

# MEDIA MONITORING FOR THE RED CROSS



ICRC

# WHAT IS MEDIA MONITORING?

- TRACKING NEWS ON DIFFERENT PLATFORMS - (newspaper/TV/magazines/social media)
- LOOKING AT QUANTITY AND QUALITY OF MENTIONS
- PERCEPTION TRACKING



# TOOLS



- GOOGLE ALERTS
- KEYWORD SEARCHES ON GOOGLE  
site:BBC.com/allintitle:RedCross/allinurl:RedCross/“Red Cross India”
- SOCIAL MEDIA (TWITTER and FACEBOOK)



# HOW TO REPORT YOUR MONITORING?

- DAILY MONITORING REPORT
- EVENT BASED MONITORING REPORT
- WEEKLY MONITORING REPORT
- MONTHLY MONITORING REPORT



# WHAT IS OUR LONG TERM GOAL?



## CHANGE/ENHANCE PERCEPTION

1. REACHING OUT TO THE JOURNALISTS/INFLUENCERS TO MAKE THEM AWARE OF THE RED CROSS
2. INVITING THEM TO RED CROSS PROGRAMS
3. UNDERSTAND HOW THE MEDIA WORKS



# 100 YEARS OF THE IRCS



- HOW DID THE IRCS FARED?
- WHAT WAS THE PUBLIC PERCEPTION?
- WAS THERE ANY BAD PRESS?
- AREAS OF IMPROVEMENT?



# QUESTIONS?



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