

# BUILDING URBAN CLIMATE RESILIENCE IN SOUTH-EASTERN AFRICA

COMMUNICATIONS AND ADVOCACY STRATEGY – DRAFT V.01 JULY 2020

DRAFT

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## 1 INTRODUCTION

This strategy document outlines the main communications and advocacy activities to be used by UN-Habitat, as the main implementing entity for the project, '*Building Urban Climate Resilience in South Eastern Africa*' in driving impact. The document outlines the key target audience, the communication channels and tools to be utilized, as well as providing guidelines and templates for producing communications materials (included in the annexes)

### **IMPACT OBJECTIVE:**

A measurable decline in losses of lives and livelihoods due to sudden onset disasters as well as a reduction of economic, physical, social, cultural and environmental damage in the assets of individuals, businesses, communities and countries in the region

### **PROJECT OBJECTIVES:**

1. To develop capacities and establish conditions to adapt to the adverse effects of climate change in the four selected vulnerable cities
2. To promote inter-country experience sharing and cross-fertilization on the adaptation to transboundary climate-related natural hazards and disseminate lessons learned for progressively building urban climate resilience in south-eastern Africa.

### **EXPECTED OUTCOMES:**

1. *City Level* - Municipal staff, communities and local stakeholders have successfully planned and implemented priority sub-projects for increasing the climate resilience of their city and have acquired the required capacity to manage and maintain the realized investments
2. *National Level* - National governments have created enabling conditions for scaling up and replicating the same climate resilience approach in other urban settlements
3. *Regional Level* - Local and national governments of the 4 countries have learned from each other good urban climate adaptation practices and are better prepared to face common transboundary climate-related natural hazards

## 2 OBJECTIVES

The purpose of this communications and advocacy strategy is to support the project's impact objective and expected outcomes by ensuring global visibility of the activities undertaken at the city and national level, as well as facilitating inter-country experience sharing at the regional level.

This includes the following communication objectives:

1. To **increase visibility** of the progress, outcomes, outputs and impact of the project through enhanced outreach, including websites and social media
2. Develop **high-quality communications products** such as monthly newsletters to reflect the activities of the project
3. To **accelerate coordination** with other relevant stakeholders, to achieve inclusive, impactful and holistic results
4. To **raise awareness** of the project including the issues it aims to address, while driving general demand in the region for building more resilient urban areas through increased positive media coverage

This translates into the following communications activities:

- Maintain quality of, consistent with, and adherence to UN-Habitat corporate communications standards in disseminating information shared to the public domain and other stakeholders
- Strengthen existing ties with local, national and international media organizations and news outlets and keeping the media informed on the activities and impact of the project
- Enhancing the visibility of the project by communicating results through press-releases, website stories, and short videos
- Utilize social media channels to further expand the project's outreach and to disseminate messages, progress, achievements and impacts

### 3 TARGET AUDIENCE & KEY MESSAGES

Level	Target Audience	Key Messages
<b>Global</b>	<p><u>Primary Target Audience</u></p> <ul style="list-style-type: none"> <li>• Donor – Adaptation Fund</li> </ul> <p><u>Secondary Target Audience</u></p> <ul style="list-style-type: none"> <li>• UN System Partners – UNDRR, UNEP, UN-OCHA,</li> <li>• UN-Habitat</li> <li>• International Media</li> <li>• General Public</li> <li>• Universities – Thematic Expertise outside Africa</li> </ul>	<ul style="list-style-type: none"> <li>• <i>The project integrates a knowledge management system to enable capturing and analysing information and learning lessons from the adaptation focused projects. This supports transfer of the lessons learnt and fostering knowledge sharing with all climate change stakeholders.</i></li> <li>• <i>The project benefits the poor and vulnerable population by protecting their lives, property, assets and livelihoods from the impact of climatic threats, and by enhancing their living conditions, especially in terms of access to basic services and resilient infrastructure.</i></li> </ul>
<b>Regional</b>	<p><u>Primary Target Audience</u></p> <ul style="list-style-type: none"> <li>• Regional Economic Communities – SADC</li> <li>• UN System – UNECA, UNDRR</li> <li>• Regional Academic Network</li> <li>• UN-Habitat Regional Office for Africa</li> </ul> <p><u>Secondary Target Audience</u></p> <ul style="list-style-type: none"> <li>• NGOs</li> </ul>	<ul style="list-style-type: none"> <li>• <i>DiMSUR fosters development and dissemination of knowledge and solutions as well as developing capacities for disaster risk management, climate change adaptation and urban resilience.</i></li> <li>• <i>DiMSUR is the only centre of excellence in Africa that currently focusing on <b>urban resilience</b>, which is still a weakly explored and addressed topic in the region.</i></li> <li>• <i>The project ensures cost-effectiveness by relying on the SADC-DRR Unit in partnership with DiMSUR in leading the regional coordination of activities with UN-Habitat technical support, to make sure that the different actors at the various levels (municipal,</i></li> </ul>

		<p><i>national and regional) establish platforms of collaboration and dialogue with each other.</i></p> <ul style="list-style-type: none"> <li><i>• Inter-country and city-to-city knowledge exchange on best practices and sharing of local experiences have been facilitated at the sub-regional level thus establishing the conditions for designing and implementing concrete cross-fertilisation activities and enhanced cooperation programmes for addressing urban climate adaptation priorities.</i></li> </ul>
<b>National</b>	<p><u>Primary Target Audience</u></p> <ul style="list-style-type: none"> <li>• National Governments – including specific entities as provided by NPMs</li> <li>• National Project Coordination Teams (NPCTs)</li> <li>• UN System - UNICEF, UNCT, UNDP</li> <li>• NGO – IFRC, IRC, OXFAM</li> <li>• Academia – National Universities</li> </ul> <p><u>Secondary Target Audience</u></p> <ul style="list-style-type: none"> <li>• Private Sector</li> </ul>	<ul style="list-style-type: none"> <li><i>• The project strengthens local governance, builds capacity and reinforces institutional coordination to enhance urban resilience. In addition, the project contributes to climate risk reduction and sustainable development by providing appropriate localised solutions.</i></li> <li><i>• Concerned local government authorities and the majority of the national institutions mandated to deal with climate change adaptation have increased their knowledge/capacity to enhance urban climate adaptation. Guidelines, rules, policies and strategies defined to prioritise and institutionalise an urban resilience building agenda at the country level have enabled replication and scaling up of best practices.</i></li> </ul>
<b>City</b>	<p><u>Primary Target Audience</u></p> <ul style="list-style-type: none"> <li>• Local Governments</li> <li>• City Project Teams</li> <li>• Private Sector</li> </ul>	<ul style="list-style-type: none"> <li><i>• The project promotes the application of the CityRAP tool and bases its design on the outcomes derived from the application of the tool in the four targeted cities.</i></li> </ul>

	<ul style="list-style-type: none"><li>• NGOs – IFRC, Oxfam Italia</li></ul> <p><u>Secondary Target Audience</u></p> <ul style="list-style-type: none"><li>• Community Based Organizations</li><li>• General Audience</li></ul>	<ul style="list-style-type: none"><li>• <i>It introduces a new municipal model of disaster risk management and resilience governance where each municipal department is accountable for reducing the root causes of climate related hazards (and urban shocks and stresses in general), and for implementing concrete measures to address the specific threats harming the city in the short, medium and long-term.</i></li><li>• <i>Municipal staff, communities and local stakeholders in each target city have increased understanding of their vulnerabilities and how to respond to their adaptation needs. The required knowledge and skills to effectively and sustainably implement these priority interventions has been ensured.</i></li></ul>
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## 4 COMMUNICATION CHANNELS

A diverse range of communication channels will be used, supported by various delivery tools. The communication channels are as follows:

### 4.1 WEBSITES

Online communication will be one of the main channels for communicating with target audiences, because it offers the opportunity to reach the widest audience (see ANNEX A).

