

Humanitarian Communications

UAct: Scouts in Humanitarian Response for Ukraine

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Our agenda



Regional Communications Plan



UAct Visibility & Branding



Storytelling



Humanitarian Photography



Social Media



Traditional Media

What you'll learn

You'll learn how to talk about your project's achievements by seizing communication/storytelling opportunities.

You'll learn about elements that make up an impactful story and learn to focus on these areas.

You'll learn how to effectively give visibility to the WOSM and UNICEF partnership.

You'll learn how to take a picture that speaks a thousand words.



Regional Communications Plan

Global dates

August	September	October	November	December
World Humanitarian Day (19 Aug)	International Day of Peace (21 Sep)	JOTA-JOTI (14-16 Oct)	Universal Children's Day (20 Nov)	International Volunteer Day (5 Dec)

- Impact / success story idea
- Regional campaign & photo gathering
- Social media posts
- Youth voices – video from a Scout talking about his/her experience
- Photos from Summer Camps
- Quotes and short interviews with Ukrainian children & youth in Summer Camps

A photograph of three women engaged in a discussion at what appears to be a UNICEF event. The woman on the left is wearing a light blue t-shirt with the UNICEF logo and the text 'for every child'. The woman in the center is wearing a grey jacket with 'UNICEF' on the sleeve and a blue lanyard with a badge. The woman on the right is wearing a black t-shirt with the UNICEF logo and the word 'unicef' in white. The background is slightly blurred, showing other people and event materials.

UAct Project Visibility & Branding

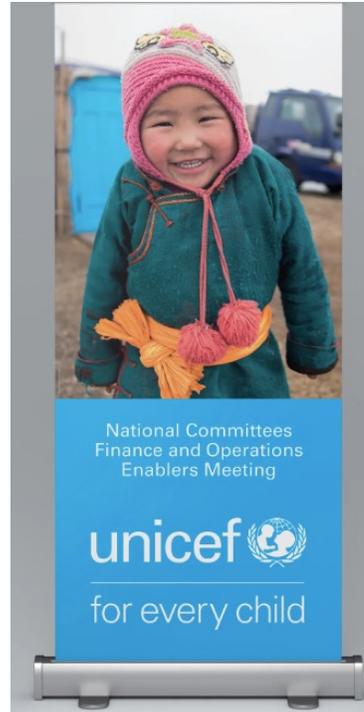
Partnership Visibility

Why?	When?
<ul style="list-style-type: none">• Gives recognition to the partner who is granting us the funds• Clarifies to third parties and the general public who is the donor for the project• Gives us credibility and professionalism, when used correctly• Encourages UNICEF to showcase the partnership more, giving us visibility in return	<ul style="list-style-type: none">• Anytime we publicly speak of or write about the project (i.e. media interview, social media posts, public speaking at event..)• Anytime we charge items/printing to the project budget• Anywhere our project is taking place the partnership should be visible (i.e. refugee centres etc.)

Branding guidance

- Use “UNICEF | For every child” logos
- Tag UNICEF Europe & Centra Asia account in social media posts
- Use “ECARO/PCA20225620 being funded by UNICEF” in reports
- Always co-brand (WOSM & UNICEF) logo on items i.e. posters, banners, roll-ups, clothing & merchandise
- All logos must be the same size

Let's take a look



EVERY CHILD'S RIGHT TO SURVIVE: AN AGENDA TO END PNEUMONIA DEATHS



Save the Children  unicef  for every child 

 Teleperformance for unicef 

Teleperformance supports UNICEF to achieve a brighter tomorrow.

UNICEF does not endorse any company, brand, product or service.



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PROTECT YOURSELF FROM COVID-19

GET VACCINATED FOR YOUR COMMUNITY, YOUR FAMILY, YOURSELF AND OUR CHILDREN'S FUTURE.

#BackToSchool and #SaveOurFuture

BACK TO SCHOOL
EKKALAAMU TERIMBA





Get vaccinated.

Supported by:

 World Health Organization  



Storytelling



What is storytelling?

Storytelling is the interactive art of using words and images to reveal the elements of a story, while encouraging the listener's imagination.

