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Social Media in Emergencies:
UNICEF Guidelines for Communication and
Public Advocacy

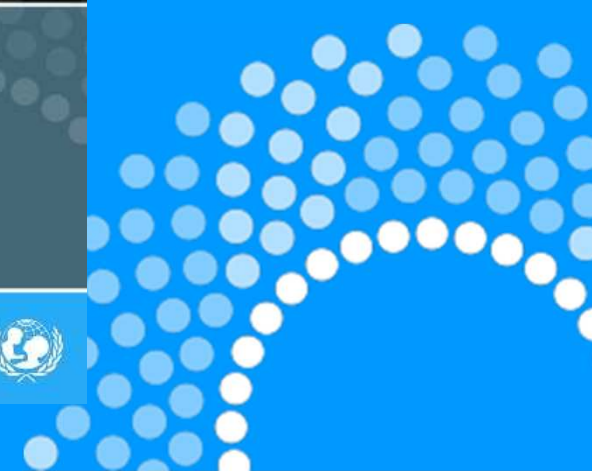
Division of Communication
Social & Civic Media Section

unite for
children

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Harnessing Social During Emergencies





About these guidelines

Social media has fundamentally changed how people consume and interact with news. "If the news is important, it will find me", sums up how many approach news today. Instead of actively turning to news programmes or websites, an increasing number of people expect news to find them.

As a communicator working for UNICEF you have to make sure that your message finds the intended audience. Social media can assist you in achieving this goal and is an important component in the overall communications mix that includes offline media as well as other digital tools such as your website or email newsletters.

The main goals for using social media in emergencies are to:

- *Increase awareness for the situation of the disaster-affected population, particularly children and women.*
- *Advance awareness of and support for children's rights and immediate needs.*
- *Share what UNICEF and UNICEF partners are doing in response to the needs of the affected population.*
- *Generate positive media coverage.*
- *Strengthen the UNICEF brand with donors and the general public.*
- *Raise funds.*
- *Mobilize people for relevant actions.*
- *Monitor what others are saying about UNICEF.*

With its global network of communications professionals, UNICEF is in an ideal position to deliver on all these goals.

This document has been prepared by the Social & Civic Media Section in the Division of Communications with support from the relevant sections within UNICEF.



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Sahel Nutrition Crisis

It only rains once a year in the Sahel. A drought has sucked the land dry; food is even more scarce than usual; and prices are rapidly becoming too high for most families to afford. Conflict aggravates the crisis and reduces income-generating opportunities. The Sahel nutrition crisis is the result of many overlapping and interconnected factors. UNICEF estimates that over one million children under the age of 5 are at risk of severe malnutrition. The following infographic presents the causes and effects of this crisis.



Climate change

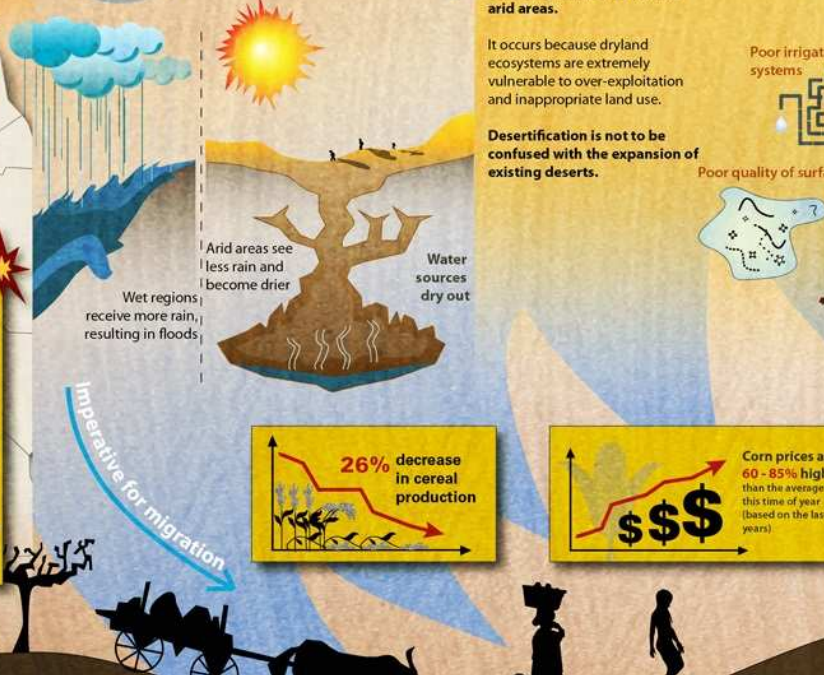
Rainfall patterns are changing: Increased precipitation, but uneven distribution