- a) DiMSUR Website: The main information platform to communicate about ongoing projects and project outputs
- b) UN-Habitat Website: The website will be regularly updated with relevant information. These include:
  - Web stories which include human interest stories, cities stories and events reporting
  - Factsheets/ Brochure with basic programme information to be used for wider dissemination
  - Programme manual will be developed with guidance and instructions for country offices
  - Other (on demand) materials such as press releases, publication tools, best practices etc.
- c) OXFAM website

### 4.2 SOCIAL MEDIA

*Key contributors: UN-Habitat Communications Officer*

Social media platforms will provide news on demand, and promote information on the different websites mentioned above. The platforms also allow the relevant stakeholders to network with each other (see ANNEX E)

#### Twitter

Messages should be no more than 140 to 280 characters, including hashtags. Tweets should be used to do (or give the impression of) live reporting. The following hashtags should be used: #UrbanResilience; #CityRAP; #DiMSUR;

#### Facebook

Facebook messages can be more comprehensive and analytical. Images to be used should be selected carefully. Different angles can be used to tell a human interest or city story.

#### LinkedIn

Messages can be longer and more comprehensive but should remain snappy. Credible statistics should be used to give deeper insights into the topic being communicated. The story being conveyed should touch on the W-questions (who, what, where, why, how). Relevant links to the web stories should be included.

#### YouTube

Videos produced about the project's activities will be uploaded to the UN-Habitat corporate channel. (see ANNEX C)

### 4.3 MEDIA OUTLETS

*Key contributors: UN-Habitat Communications Focal Point, National Project Manager, City Project Managers*

Traditional print and online media outlets will be used to report the project activities, outcomes and impact internationally, national and locally (

#### Newspapers (print and online)

In collaboration with the National Project Managers and City Project Managers, a list will be developed of local newspapers that could be invited to report on project activities and events. Selected newspapers should be politically neutral and can be provided with press release to ensure the project is reported on appropriately.

#### Journals

Journals such as UN-Habitat Urban Impact and Hab-Post can be used for more in-dept reporting on the project in the form of featured stories about activities, partners and components of the project

#### Conferences and events

UN-Habitat alongside other project steering committee members will take part in key events to promote best practices for inter-country knowledge sharing, cross-fertilization and dissemination of lessons learned.

## 5 COMMUNICATION TOOLS

The following communication tools will be used to document project outputs and outcomes:

### 5.1 WEB STORIES

*Key contributors: UN-Habitat Communications Officer, National Project Managers, City Project Managers*

Project working groups activities and outputs will be reported from the onset to report progress made overtime. Through web stories, beneficiaries' experiences, activities across the different project component levels, including training events will be documented. (see ANNEX A)

*Note on inclusiveness: web stories will be made accessible to persons with different needs by including translations in the languages of the project countries; and providing sub-titles to cater to persons with hearing impairments*

## 5.2 HUMAN INTEREST STORIES

*Key contributors: UN-Habitat Communications Officer, National Project Managers, City Project Managers*

People-centered stories demonstrate the impact of the project in reducing the loss of lives and livelihoods due to sudden onset disasters as well as a decrease in the economic, physical, social, cultural and environmental damage in the assets of individuals, businesses, communities and countries in the region. Human impact stories will be presented in writing and should illustrate experiences and challenges being faced and overcome by different stakeholders, while focusing on the beneficiaries. This will show the work of the different project bodies and that the funds are spent well. (see ANNEX B)

*Note on inclusiveness: A selection of human-interest stories will be translated into the languages of the project countries; and providing sub-titles to cater to persons with hearing impairments*

## 5.3 NEWSLETTERS

*Key contributors: UN-Habitat Communications Officer, National Project Managers, City Project Managers*

At least every two months, UN-Habitat will provide up-to-date information about the project to the relevant target audiences through a newsletter. The aim is to use the newsletter to provide updates on the project activities and to encourage interested audiences to engage in knowledge sharing of the project.

## 5.4 LOCAL ENGAGEMENT CHAMPIONS

*Key contributors: National Project Managers, City Project Managers*

These are community leaders working in local communities and engaging with local population on matters disaster risk management, climate change adaptation and urban resilience. They give communities a louder voice and support delivery of the sub-project outputs tailored to the needs of the people. Local engagement champions have a strong link

to their community and they contribute to building positive and meaningful relationships with beneficiaries.

*Note on inclusiveness: By engaging directly (ideally face-to-face) with community members, the Local Engagement Champions will ensure engagement of vulnerable and marginalized groups who may not have access to other communication channels of the project*

Their main role and responsibility include participating in the project country working groups at the national and city level to help influence changes within the local communities. Attend planned activities and events to share beneficiary experiences on behalf of the local communities

## 6 IMPLEMENTATION STEPS

The next steps for the implementation of the communications and advocacy strategy are as follows:

1. Content development for communications materials such as the newsletter
2. Update UN-Habitat website with relevant up to date information
3. Update DiMSUR website with up to date information
4. Map relevant local media outlets
5. Map relevant stakeholder's social media handles

## 7 COMMUNICATIONS WORK PLAN

Communication Channel	Communication Tools	Expected Inputs	Expected Outputs Indicators	Responsible Person	Timeframe
Websites (UN-Habitat and DiMSUR)	<ul style="list-style-type: none"> <li>• Web Stories &amp; Human-Interest Stories</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion of CityRAP Tool in addressing key issues in the 4 cities through key interventions</li> <li>• Share progress of implementation of the 23 priority sub-projects in the targeted 4 cities including trainings of national and local officers</li> <li>• Communication of tools, guidelines and policies developed in the 4 countries</li> <li>• Report key takeaways from events such as regional workshops for experience sharing, cross country advisory and learning missions</li> <li>• Dissemination of best practices and lessons learned</li> </ul>	<ul style="list-style-type: none"> <li>• Regular web stories/after an event</li> </ul>	<ul style="list-style-type: none"> <li>• UN-Habitat Communications Officer in consultation with the Project Manager, National Project Managers, City Project Managers</li> </ul>	Ongoing
Social Media	<ul style="list-style-type: none"> <li>• Social media posting schedule</li> <li>• Social media content</li> </ul>		<ul style="list-style-type: none"> <li>• Regular posts/after an event</li> </ul>		Ongoing
YouTube	<ul style="list-style-type: none"> <li>• Videos</li> <li>• Photos</li> </ul>		<ul style="list-style-type: none"> <li>• Video/photo after every activity or site visit</li> </ul>		Ongoing
Email	<ul style="list-style-type: none"> <li>• Newsletter</li> </ul>		<ul style="list-style-type: none"> <li>• 1 Newsletter – every month or after two months</li> </ul>		Ongoing
Media Outlets	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Journals – Urban Impact etc</li> </ul>		<ul style="list-style-type: none"> <li>• Featured stories in regular journals &amp; newspapers</li> </ul>		Ongoing
Conferences and events	<ul style="list-style-type: none"> <li>• Calendar of events</li> </ul>		<ul style="list-style-type: none"> <li>• Attend events relevant to the project</li> </ul>		Ongoing

