

Telling the story of CERF

Communications and digital outreach in 2017



BACKGROUND

Enhancing visibility and telling the story of CERF is crucial to the overall advocacy and outreach that strengthens the positioning of CERF. The fund is endeavoring to drive key changes to tell the story of CERF in a more compelling, timely and relevant way. In particular, emphasis on ‘wiring’ CERF’s digital and social media platforms to enhance public outreach and engagement is important.

Social media is an important driver of CERF’s overall advocacy and engagement. CERF has a growing audience base on Twitter (71.800 followers), and 10.000 likes on Facebook. CERF’s website is a key portal for the CERF secretariat’s public engagement especially by donors. It conveys the identity of the Fund and provides a way for partners to connect with the work of CERF. On average, CERF’s website has a weekly coverage of 1000 viewers with more than 50 per cent new viewers. A new website is under development to enhance digital outreach, enhance user experience to attract and retain visitors and boost CERF’s visibility among key stakeholders.

Digital outreach is vital to promoting the credibility and reputation of CERF. In this context, CERF seeks to provide a platform for donors to express their support to CERF while also creating specific opportunities and tools for donors to reference their own contributions. In particular, this includes addressing donor visibility on Twitter and Facebook as a core element of CERF advocacy and communications.

The CERF Secretariat undertakes advance outreach with donors on CERF related messages for their engagement in key events, including global pledging conference or leadership events. Key messages, social media toolkits and communication products are shared prior to the events to support donor messaging, including public statements from top government representatives. Donors are also alerted of key digital assets, including GIFs and other visuals, for donors’ to use to promote their support to CERF and donor visibility on social media. The following highlights key CERF social media initiatives in 2017.

COMMUNICATION HIGHLIGHTS IN 2017

- When CERF receives contributions from donors, **thank you- visuals** mentioning the donor are released on Twitter and Facebook. This includes tweets from the Emergency Relief Coordinator and Under-Secretary General for Humanitarian Affairs (ERC and USG) Stephen O’Brien.



- CERF produces a range of **key flagship publications**, including the Annual Report, SG report and thematic *CERF in Action* publications. In an effort to maximise donor visibility, CERF provides donors the opportunity to be featured in its flagship publications and invites donor counterparts to submit quotes at ministerial level.



CERF stands for a quick and efficient response to urgent needs, addresses forgotten crises and steps in where people are most in need. Among those are the more than 40 million IDPs, who hardly hit the news, live in degrading conditions and whose safety is often at stake. Their vulnerabilities merit specific attention, and I applaud CERF for addressing those specific challenges. The Netherlands considers CERF a crucial instrument to reach the victims of conflicts and natural disasters. The Netherlands is proud to be a reliable top donor to CERF.

– H.E. Ms. Lilianne Ploumen, Minister for Foreign Trade and Development Cooperation of the Netherlands

- Key allocations made in the aftermath of a severe crisis have the potential to be headline news. CERF is maximizing this window by developing and disseminating **press releases**. These are usually circulated via OCHA and CERF corporate media networks and published on CERF's website.



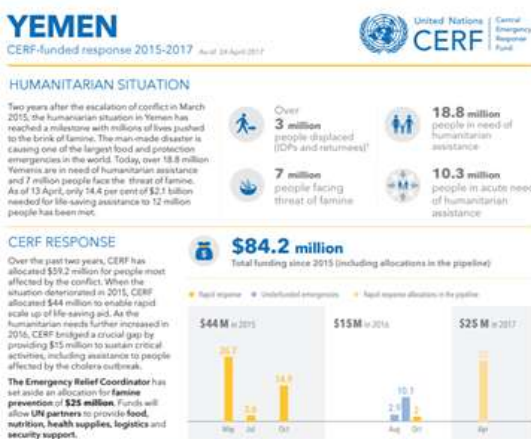
UN's global emergency fund provides US\$18.5 million for early response to new drought in Ethiopia

(Geneva, 21 February 2017):

With the Horn of Africa facing one of the worst droughts in decades, more than 5.6 million people in Ethiopia alone are in desperate need of life's basic necessities. To provide time-critical aid to more than 785,000 people suffering from hunger, malnutrition and severe water shortages in Ethiopia's worst hit Somali region, Emergency Relief Coordinator and Under-Secretary-General for Humanitarian Affairs Stephen O'Brien has released US\$18.5 million from the UN's Central Emergency Response Fund (CERF).

"I was recently in Ethiopia's Somali Region, where I saw the devastating impact this drought is having on people's lives, livestock and livelihoods. We must act today," said O'Brien. "Time lost means lives lost so I am releasing CERF funding to provide urgent aid to people in need – now – when they need it most."

- CERF produces **infographics** on relevant crises which have received CERF funding. These products provide a set of key information and data relevant for the emergency and CERF's allocation, including an overview of the context, number of people targeted with CERF funding, type of response. Most recently, CERF has created two new infographics on CERF support to famine prevention and to the conflict in Yemen.



- In preparation of larger allocations and global key events, CERF develops **social media toolkits** including targeted messaging, visuals and short GIFs. These toolkits are shared with CERF's key partners and donors for social media engagement. For the \$100 million CERF allocation for underfunded emergencies in January 2017, a comprehensive **toolkit** was developed. This was a significant undertaking which included a messaging kit covering global and nine recipient country specific social media assets.



- Pledging events such as the Yemen High Level Conference on 25 April 2017 are critical opportunities to leverage CERF's support to the crisis. Ahead of the Yemen event, **communication assets** were developed in English and Arabic language and shared with partners for social and digital media engagement. Key donors adapted and personalized the tweets and retweeted.



يخصص 25 مليون دولار لمنع المجاعة في اليمن UN CERF

See Translation



- When **success stories** from CERF-funded activities become available, CERF amplifies the 'human interest' dimension of results by sharing stories, visuals and footage from the ground and through content made available by implementing partners.



- CERF's website** features all latest content on allocations, contributions and achievements. CERF also uses its website to promote transparency by publishing all grants decisions in real-time. The website also prominently features key areas of recent CERF support: A dedicated **famine- microsite** offers a collection of news, stories and information on allocations of CERF funds that are helping to prevent famine.

