

ONLINE MEDIA AND THE RED CROSS

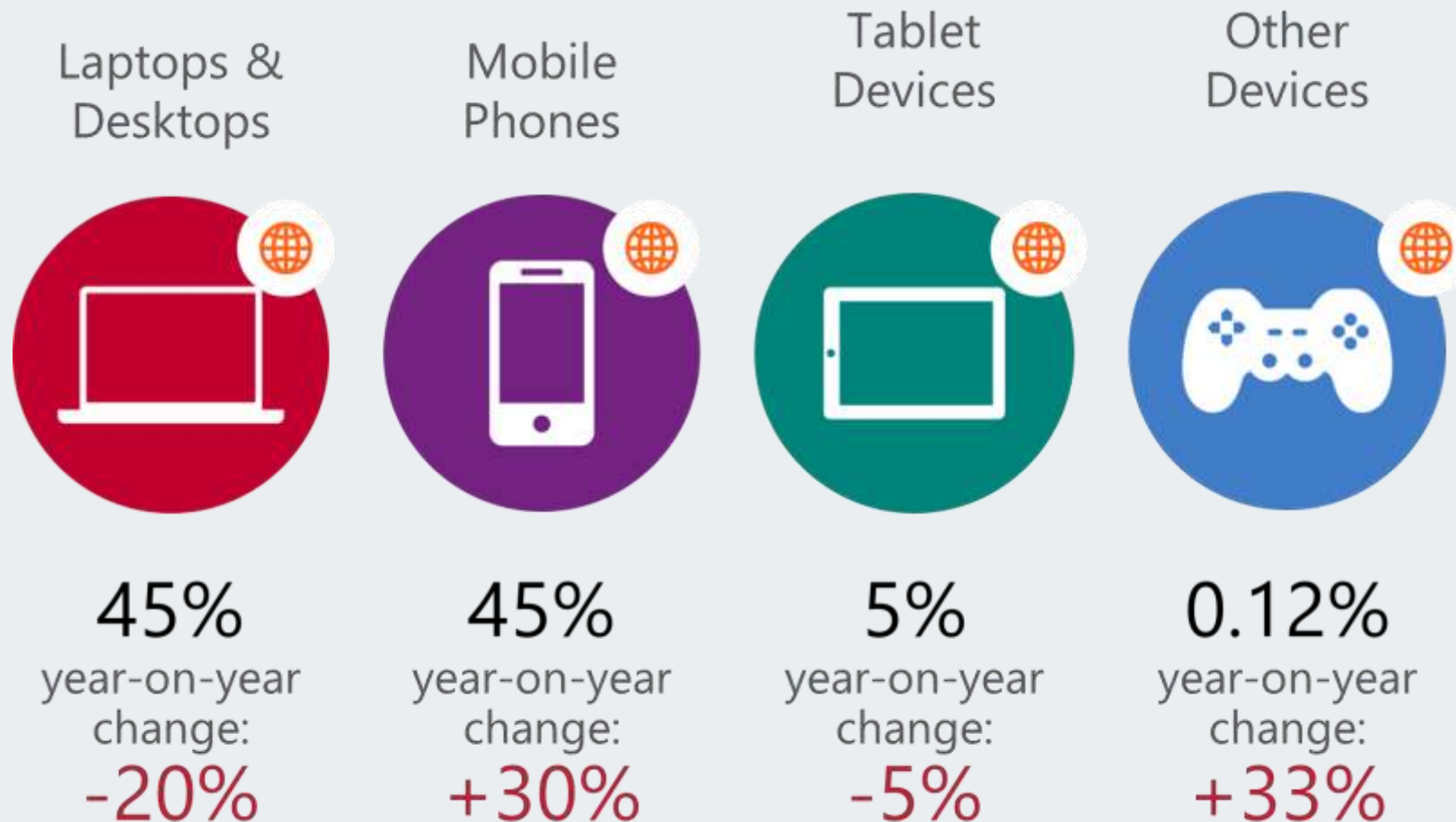


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Global Digital Snapshot



Web Traffic by Device



DIGITAL MEDIA



Free



Real-time
Updates



Short and
quick to get
information



Accessibility



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More than just Social Media

Everyone is online

- Media
- Officials
- Global General Audience
- Stakeholders
- Local General Audience



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Know your Audiences and Platforms

IDENTIFY

your audience before
planning a story

SELECT

where you want to publish
the story



Target your Content

- Web story
- Newsletters/Flyers
- Enewsletters
- Photo gallery
- Facebook post
- Tweet
- PR
- Op-Eds



Establish your Voice and Credibility

- Educate and train your audience
- Add value to the topics of the day and help people be informed
- Engage the community (two-way exchange)
- Active listening
- Respect feedback and insights.