By simply telling a story, we can get others to experience the same thing that we have experienced when we allow the listener to build:

- Thoughts and ideas
- Imagination
- Emotions

Who are we trying to reach?

External Audience

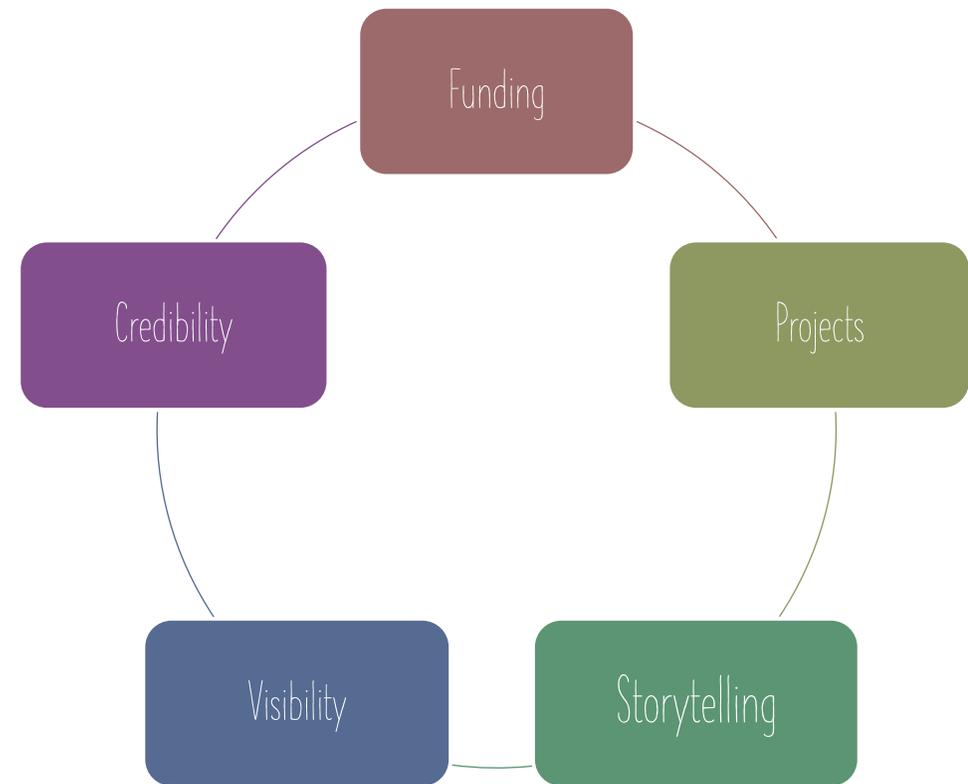
- General public
- Governments
- Media
- NGOs
- Partners & donor
- Affected community
- Local community

Internal Audience

- NSO & volunteers
- Scouts
- Families of Scouts
- Regional Support Centre
- Global Support Centre

Why is storytelling important?

- Amplifies the positive impact of Scouting on young people
- Supports advocacy efforts
- Aids in fundraising
- Inspires more young people
- Contributes to growth & retention
- Gives credibility
- Informs and motivates our Movement



What elements make a story impactful?



Context



Youth/child
focused



Impact



Quotes



Images



Figures



Context

- Imagine you are painting a full picture for the listener to understand the situation
- Usually part of your introduction in the story
- Who, What, When, Where, How?
- Explain the issue in the community that you are addressing (you may use data about the issue if available)
- Explain the motivations behind the actions

The Pie Filling

This is the body of the story where we speak more in depth with details and cover the following:

- **Logistics:** when and how you executed the project, what was a regular day like?
- **Figures:** how many people were involved? How many people benefited?
- **Impact:** what improvements did you notice after your intervention? What feedback did you get? Were these actions replicated in other areas or among other Scout groups? What difference did your efforts make?

Wrapping up

Every story has its ending, and it's up to the storyteller to choose what ideas, lessons and final thoughts they want the listener /reader to leave with. Your ending should usually include:

- Reflections: skills learned? Proudest moment?
- Future plans: will this be ongoing? Replicated? Any plans to scale-up the actions? Sustainability?
- Message to others: why should young people be active citizens? Any advice you want to give from your own experience?