## 8 MONITORING & EVALUATION

ACTIVITY	MONITORING TOOLS	MONITORING METHOD	MONITORING OUTPUTS	OUTCOME & IMPACT
Web Stories	DiMSUR website Google Analytics	<ul style="list-style-type: none"> <li>• Number of pageviews</li> <li>• Number of web stories published</li> <li>• Number of social media shares</li> <li>• Audience growth over time</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the most popular outputs</li> <li>• Provides an estimate of how many people have accessed the web story</li> </ul>	<ul style="list-style-type: none"> <li>• Number or percentage of users who say that they are using the website</li> <li>• Number of recurring users</li> <li>• Action taken as a result of the activity or event</li> </ul>
Social Media Content	<ul style="list-style-type: none"> <li>• Twitter Analytics</li> <li>• Facebook Analytics</li> <li>• LinkedIn Analytics</li> <li>• Hash tracking</li> </ul>	<ul style="list-style-type: none"> <li>• Number of impressions/likes/shares per post</li> <li>• Number of mentions on social media and/or other media platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Downloads, indicate a likelihood that the audience read the knowledge resource and didn't just look at the web page</li> <li>• Tracking download clicks indicates the success of the landing page</li> </ul>	<ul style="list-style-type: none"> <li>• Indications of changes in policy thinking</li> <li>• Specific mention of the project and CityRAP tool in policy documents</li> <li>• Use of the CityRAP tool in decision-making</li> <li>• Best Practices used in reports as case studies</li> </ul>
Videos	YouTube Analytics	<ul style="list-style-type: none"> <li>• Number of videos produced</li> <li>• Percentage of full videos watched</li> <li>• Demographic of viewers</li> <li>• Number of comments shared</li> <li>• Number of pageviews</li> </ul>		<ul style="list-style-type: none"> <li>• Number or percentage who users who state that they find the newsletter content useful</li> </ul>

Newsletters	Adobe Spark	<ul style="list-style-type: none"> <li>• Number of subscribers via DiMSUR website</li> <li>• Open rate</li> <li>• Unsubscribe rate</li> <li>• Qualitative feedback</li> </ul>		<ul style="list-style-type: none"> <li>• Number or percentage of users who report knowledge gained</li> </ul>
Events	Feedback Surveys	<ul style="list-style-type: none"> <li>• Number of attendees (disaggregated by sex, age, disability)</li> <li>• Number of online viewers</li> <li>• Audience growth over time</li> <li>• Type of attendees, including organization, professional level or sector</li> <li>• Drop-out rate</li> <li>• Qualitative feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Popularity of the event</li> <li>• Analysis of whether event reached target audience</li> </ul>	

## ANNEX A - UN-HABITAT SHORT STYLE GUIDELINES

Issue	Please DO write it like this:	Please DO NOT write it like this:
<b>Headline</b>	<ul style="list-style-type: none"> <li>• One line 5-10 words – clear, simple and compelling –</li> </ul>	Do not use random capital letters
<b>Place/Date</b> – at start of web stories	<ul style="list-style-type: none"> <li>• Capital cities: Nairobi, 1 October 2021</li> <li>• Joint capitals: Geneva/Paris, 1 May 2021</li> <li>• Non-capital cities: Liverpool, UK, 31 October 2021</li> <li>• Exceptions: New York (or Geneva), 1 October 2021</li> </ul>	<ul style="list-style-type: none"> <li>• Not: ‘Nairobi, Kenya, 1st October 2018’</li> <li>• Not: ‘Geneva / Dakar, 1 May 2021’</li> <li>• Not: ‘Liverpool, 31/10/121’</li> </ul>
<b>Dates</b>	<ul style="list-style-type: none"> <li>• 1 October 2021</li> <li>• 2021-2025</li> <li>• from 2020 to 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Not: ‘October 1, 2021’ or ‘1/10/2021’ or 1st October 2021</li> <li>• Not: ‘2021-22’ or ‘2011-2’ or ‘2021/22’</li> <li>• Not: ‘from 2020-2023’</li> </ul>
<b>Time</b>	<ul style="list-style-type: none"> <li>• 9 a.m., 7.05 p.m., 2100 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Not 9.00 a.m., 7.5 p.m., 21.00 hours</li> </ul>
<b>Numbers</b>	<p>Numbers under 10 are written as words:</p> <ul style="list-style-type: none"> <li>• Three or five or seven</li> </ul> <p>Exceptions include:</p> <ul style="list-style-type: none"> <li>• Percentages: only 5 per cent of the total</li> <li>• Ratios: the teacher-student ratio is 1 to 9</li> <li>• Decimals/Fractions: 3.5 per cent or 1 5/8 km</li> <li>• Series of numbers use the ‘rule of the highest number’: 8 trucks and 12 planes</li> <li>• Sentence beginning with a number: Eight staff ...</li> </ul>	<p>Numbers under 10 are not written as numbers:</p> <ul style="list-style-type: none"> <li>• Not: ‘3’ or ‘5’ or ‘7’</li> <li>• Not: ‘five per cent’ or ‘five %’</li> <li>• Not: ‘one to nine’ or ‘1 to nine’</li> <li>• Not: ‘three point five per cent’</li> <li>• Not: ‘eight trucks and twelve planes’</li> <li>• Not: ‘8 staff ...’</li> </ul>
<b>Age</b>	<ul style="list-style-type: none"> <li>• Age is always in figures: the child was 8</li> </ul>	<ul style="list-style-type: none"> <li>• Not: ‘the child was eight’</li> </ul>
<b>Per cent</b>	<ul style="list-style-type: none"> <li>• 15 per cent (note space)</li> </ul>	<ul style="list-style-type: none"> <li>• Not: ‘15 percent’ or ‘15%’</li> </ul>
<b>Millions</b>	If more than two digits to the right of the decimal point, the whole number is in figures (including million):	<ul style="list-style-type: none"> <li>• Not: ‘2.632.597’ or ‘2 632 597’</li> </ul>