Desertification

is the degradation of land in arid areas.

It occurs because dryland ecosystems are extremely vulnerable to over-exploitation and inappropriate land use.

Desertification is not to be confused with the expansion of existing deserts.







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UNICEF Birthdays for Sahel

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unicef  Birthdays for Sahel  LANGUAGE

BE A PART OF THE CHAIN REACTION TO STOP MALNUTRITION AMONG THE CHILDREN OF SAHEL.

THANK YOU FOR DONATING YOUR BIRTHDAY 

HOW IT WORKS



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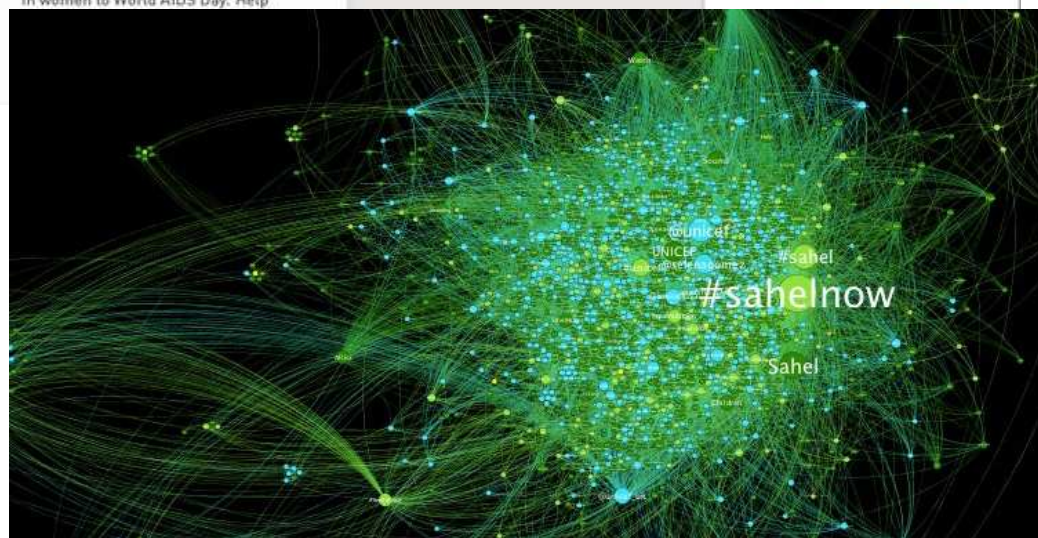
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KLOUT FOR GOOD

Everyone has influence, and we believe influence comes with responsibility. With Klout for Good you can leverage your influence to make life better for others.

