

<b>Requirement for running satellites well</b>	<b>Sources (English)</b>	<b>Sources (other languages)</b>	<b>Implementation</b>	<b>ROLES and Responsibility</b>
1. <b>Links</b> to appropriate organisations that generate material on best-practice and showing social value of sustainable use activities	International organisations asked to help provide these	Encourage forums to collect from SU-based organisations	<b>Links to addresses</b> off site	COORDINATION (ammunition 1)  Site leads, ConCom
2. <b>Archive</b> of good science and good stories as examples (e.g. material on best-practice & showing social value of sustainable use activities)	e.g. SULi Digest, Conservation Frontiers, GWCT FactCheck	Encourage forums to collect, or to translate best EN material	<b>Links to document uploads on SYCL Sites</b> (can be a hidden page)	COLLATION (ammunition 2)  Site leads ConCom
3. <b>Content guidelines</b> , for turning the material relevant for a geographic region into good reputation-building content for that satellite (or a common-language page)	Other/own guidelines	Translation by forum members	Also stored in document upload/ <b>hidden page (to which local editors have address)</b>	COMPOSITION (delivery 1)  ConCom Editors
4. <b>Dissemination guidelines</b> to inform about new content via social-media and other outlets	Other/own guidelines	Translation by forum members	Document upload/ hidden page (local editors have address)	COMMUNICATION (delivery 2)  Editors
5. <b>Scenario-building training</b> material for rapid responses needed when an unfavourable incident occurs or anti-use material appears in the media	From Keith Somerville, as used in Tell-our-Story	Translation by forum members	Document upload/ hidden page (local editors have address)	REACTIONS (special ops 1)  SULi, SUME chairs Site leads
6. <b>Project link pages</b> signpost surveys and reputation-building projects where possible	From hub team	From hub team	<b>Links to common language page</b> or addresses off site	PROJECTS (special ops 2)  ESUG