	<ul style="list-style-type: none"> <li>• 1.32 million but 1,322,000</li> <li>• Use commas 2,632,597</li> </ul>	
<b>Ranges</b>	3 to 4 per cent, 15-20 kg of potatoes 2-3 km, 2 to 3 km	<ul style="list-style-type: none"> <li>• Not: from 2-3 km</li> </ul>
<b>Ordinals</b>	Write out in full such as The fifty-second session, the third/ thirteenth attempt But figures for meetings/floors – 13th meeting, 38th floor	
<b>Currency</b>	<ul style="list-style-type: none"> <li>• Use 3 letter code (USD EUR GBP)</li> <li>• Put amount in dollars first – USD 6.2 million (XAF 15,990 (author to convert))</li> </ul>	<ul style="list-style-type: none"> <li>• Not: ‘US\$ 1.3 million’ or ‘US \$ 1,322,000’</li> </ul>
<b>Titles</b>	<ul style="list-style-type: none"> <li>• Male speakers are Mr. and females Ms.</li> <li>• No titles (e.g. General, Lieutenant, Colonel, Captain, Professor) apart from nobility, religious, medical doctor</li> <li>• Hyphens – Under-Secretary-General, Secretary-General, Director-General</li> </ul>	<ul style="list-style-type: none"> <li>• Forms of address such as “His Excellency” or “Her Royal Highness” are omitted</li> </ul>
<b>Countries</b>	<ul style="list-style-type: none"> <li>• The UN member states names are on: <a href="http://www.un.org/en/member-states">http://www.un.org/en/member-states</a> When more than one are, named they must appear in alphabetical order.</li> </ul>	
<b>UN-Habitat</b>	<ul style="list-style-type: none"> <li>• UN-Habitat – not always necessary to spell out on first reference (United Nations Human Settlements programme)</li> <li>• United Nations Under-Secretary-General and UN-Habitat Executive Director Ms Maimunah Mohd Sharif. Then – the UN-Habitat Executive Director or Ms Sharif</li> <li>• United Nations Assistant Secretary-General and Deputy Executive Director Mr Victor Kisob</li> </ul>	<ul style="list-style-type: none"> <li>• Not: Un, UNHabitat, UNHabitat, UNHABITAT</li> <li>• Not: Dato/Mme Maimunah Sharif</li> </ul>
<b>Quotes, ‘,’ &amp; ‘.’</b>	<ul style="list-style-type: none"> <li>• “... sustainable urbanization,” said Ms. Brown.</li> </ul>	<ul style="list-style-type: none"> <li>• Not: “... sustainable urbanization”, said Ms. Brown</li> </ul>

	<ul style="list-style-type: none"> <li>• “... have reached higher levels.”</li> <li>• Single quotation marks ( ‘ ’ ) are for quotations within quotations. Publications are in italics, not quotes</li> </ul>	<ul style="list-style-type: none"> <li>• Not: “... have reached higher levels”</li> </ul>
<b>Punctuation</b>	<ul style="list-style-type: none"> <li>• A full stop, comma and colon are followed by one space</li> </ul>	<ul style="list-style-type: none"> <li>• Not followed by two spaces</li> </ul>
<b>Capital letters</b>	<ul style="list-style-type: none"> <li>• Headlines/headings – only capitalize the first letter and any other words ordinarily capitalized</li> <li>• Specific references are capitalized, generic ones are lower case</li> <li>• governments and local authorities/Indian Government</li> <li>• secretary of state/Secretary of State Hillary Clinton</li> <li>• ministry of housing/Kenyan Ministry of Housing</li> <li>• Member States of the United Nations</li> </ul>	<ul style="list-style-type: none"> <li>• Not Urbanization Is Key to Sustainable Development</li> <li>• Not Governments And Local Authorities</li> <li>• Not Ministries, Governments</li> <li>• Not member states of the UN</li> </ul>
<b>Hyphens</b>	<ul style="list-style-type: none"> <li>• Used when modifying a preceding word</li> <li>• Day-care centres, up-to-date, high-level, multi-stakeholder</li> </ul>	
<b>Acronyms</b>	<ul style="list-style-type: none"> <li>• Acronyms are formed from the initials of other words. They are written in capitals without full stops and are generally used without the (exceptions the IMF; the G8; the CIA: the WHO)</li> <li>• A title should be written in full the first time followed by the acronym in brackets</li> <li>• The Sustainable Development Goals (SDGs)</li> <li>• The SDGs....</li> </ul>	
<b>Possessive</b>	<ul style="list-style-type: none"> <li>• Use an apostrophe with it’s when it means ‘it is’: it’s a lovely day</li> <li>• Never use it when possessive – the house and its garden</li> </ul>	

	<ul style="list-style-type: none"> <li>• Use full forms of can't, won't, don't etc. unless direct speech</li> <li>• Apostrophe not needed for plurals NGOs, MOUs, MPs</li> </ul>	
<b>Keep it simple</b>	<p>Use:</p> <ul style="list-style-type: none"> <li>• Because</li> <li>• Since</li> <li>• Now</li> </ul>	<ul style="list-style-type: none"> <li>• Not: In view of the fact that</li> <li>• Not: owing to the fact that</li> <li>• Not: at the present time</li> </ul>
<b>Italics</b>	<p>Italics are for:</p> <ul style="list-style-type: none"> <li>• Non-English words (exceptions in the Editorial Manual)</li> <li>• Titles of books, newspapers, films, plays and television programmes</li> <li>• Names of boats and aeroplanes (but not types of aircraft)</li> </ul>	<ul style="list-style-type: none"> <li>• Non-English names of organizations, institutions, firms, ministries and the like</li> <li>• Emphasis</li> <li>• The titles of books in bibliographies</li> </ul>
<b>Abbreviations</b>	<p>Use when the title occurs many times. The full title should be given on first appearance and repeated if needed for clarity. E.g. the Assembly, the Council, the Commission, the Committee</p> <p>Write in full:</p> <ul style="list-style-type: none"> <li>• New Urban Agenda (never abbreviate in official document)</li> <li>• United Nations</li> <li>• Secretary-General</li> <li>• Economic and Social Council</li> <li>• General Assembly</li> <li>• Security Council</li> </ul>	<ul style="list-style-type: none"> <li>• NUA</li> <li>• UN</li> <li>• SG</li> <li>• ECOSOC</li> <li>• GA</li> <li>• SC</li> </ul>
<b>Accents</b>	<ul style="list-style-type: none"> <li>• Accents, such as those in French and Spanish, can be found in Microsoft Word by:</li> <li>• Selecting 'Insert' (2) Selecting 'Symbol' (3) Clicking on and 'inserting' the appropriate symbol Abraço.</li> </ul>	
<b>Spell-check</b>	<ul style="list-style-type: none"> <li>• Use U.K. Spelling as in Concise Oxford English Dictionary (OED) dictionary <a href="http://www.oxforddictionaries.com">www.oxforddictionaries.com</a></li> <li>• For 'English U.K.' Spell-Check: Select Review / Language / Set Proofing Language / Default English U.K.</li> <li>• For ize, ise, yse – use first spelling in OED – z for authorize, organize, urbanize but s for analyse, catalyse</li> </ul>	

<p><b>Correct (U.K.) spelling of words</b></p>	<ul style="list-style-type: none"> <li>• Use – accommodation; admitted; benefited; centre; crossfire; diarrhoea; endeavour; enrolled; enrolment; inpatient; interpersonal; landmines; occurred; ongoing; organization; per cent; percentage; programme; referred; suffered; underfunded; under way</li> <li>• Don't confuse – compliment/complement – practise/practice – advise/advice</li> </ul>
<p><b>Any issues</b></p>	<p>Refer to the UN Editorial Manual: <a href="http://dd.dgacm.org/editorialmanual/">http://dd.dgacm.org/editorialmanual/</a></p>

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## ANNEX B - GUIDELINES ON SUBMITTING HUMAN INTEREST STORIES

UN-Habitat is a centre of excellence, a solutions agency and leader on sustainable urbanization with a presence in over 90 countries. To promote the IMPACT of UN-Habitat's global work we need web story submissions that include:

1. Human interest story (docx file),
2. Captioned photos (photos as attachments and written captions preferably embedded or included at end of the story),
3. Suggested social media with partners' handles (put below the captions in the submitted web story docx file).