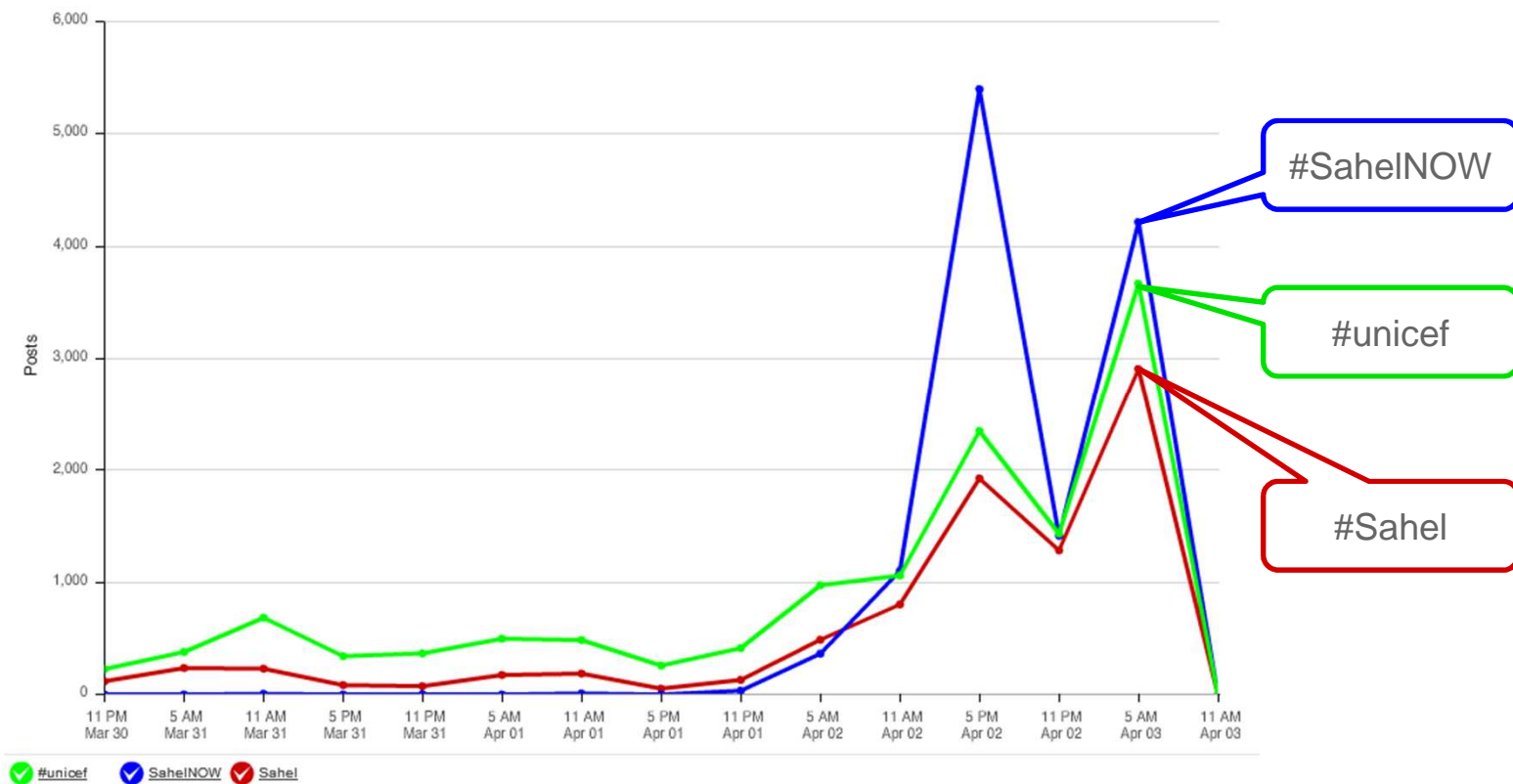
Our influencers have used their Klout to educate millions about topics ranging from heart disease in women to World AIDS Day. Help





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ignite, inspire, engage

Topic trends





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SAHEL FOOD CRISIS
UNICEF seeking \$120 mn to tackle crisis, now has \$30 mn

LIVE CNN
KOPR 12:59

Now Playing

 **Sahel gets help from UNICEF campaign**
CNN's Phil Han finds out how social media is being used to help out the famine devastated region of the Sahel.