Interview questions

What would you like young people to learn from your project?

What does being a humanitarian mean to you?

What made you realize you made a difference?

What keeps you motivated?

How has your Scouting experience help you in these actions?

What have you learned about yourself in this experience?

What new skills did you learn in this project?

Interview answers

Make it personal

Scouting values

Sustainability

Better world

Scouting's impact

Personal growth

Inspire others

A woman with long hair, wearing a black jacket, is seated at a stone table outdoors, working on a laptop. She is looking down at the screen. In front of her are several sheets of paper and a blue water bottle. To her right, another person in a brown jacket is leaning over the table, also working. In the background, other people are visible, some wearing face masks, suggesting an outdoor public event or market. The scene is set against a stone wall and a red tent in the distance.

Humanitarian Photography

Photography ethics

01

Ask for permission from people you will photograph and explain where the photo could be used.

02

When there are children under 18 years old, you must ask their parent/guardian or adult responsible for them at the time.

03

Always be clear that you may use these photos to talk about your project publicly including on social media.

04

Respect the wishes of those who refuse to be in your photo.

Photography expectations

Establish a relationship before taking photos

The dignity and rights of every person must be respected and reflected

Be honest and truthful in your photography

Take solution-oriented images that show the services being given (Scouts in action)

Take images that portray show emotion

Images should reflect Scouts and UNICEF visibility (Scout scarf & uniform, logo etc.)
Do not force it into your photo

Storytelling in photos





Establishing shot

- Gives context & clarity
- Usually a wide shot

Action Shot

- Shows youth in action
- Reflects your project and activities
- Take as many as possible of all your activities for the duration of the project



Portrait

- Focuses on one subject
- Captures emotion
- Background shows some context



Social Media



Maximise your channels

- Post something from the project each week with a photo - a success, new activity, Ukrainians in summer camps
- Mention UNICEF support and tag UNICEF ECA account
- Keep it focused on youth
- Encourage Scout volunteers to record videos for social media (reporter style, or speaking to camera)
- Use Instagram stories as well as posts
- A highlight from your weekly reporting could be turned into a post
- Identify a photographer you can work with

Best practices

Scouting In Europe Retweeted

UNICEF Europe C.Asia
@UNICEF_ECA

“Thanks to volunteering I've realized what I want to do in my life - it's volunteer management,” says Piotr, young scout, who supports #Ukrainian refugees at Blue Dot in Krakow.

On #WorldYouthSkillsDay, let's celebrate young people who are making positive change like Piotr.



Scouting in Europe

June 25 at 9:01 PM · 🌐

Today listen to Petros, a #Scout from Greece who participated in the Power of Human Rights Education project 📺

By combining formal, informal & non-formal education young people can be empowered to make a real impact on local, national and international communities 🌱🌐

The project is implemented in the framework of the Youth Campaign #democracyherenow of Youth Department - Council of Europe and supported by the European Youth Foundation #eyfcoe



July 8 at 5:01 PM · 🌐

Scouts from Poland ZHP addressed the #WorldUrbanForum on the powerful role that youth play in humanitarian response; integrating refugees into local Scouting and providing urgent support.

With UNICEF Europe & Central Asia, #Scouts in Poland are helping more than 200,000 refugees from #Ukraine get access to information, services & non-formal education. 🌱

World Urban Forum



through our partnership with UNICEF Europe & Central Asia, #Scout volunteers have already supported 550,000 people with needed support and education activities for young people. 🌱

Organizația Națională Cercetașii României





Traditional Media

Media outreach

- Make a list of media networks and contacts that could be interested to feature the activities you are doing for the Ukrainian response
- Think digital, traditional and more – i.e. magazines, newspaper, online news, radio show, television news or talk show
- Approach your media contacts, go for coffee and maintain the relationship
- Always emphasize and recognize that your activities are in partnership with UNICEF
- Appoint someone in your NSO to be a media spokesperson
- Think of global days to leverage on for media attention i.e. World Refugee Day etc.

Questions?



Thank you!