### High quality news and human-interest stories:

Dynamic personal stories with quotes from project beneficiaries about how a recent UN-Habitat intervention has improved their and their communities' lives

- Identify the challenges that are being addressed
- Describe the UN-Habitat interventions
- Provide details and statistics about the specific outcomes of the UN-Habitat interventions – including beneficiary numbers/timelines/funding
- Name and quote from donors/partners
- Never wait to write the story – it should be written and submitted the same day or latest one day after the intervention/site visit.
- Save/name the story file as yearmonthday\_ projectname\_ location\_ draft webstory eg 20200725\_ BlockByBlock\_Afghanistan\_Draft Webstory and send to the communications team for editing.

### Why write human interest stories?

One of the key ways to communicate the breadth, importance and impact of our work, our expertise and knowledge is through stories which can be used by the press, on the UN-Habitat website, the newsletter, the annual report, donor reports and on social media.

People-centered stories demonstrate the impact UN-Habitat and partners have in improving beneficiaries' lives to the public, donors and the authorities. They also illustrate the challenges being faced and overcome and how UN-Habitat supports people to help themselves.

Ideally, they should feature an individual, family or community and explain what the impact was using clear examples, fact checked statistics and numbers and direct quotes. They should also include reference to partner organizations or funders, and if possible, a quote from these partners.

They can then be broadened to explain the scale of UN-Habitat's work. The stories must be compelling and comprehensible to the general public.

### **Getting the story**

In order to see results and meet the beneficiaries the story should be set in the community where the project is taking place. Communications colleagues in country should conduct the interviews and send material (including photos). For staff visiting an area, UN-Habitat local staff or NGOs can often suggest who to interview and arrange meetings and provide translation.

1. When interviewing the person, explain you are from UN-Habitat and ask if you can write about them and take photographs. There is a consent form that should be signed.
2. Start by writing down basic details – the spelling of their names, age, where they are from.
3. Then take time to get the story. Never assume you will be able to come back or follow up later.
4. Talk to a range of people to get a wider view of the project, such as other family members and community members or the head of the community.
5. As much as possible get concrete details about the improvement in their lives, the difference the intervention has made to their family and the community – how it was before and how it is now.
6. Focus on the impact – and what makes the initiative interesting, innovative or unique.
7. If you do not already know, find out from UN-Habitat colleagues about the bigger picture, number of beneficiaries, source of funding (naming donors is crucial) and project timelines. Here you can use a quote from a UN-Habitat official and/or Government official to contextualize the story.

Another approach is to tell the story of a UN-Habitat staff member or implementing partner describing their day and their work – this can be in the first or third person.

The above applies for meetings as well. When in workshops and meetings, find a participant with an interesting history or background and interview them – and start the story off with them. Don't forget to get a good photo – preferably with the person outside (where the light is better) doing something interesting.

Cut out technical language and UN or urban planning jargon. This is a story meant for ordinary people to read. Do make sure you get the spellings of names and places right, explain where a place is and do quote the beneficiaries directly.

Keep the story to under 700 words and make the opening paragraph and headline compelling and punchy. Apart from conventional, third person stories, you can also think about first person accounts, blogs and interviews.

### **Writing the Story**

1. They should feature an individual, family or community and explain what the impact was using clear examples, numbers and quotes.
2. To get the story, an interview should be conducted and all relevant information to demonstrate impact gathered (including photos).
3. When interviewing the person, explain you are from UN-Habitat/GFCP and ask if you can write about them and take photographs. There is a consent form that should be signed.
4. Identify the number of beneficiaries, source of funding (donors are very important) and timelines. It is advisable to use a quote from an UN-Habitat official and/or Government official.
5. When in workshops and meetings, find a participant with an interesting history or background and interview them – and start the story off with them. Don't forget to get a good photo – preferably the person outside (where the light is better) doing something interesting.
6. Take notes – Ensure you have checked the spelling of the interviewees' name, age, where from etc.
7. Keep the story under 600 words and make the opening paragraph and headline compelling and punchy.
8. Include details of the challenges being overcome and the scale of UN-Habitat's work in the city.
9. Publish on the UN-Habitat website as soon as possible or send to UN-Habitat Press and Media Unit for publishing on the corporate website asap
10. Suggest Facebook, Twitter, LinkedIn and Instagram text/captions to accompany the story and also who should be tagged.

### **HUMAN INTEREST STORY TEMPLATE**

This is a general framework that could be useful to follow. It is by no means static and can be used as a reference when drafting a Human-Interest Story.

#### **INTRODUCTION [100 words]**

- Set the scene – describe sights
- Start with a quote for the reader to get to know the subject
- Move from focusing on the subject to a more macro take on the problem.

**ISSUE [200 words]**

- What is/was the situation before the project?
- Paint picture using subject's words
- Back up subject's narrative with statistics and figures

**ACTION [200 words]**

- What has been implemented in the project? Use staff quote.
- Describe the project itself and key players involved and how they contributed (be aware they are not the subject, so keep it short).

**IMPACT [200 words]**

- What has changed for your subject as a result of the project?
- Capture emotion, share quotes of news/stories from the subject.
- Ensure that the role of UN-Habitat and partners is clear. Impact should be a direct result of the action described previously.

**CONCLUSION [100 words]**

- Could be helpful to return to opening quote to demonstrate how things have improved.
- Include a powerful or inspiring quote.
- Could alternatively take a big-picture approach and discuss what the SDGs and NUA are working toward.

