

Strategic Communi- cation on Migration

How the stories we tell shape the world migrants live in.



01

WHY IT MATTERS

Migration is a communication issue.



60–70%

of the public sits in the
"movable middle" on
migration

3×

more impact when facts are
combined with emotional
storytelling

Know the difference. Choose wisely.



Reactive

An unplanned, emotional response to events — rushed, defensive, lacking ethical consideration. It addresses immediate pressure, not long-term change.



Informational

Shares facts and data neutrally. Accurate — but facts alone rarely change minds when audiences are driven by values and emotion.



Strategic

Planned, goal-oriented. Aligns objectives, audiences, messages and channels. Anticipates reactions. Builds credibility over time.

The same reality. Two completely different stories.

NEGATIVE FRAME

~~CRISIS~~

Migrants as threat, burden, or flood. Language of waves and invasions. Amplifies fear and polarisation.



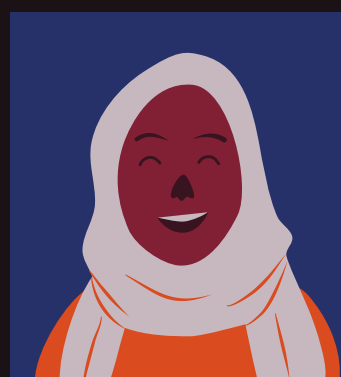
POSITIVE FRAME

OPPORTUNITY

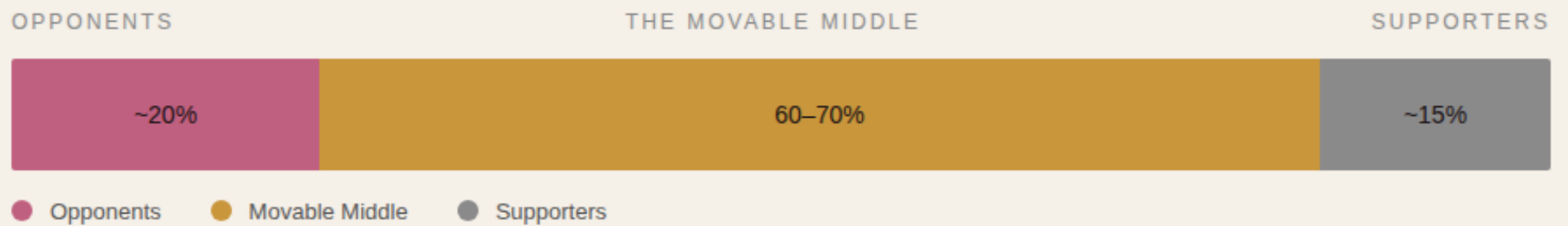
Migrants as contributors and builders. Shared values, common humanity. Builds empathy and social cohesion.

Stories connect. Data informs. Both together change minds.

- 1 Be human-centered — show the whole person, not just their "migrant-ness"
- 2 Combine emotion + evidence — empathy opens doors; facts keep them open
- 3 Think local — food, music, shared neighborhoods create real common ground
- 4 Avoid dehumanizing language — never "illegal", never water imagery



Your most important audience isn't who you think.



- 💡 Use positive, values-based messages — avoid moral lecturing or myth-busting
- 🎯 Personal stories + community framing outperform abstract statistics every time
- 📍 Target outside major cities, over-35 audiences, with both online and offline channels



Join the conversation. Shape the narrative.



Every story you tell, every frame you choose, every message you share — it all matters. Strategic communication starts with you.