Voice Multiplier

- Enhance the Red Cross and Red Crescent Movement's public profile
- Online communities do not distinguish based on titles, roles, and responsibilities
- Follow 'competitors' and team up with them when relevant



QUICK RESPONSE IN EMERGENCIES

Connect and amplify your messages

Your Communication tools and products are your assets

- Flyers with emergency hotline numbers
- Brochures with programme details
- Audio-visual clips on first-aid techniques
- Dos and don'ts for earthquake, cyclone, fire, accident, etc
- Testimonies of beneficiaries



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Twitter – It's what's happening

Short Informative
Timely Relevant
Fact-Based

#Trending



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When Less is More

Tell a story

#HashtagLess (use what is relevant)

Invoke Emotions

Call to action

High engagement

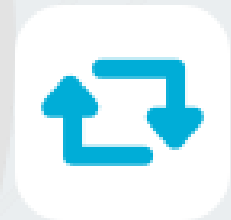
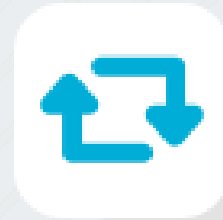


Which tweet did well and why?

Like

Retweet

Ignore



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Access to clean water is vital for displaced families in Cox's Bazar.

#Bangladesh



5:40 PM · 23 Jan 2018

4 Retweets 4 Likes



We asked Syrians what they wanted for the future.

These are some of their replies.



Roya Musawi
@roya_musawi

Ahmad received artificial limb in @ICRC_af Orthopedic center, he shows his emotion with dance after getting limbs. He come from Logar and lost his leg in a landmine. This is how his life changed and made him smile.



70
Years
of the Geneva
Conventions
75 YEARS HAVE LIVED



NEW DELHI | AUG 2019
**GENEVA CONVENTIONS – RELEVANT TODAY
MORE THAN EVER**



The 5th Commonwealth Red Cross and Red Crescent Conference on International Humanitarian Law (IHL) was a commemoration of 70 years of the Geneva Conventions as much as a forum to deliberate on building respect for IHL. At a time when the international community and humanitarian actors are struggling to meet the overwhelming needs arising from emergencies around the world, the conference held in Kigali, Rwanda, in June brought together a range of perspectives on IHL, the challenges it faces and its growing relevance today. [Read More...](#)



Women
peacekeepers
attend IHL briefing
before deployment
to DRC



Nepal: Regional
experts discuss IHL
on eve of Geneva
Conventions' 70th
anniversary



People we met at
Jean Pictet
Competition set it
apart from any
other student
experience



Nepal: Workshop
on international
humanitarian law
for university
teachers

**ONLINE
RESOURCES**

- Blog
- Latest Videos
- Twitter
- Publications
- Website
- Vacancies

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Geneva Conventions – relevant today more than ever

The 5th Commonwealth Red Cross and Red Crescent Conference on International Humanitarian Law (IHL) was a commemoration of 70 years of the Geneva Conventions as much as a forum to ...

[READ MORE](#)

Two-day IHL briefing for Naval officers
28/08/2019, About Us / Armed and Security Forces / India / International Humanitarian Law
Ninety two naval officers attended a dissemination programme on international humanitarian law (IHL) conducted by ...

Nepal: 70th Anniversary of the Geneva Conventions
25/08/2019, About Us / International Humanitarian Law / South Asia
The Geneva Conventions – one of humanity's most important accomplishments of the last century – ...

Twitter @ICRC_nd

ICRC New Delhi @ICRC_nd
Commemorating the International Day of the Disappeared in Nepal with the launch of the International Review of the Red Cross on 'The Missing'.



ICRC New Delhi @ICRC_nd · Aug 28
Ninety two naval officers attend the dissemination programme on international humanitarian law conducted by the ICRC regional delegation at Defence Services Staff College. bit.ly/2ZuJ0IT #GenevaConventions



Two-day IHL briefing for Naval officers - The ICRC in...
Ninety two naval officers attended a dissemination programme on international humanitarian law (IHL) blogs.icrc.org



You Retweeted



ICRC @ICRC · Aug 27
Getting stuck at work isn't an option.

Thanks to our drivers, we're able to reach people in need in the Democratic Republic of Congo! #TuesdayMotivation



From **Ingy Sedky**



ICRC New Delhi @ICRC_nd · Aug 22
Important for reliable and credible information to come out in media. It shapes public opinion and influences decision makers: @yahiaalibi. #EthicsOfReporting



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Thank you!



ICRC