**WEB STORY EXAMPLE**

<b>Day and time</b>	<b>Post</b>	<b>Attachment</b>
<i>Example: 01 June 2020; morning</i>	<i>Example: 30 countries, 4 cities, 30 projects. The Technical Centre for Disaster Risk Management Sustainability and Urban Resilience is rolling out its innovative CityRAP methodology in XXX. DiMSUR supports resilience planning and the development of RFAs in different municipalities through the provision of technical support and training of trainers on implementing CityRAP. We are conducting workshops in Chokwe</i>	<i>Add a good quality photo/graph/ video/ link</i>

	<p><i>(Mozambique), Zomba (Malawi), Moroni (Comoros) and Bissau (Guinea Bissau). We are working with National Governments, City Authorities, OXFAM and communities to deliver high-quality, innovative and interactive training courses to help build and strengthen capacities of both communities and decision-makers in disaster risk management, climate change adaptation and urban resilience. To find out more about the CityRAP methodology and the work of the DiMSUR, go to <a href="http://www.dimsur.org">www.dimsur.org</a>!</i></p>	
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## 2. Submitting the story

The story must be submitted with compelling photographs from the project, city or community for each news story. It must include vivid photos telling the story of the project in the field: This means 2 – 4 high quality photographs showing a range of shots including close ups of beneficiaries and wider shots contextualizing the intervention (with people in the photos) that tell the story of this project and how it has changed people’s lives.

- Save/name each photograph jpeg file as: Yearmonthday\_UNHabitat\_Project name\_location  
e.g. 2 x images taken on 25 July 2020 must be filed as:  
[20200725\\_UNHabitat\\_BlockByBlock\\_Afghanistan1](#)  
[20200725\\_UNHabitat\\_BlockByBlock\\_Afghanistan2](#)
- Each photo needs a caption in the present tense: with names of people in the shot, basic project description/context, location and date (in UN style: 20 August 2020).
- Include photographer’s name in the UN style: [UN-Habitat/2019/photographer’s name].
- Embed the caption in the photographs metadata if you can (see UN-Habitat photo stylesheet) or submit the captions below the story in the same file and we will embed captions at Nairobi office.
- Please do not insert the photos in the word document – they should be attached to the email separately as high-resolution jpegs.

## 3. Suggested social media text

Facebook, twitter and Instagram text with partner handles:

- These can be submitted in the same doc.x file as the story
- Please include partner handles for each channel – indicated who should be tagged – project funders / beneficiary groups.

Please send your story (with captions and social media text) and photos as attachments in an email with:

Email Subject line: **Draft webstory + name of project and location:**

To: Susannah Price: [susannah.price@un.org](mailto:susannah.price@un.org)

CC: [tom.osanjo@un.org](mailto:tom.osanjo@un.org)

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## ANNEX C - GUIDELINES ON SUBMITTING PHOTOGRAPHS

UN-Habitat needs compelling and vivid photographs showing the impact of our work around the world. This means avoiding shots of people sitting in meetings. Instead submit images of beneficiaries that express self-reliance and progress. It's important to show UN-Habitat's work as a collaborative process between beneficiaries, local and national governments and the international community. We need:

- 2 – 4 high quality photographs showing a range of shots including: close ups of beneficiaries and wider shots contextualizing the intervention with people in the shot. As a series these should tell the story of the intervention in the field.
- Save/name each photograph jpeg file as: Yearmonthday\_UNHabitat\_Project name\_location [UN-Habitat/photographer's\_First name\_Surname]  
e.g. 2 x images taken on 25 July 2020 are filed:
- 20200725\_UNHabitat\_BlockByBlock\_Afghanistan1\_[UN-Habitat/John Brown].jpeg
- 20200725\_UNHabitat\_BlockByBlock\_Afghanistan2\_[UN-Habitat/John Brown].jpeg

Photographs must be relevant and follow UN ethical standards with appropriate captions and credit.

Photos for the platform must be high quality and resolution and should:

- show people, not just buildings
- capture people engaged in an activity, not staring into the camera
- respect the dignity of people depicted in the photo
- have the right gender balance engaged in activities
- be relevant to UN-Habitat's brand
- illustrate the story

In selecting photos:

- limit photos of conference halls, meeting rooms and people in suits
- give credit to the photographer and include the appropriate caption
- make sure you have permission for the use of the photos

### How to take good photographs:

1. Make sure your camera's date and time are set accurately as this will help with metadata.
2. Make sure your camera battery is charged and your lens is clean.
3. Do research about what it is you are photographing so that you can accurately capture the essence of the story.
4. People make a photograph interesting and shows the impact of our work better. After asking permission, shoot a variety of interesting scenes while you are there. Do not have

groups of people in all the shots, for variety also shoot action shots with individuals or only two people in the shot.

5. Get pictures of people doing something – action shots really work. They are key for modern web stories and social media.
6. Do not rush taking the photos. If necessary, ask the participants to re-enact some of how the story unfolded, because you may only be in that remote location for a few hours.
7. Take a number of photos in a row, this gives you options to select from, and avoids one single shot with people’s eyes closed.
8. Take a notebook and note down people’s full names with correct spellings, so that you can caption the photographs accurately.
9. Move around the scene and shoot a lot from different angles’ low down, high up etc. (not only from standing height).
10. In general, each scene needs a range of shots to tell the story visually:
  - wide shots to contextualize,
  - mid shots to show who is in the story
  - and close ups to really show the details of the activity.

Include UN-Habitat staff in a couple of scenes – but please do not send in posed group photos. Instead, show UN-Habitat colleagues at work. They must be doing something (GIS measurements, consultation with the community, checking solar panels etc) and they should be wearing branded clothes.

Children are appealing and easy to shoot but should not be the sole representation of the project beneficiaries (unless it is a youth-specific project) - and you must make sure you have the parent, school or guardian’s permission (see annexed consent form).

If you must use a phone for photographs then make sure you move yourself around the scene to get a range of shots. Please shoot horizontal/landscape mode. Never zoom in on a camera phone as it gets pixelated – get closer! Phone lenses always work better in sunlight (outdoor daylight) so ask people to step outside to photograph them.

Avoid:

- Never submit photos of people eating, taking selfies, checking their phones or yawning.
- Avoid submitting photos of people sitting in meetings or giving speeches behind a podium.
- Photos of people with eyes closed are not useful so always take a few in a row (especially for shots with more than one person in the scene) to ensure at least one will be useable.

For the website and publications, high resolution is essential

- Minimum camera resolution: 12 megapixels or larger

- Photo size: minimum 28 cms/11 inches on the short side at 300 dpi resolution.
- File type: JPG between 2.5 MB and 4 MB
- Colour Space: Adobe RGB
- Images should be fully captioned. The caption should be embedded (in English) in the IPTC metadata if possible

Each photo needs a caption in the present tense with:

- Names of people in the shot (with correct spelling and titles),
- Basic project description and context, Date (in UN style: 20 August 2020), Location and country.
- Please include credit. This must always be in UN style: [UN-Habitat/photographer's first name surname], e.g [UN-Habitat/Julius Mwelu]
- Maimunah Mohd Sharif, UN-Habitat Executive Director (left), and Martha Delgado Peralta, UN-Habitat Assembly President, share a moment outside the headquarters of the United Nations in Nairobi during the High-Level Political Forum. 17 July 2020, Nairobi, Kenya. [UN-Habitat/Daisy Sisulu]

**Metadata (if possible):**

- To save us time please embed the caption and credit in the photograph metadata if you can. If you can't embed metadata please let us know and submit the captions and credit below the story or in the email and we will embed captions at the Nairobi HQ office.
- Please do not insert photos in a word document – they must be attached to an email separately as high-resolution jpegs or sent as jpeg files via WeTransfer.