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UNICEF Executive Director Anthony Lake

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Press release

UNICEF: Summer heat adds to perils facing children of Syria

Providing sustainable water, sanitation and hygiene services is crucial

AMMAN, 21 June 2013 – Soaring summer temperatures, overcrowding and worsening hygiene are the latest threats facing some 4 million children affected by the ongoing conflict in Syria, UNICEF said today.

"Without enough safe water and sanitation, the likelihood that children in Syria and those living as refugees around the region will fall sick with diarrhoea and other diseases is certain to rise," said Maria Calivis, UNICEF Regional Director for the Middle East and North Africa.

In Syria, the availability of safe water is one third what it was before the crisis. Of the more than 4.25 million displaced Syrians, many live in overcrowded shelters with insufficient access to toilets and showers. Sewage systems are damaged or overwhelmed by the increase in displaced populations.

In refugee camps like Domiz in Iraq – expanded to accommodate around 25,000 people but now hosting almost twice that number – conditions are just as severe. And in Jordan's Za'atari camp, aid agencies are struggling to meet the needs of what is now the world's second biggest refugee camp, housing at least 120,000 people.

In Lebanon, more than half a million refugees are scattered in host communities and in informal tented settlements, placing increased pressure on existing water and sanitation services. Multiple families often share small apartments or live in makeshift settlements that lack access to safe water, basic toilets and waste collection. Women and children often have to walk long distances to collect water that in many cases may be unfit for drinking.

As the escalating conflict triggers ever more population movement, UNICEF has accelerated efforts to provide sustainable water, sanitation and hygiene services, reaching almost 9 million people since the beginning of the year.

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Press Releases



Help Syrian Children

The ongoing violence in Syria is taking a toll on children and their families. Donate to help UNICEF meet the urgent needs of children.

Donate Now



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Photo ✕



UNICEF @UNICEF 28 Jun

PHOTO from our trip to #Zaatari last wk: girls head to school for the afternoon shift. #childrenofsyria @UNICEFmena
pic.twitter.com/N8lrpbzV

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#childrenofsyria

Close to
**2MILLION
CHILDREN**
affected
inside
Syria



In Syria,
1.3 million children
VACCINATED against measles*



421,700
children and women
provided with access to
ESSENTIAL HEALTH SERVICES*



4 million people
provided with access to
SAFE WATER over 3 months



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view of a refugees camp in jordan.

POSTCARD

Dear Home,

I have been here for 2 and a half months. It's very hard. I love Syria. I miss my school and gym class. I'm here with my mom and dad. I want to help transport people to safety so they don't die in air strikes. People helped me so I want to help other people. What I would really love is to have a bike. I had one in Syria. A black bike.



*Mohammad, 11-years-old.
Zaatari camp*



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Liked · June 20

So many #childrenofsyria don't know when they'll get to see their homes again. This postcard is based on a quote from Mohammad, 11, who lives in Za'atari Camp in Jordan. He misses his old life in Syria. Learn more about how you can support #childrefugees: <http://uni.cf/support>

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UNICEF and 1,708 others like this. Top Comments

316 shares

Irina Dincu How sad. These poor people that have no place in the conflict, and who are the victims of it. Children, women, men - broken families and broken lives. And dreams.
Like · Reply · 2 · June 20 at 6:04pm via mobile

Iren Francija In socialism, the companies, there are registers of solidarity which should be paid cash-assistance to does who need it. When to implement a global action which would only donate one dollar or depending on the country of residence (include all current... See More
Like · Reply · 7 · June 20 at 4:32pm

2 Replies

S M Jufry don't worry ~~~ everything will be beautiful in it's time ,Son !! so be patient...we are with you
Like · Reply · 8 · June 20 at 6:55pm

Sherona Ramsay So sad
Like · Reply · 3 · June 20 at 3:51pm via mobile

2 Replies

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THANK YOU



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UNICEF Founded in 1946, UNICEF is the driving force that helps build a world where the rights of every child are realized. <http://www.facebook.com/unicef>

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