms for attending to the general public including, in particular, the CORREO INFO, and the messenger services of the social networks MESSENGER, INSTAGRAM and WHATSAPP. Using these channels, it answers inquiries and requests for information. During 2022, it answered more than 7,000 inquiries and request from the general public.