Please send your photos as attachments in an email or as jpegs in a WeTransfer link with:

Email Subject line: **Field Photos + name of project and location:**

To: [Susannah.price@un.org](mailto:Susannah.price@un.org)

CC: [Julius.mwelu@un.org](mailto:Julius.mwelu@un.org)

**Copyright:**

UN-Habitat retains copyright entitlements to all photographs submitted to it. If any photo is from a photographer hired by a regional office / unit for a specific assignment, please ensure their signed contract includes the full "General Conditions of Contracts" document that all UN-Habitat interns/contractors/affiliates sign. Within this is the standard UN copyright clause: Clause 3 "Title Rights, Copyrights, Patents and other Propriety Rights" permitting UN-Habitat to use their work.

The United Nations and its agencies are expected to show exemplary compliance with international copyright law. This means it is illegal to lift photos or graphics from magazines, books or web pages without written permission (and often this entails payment). Any photo that is unattributed and used without consent is illegal and risks the organization facing legal action. **If we have not received written permission to use a picture or if we have not paid for it, it is illegal for us to use it in any way whatsoever.**

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## ANNEX D – MULTIMEDIA RELEASE AND CONSENT FORM



### MULTIMEDIA PARTICIPANT

### RELEASE AND CONSENT FORM

### UN-Habitat (United Nations Human Settlements Programme) & UNITED NATIONS

#### MULTIMEDIA PHOTO & VIDEO SUBJECT RELEASE FORM (This is not a release for commercial use)

By signing this release form, I hereby grant UN-Habitat and the **United Nations Secretariat** the right to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, the information I have provided, including photographs, video and audio footage taken of me, my name, statement and any other information I have provided for use.

The entire copyright of this multimedia work will belong to UN-Habitat, and will be used for the promotion of sustainable urbanization and the work of UN-Habitat. This UN-Habitat copyright extends to all existing media and future media in all territories. Upon completion of the project I am aware that multimedia materials may be used whole or in parts in web stories, printed publications, broadcast on television, shared on social media and/or published permanently on the internet. I am aware that the photographs, audio and video footage taken of me will be stored as an archive. I understand the audio and video footage recorded will be edited down, and UN-Habitat is under no obligation to include me in final versions of films or stories.

I release UN-Habitat from all liability and any claims I may have arising out of the use and publication of this material

The photographs / video footage containing my likeness were taken on (date)

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in the (location including town/country)

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by (photographer's & videographer's name)

---

I further confirm that these images are a true likeness of me and the images were taken with my knowledge and consent.

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Name of Subject	Age	Date	Signature
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Address and mobile number

**IF SUBJECT IS A CHILD UNDER 18 YEARS OF AGE:**

I confirm that I am the legal guardian of the child named above and therefore may grant permission for this subject release on behalf of the child:

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Name of Legal Guardian / Relationship to Child	Date	Signature of Guardian
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Name of Witness/ Organization Affiliation	Date	Witness Signature
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## ANNEX E - SOCIAL MEDIA GUIDELINES

### Overview

Social media is a crucial communication tool used by organizations around the world to highlight their work, their partnerships and mandate and to exchange directly with audiences. Social media refers to internet-based platforms that allow interaction with others online including Facebook, Twitter, Instagram, LinkedIn, YouTube, Weibo etc. Social media has a huge potential audience with Facebook having over 2.4 billion monthly active users and Twitter over 330 million.

### Which channel to use?

It is important to look at each social media channel's characteristic, its strengths and main audience to decide which channel to use. Twitter, where tweets are limited to 280 characters but most are far shorter, is often used for sharing latest news and quick updates whereas Facebook can feature longer stories about beneficiaries. UN-Habitat has several accounts including in various languages. Key accounts include:

- UN-Habitat corporate social media Twitter: @UNHABITAT Facebook: @UNHABITAT Instagram: @unhabitat
- Executive Director's social media: Twitter: @MaimunahSharif Facebook: @UNHabitatMaimunah Instagram: maimunahsharif
- Spell check all posts by drafting the post in word processing software like Word and transferring.
- Use plain, direct language to concisely explain the positive impact of a story, which can link to a relevant piece on the corporate website ([www.unhabitat.org](http://www.unhabitat.org)) and clearly reflect UN-Habitat's role.
- It is recommended that when submitting a story for the corporate website, you draft related social media posts to send at the same time.
- Credit people/accounts for their intellectual property.

### Reputational risk

Social media can be a legal minefield in terms of copyright liability or re-sharing politically risky content which could open the organization up to spammers, trolls and negative publicity campaigns. A poorly worded tweet or incorrectly phrased Facebook reply can go viral and cause significant reputational damage.

This means the language used, photo choice, infographics and video content of every social media post must be edited and approved by another colleague before it is posted.

If any photo, video or link to a webstory or article or infographics is not fact checked or peer reviewed it should not be used. Accuracy and quality are the priorities rather than speed or quantity.

## **Content and style**

- Messaging needs to be consistent, effective and positive. Our social media should be consistent across our platforms featuring a formal, friendly and energetic voice.
- Social media posts need to be interesting and easy to understand. They should not contain jargon, UN or urban planning acronyms and as far as possible given space restrictions, spell out acronyms and avoid UN specific terms.
- Posts should not use SMS language, textspeak or similar abbreviated language (txt spk) – and follow UN language and style (English spelling, no honorifics etc).

## **Using photos and videos**

Posts including images and videos often get more likes and views and are more likely to be shared. Video is currently seen as the most engaging content on social media.

- Use vivid, copyright cleared photographs or compelling, short (2 minutes or under) videos to show the work of UN-Habitat in the field. Videos with subtitles do very well.
- Video can be uploaded directly to the platform rather than posting a link so it will autoplay as people land on it while going through their feed. This leads to increased reach, engagement and exposure.

However, they can be linked to UN-Habitat's YouTube account.

- Do not use boring shots of people shaking hands or group shots of people at the end of a meeting. A photo of the city where the workshop is taking place or the community the meeting will impact is preferable. If you must show the workshop use an "action shot" of the workshop participants doing something interesting such as creating a map or looking at a water treatment system.
- Don't rush to be the first to put out live content of an event. It is worth waiting to put out messaging that showcases the best features of the event with strong pictures and quotes.
- Do not flood your primary account with event updates. Instead curate event highlights and rely on live tweeting through the UN-Habitat Live account.
- Put in a request for access to the UN-Habitat Live account for event coverage two weeks before an event for a smooth handover.

## **Tagging**

Tag and publicly acknowledge UN-Habitat project partners and donors when mentioning projects.

Research the correct tags, bearing in mind some organizations have different tags for different platforms. Avoid tagging or @ mentioning people, Member States or partners who are not part of the project being posted about. This can seem opportunistic or creating spam.

## **Emojis and hashtags**

Use emojis very sparingly – they give some personality to a post but may not be suitable for posting as UN-Habitat.

Use hashtags strategically. #urbanresilience #DiMSUR #CityRAP hashtag should be added to all tweets related to the Programme, in order to build a repository of tweets following one particular hashtag. #Hashtags should be used when tweeting about a UN-Habitat event/conference using the official hashtag (e.g. #WUF11, #UrbanOctober). Avoid long hashtags.

### **Event Coverage/Live tweeting**

Use the UN-Habitat Live Twitter account [https:// twitter.com/UNHABITAT\\_Live](https://twitter.com/UNHABITAT_Live) to post numerous posts about an event or conference to avoid cluttering the main corporate channels and losing followers

### **Privacy**

Respect the privacy rights of colleagues, partners and beneficiaries, particularly when posting photos and videos from the field. Do not post information or images of beneficiaries, partners or colleagues without their permission. (The Photo consent form is in the Photo Guidelines).

### **Monitoring**

UN-Habitat needs to be proactive in listening and responding to questions, opinions and comments from the online community in a timely fashion. Social media channels are interactive platforms and we should respond to any queries in a friendly professional tone. A staff member needs to regularly monitor and respond to comments and this should be prioritized during peak campaign moments and big news events that could impact UN-Habitat's work or reputation.

- Prioritize monitoring influential accounts such as celebrities, journalists and digital influencers or where comments are more visible: e.g. Facebook comments over Twitter mentions.
- Direct messages are important as a key contact may use them to get in touch, but one can turn off Facebook messages to reduce the message volume burden.
- Use admin initials to sign off after responding to messaging for accountability within the team e.g. Thank you for your interest in this project. ^IM^.
- When possible, answer genuine questions with links to helpful information but it is not necessary to respond to every question or comment.
- Monitoring can pinpoint potential risks to UN-Habitat, the communities we work with and partners. Flag any unusual activity, allegations, criticism or comments which may put UN-Habitat's reputation at risk. Any threats or concerning comments that relate to security or the security of staff members or United Nations property should be reported immediately.

### **Deleting vs hiding**

On Facebook, if a comment or post is borderline but deleting it would be noted by the individual/s and further embolden/enrage them to comment more, consider hiding it. This way it will still be visible to the person who posted it and their friends but not to anyone else.

### **Trolls and bots**

Internet trolls are people who post inflammatory or off-topic messages - often with the aim of eliciting emotional responses.

- Don't feed them - they're often just looking for a reaction.
- Set up filters in Instagram and Facebook to ban profanity, automated bots and hateful messages.
- If there are a few comments, avoid one on one replies and consider doing one general comment stating UN-Habitat's position.
- Bots are automated accounts which perform simple and repetitive tasks that would be time-consuming, mundane or impossible for a human to perform.

### **Policy on page moderation**

Where the social media platform allows, please add notes about the how UN-Habitat intends to moderate the page. On Facebook this should go on the "About" section under "General Information".

### **Our policy**

The UN-Habitat Facebook page is meant to be an engaging and learning environment for those interested in urban issues to share ideas and to discuss UN-Habitat's work and sustainable urbanization initiatives worldwide. As a UN organization our work is grounded in human rights. We support freedom of expression and encourage open discussion but this should also be a safe place for everyone to participate, free from harmful messages. We try to monitor all Facebook posts and please understand that we reserve the right to remove postings and photos that:

1. Are libellous, profane, defamatory, disparaging, hateful, harassing, threatening, or obscene;
2. Violate another's copyright or intellectual property;
3. Condone or promotes illegal activity;
4. Are fraudulent, deceptive or misleading;
5. Are otherwise sexual or offensive graphically or in tone;
6. Contain spam or are intended to cause technical disruptions to this page;
7. Are off topic;
8. Violate any local, state, federal, and/ or international laws or regulations.

Please note that UN-Habitat does not endorse any opinions on this page not specifically posted by us. Additionally, UN-Habitat is not responsible for the accuracy of the claims, information, advice or comments posted visitors of the page. UN-Habitat strongly encourages visitors to this page or those engaging with our content to respect fellow community members and to follow Facebook's Terms of Service. Anyone repeatedly posting material that falls into the above categories will be removed and/or banned from participating on this page.

### **Guide for regional accounts**

- UN-Habitat social media accounts can operate only with the approval of the Communications Section and relevant managers, and are subject to review, alteration, and deletion.
- Unapproved accounts, including accounts that generate confusion or promote individual work without clear coherence and connection with UN-Habitat will not be allowed
- Usernames must be approved by the Communications Section and should only spell UN-Habitat as UN-Habitat or UNHABITAT.
- UN-Habitat should never be registered as a "Non-governmental organization." It should be registered as an "International Organization," or "Organization".
- If you make a mistake online please delete and alert the Communications Section for support.

### **Guidelines for staff personal social media**

A staff member's activity on personal social media, even when unrelated to official duties, may reflect on UN-Habitat and expose the United Nations to reputational risk. Even if a disclaimer is added, such as "views expressed are my own", a staff member's behavior on social media must confirm to the impartiality and conduct required from an international civil servant. Any digital content posted or actions taken online (even in a limited community social media space) may be copied by others and reshared with the world. All online activities create a permanent record. Deleted content can be searched for and located.

Do not use a professional email address to set up personal social media accounts. Respect the privacy of colleagues, partners and beneficiaries, particularly when posting photos and videos. The use of the name and emblem of the United Nations to further personal or third-party interests is prohibited

Be aware that sharing and liking posts from other accounts could be interpreted as an endorsement of the facts and opinions these posts represent. If you're not sure about whether their social media activity is consistent with your obligations as an international civil servant, consult your supervisor or the UN-Habitat Communication Section. Always read over before posting to check the post is grammatically correct, properly spelt and could not be interpreted in any misleading way.

### TWITTER TEMPLATE

Day and time	Tweet	Attachment
<i>Example: 01 June 2020; 9am</i>	<i>Example: Implemented in 30 cities across Africa, the City RAP Tool enables communities to understand and plan actions aimed at reducing risk and building resilience #CityRAP #SDGs #Resilience #DiMSUR</i>	<i>Add a good quality photo/ graph/ video/ link</i>

### LINKEDIN TEMPLATE

Day and time	Post	Attachment
<i>Example: 01 June 2020; afternoon</i>	<i>Example: CityRAP Tool is used for training city managers and municipal technicians in small to intermediate sized cities in sub-Saharan Africa. It enables communities to understand and plan actions aimed at reducing risk and building resilience through the development of a Resilience Framework for Action. Join us at XXX to find out more and download our CityRAP Tool here [LINK]!</i>	<i>Add a good quality photo/ graph/ video/ link</i>

### FACEBOOK TEMPLATE

Day and time	Post	Attachment
<i>Example: 01 June 2020; morning</i>	<i>Example: How can you strengthen communities and decision makers to build more resilient cities?  CityRAP Tool is used for training city managers and municipal technicians in small to intermediate sized cities in sub-Saharan Africa. It enables the delivery of high-quality, innovative and interactive training courses to help build and strengthen capacities of both communities and decision-makers in disaster risk management, climate change adaptation and urban resilience. Join us at XXX to find out more and download our CityRAP Tool here [LINK]!</i>	<i>Add a good quality photo/ graph/ video/ link</i>