

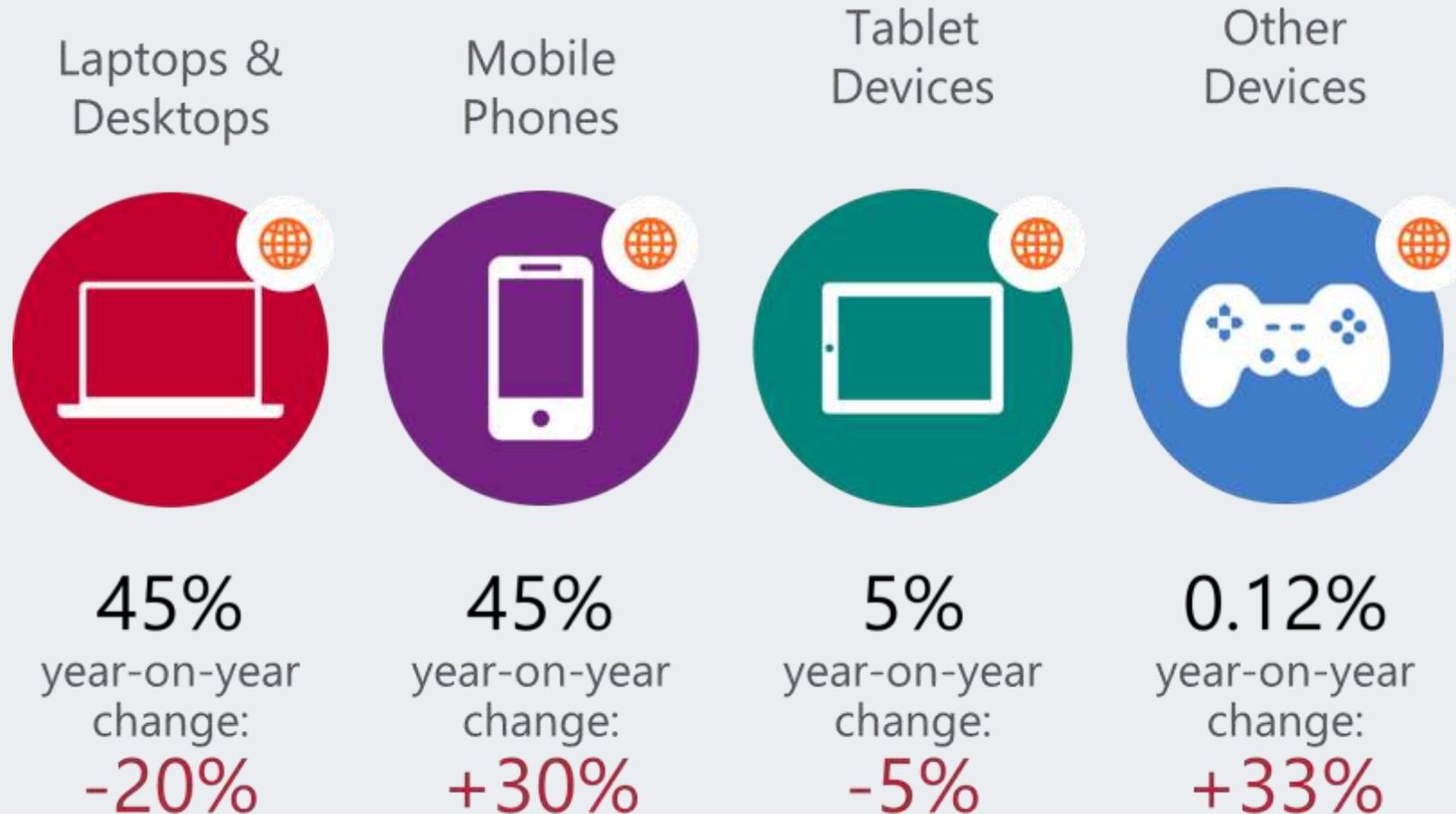
# ONLINE MEDIA AND THE RED CROSS



# Global Digital Snapshot



# Web Traffic by Device



# DIGITAL MEDIA



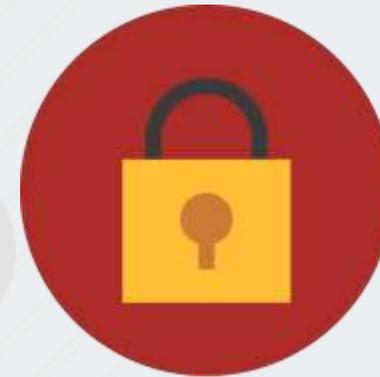
Free



Real-time  
Updates



Short and  
quick to get  
information



Accessibility



# More than just **Social Media**

Everyone is online

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



# Know your Audiences and Platforms

## IDENTIFY

your audience before  
planning a story

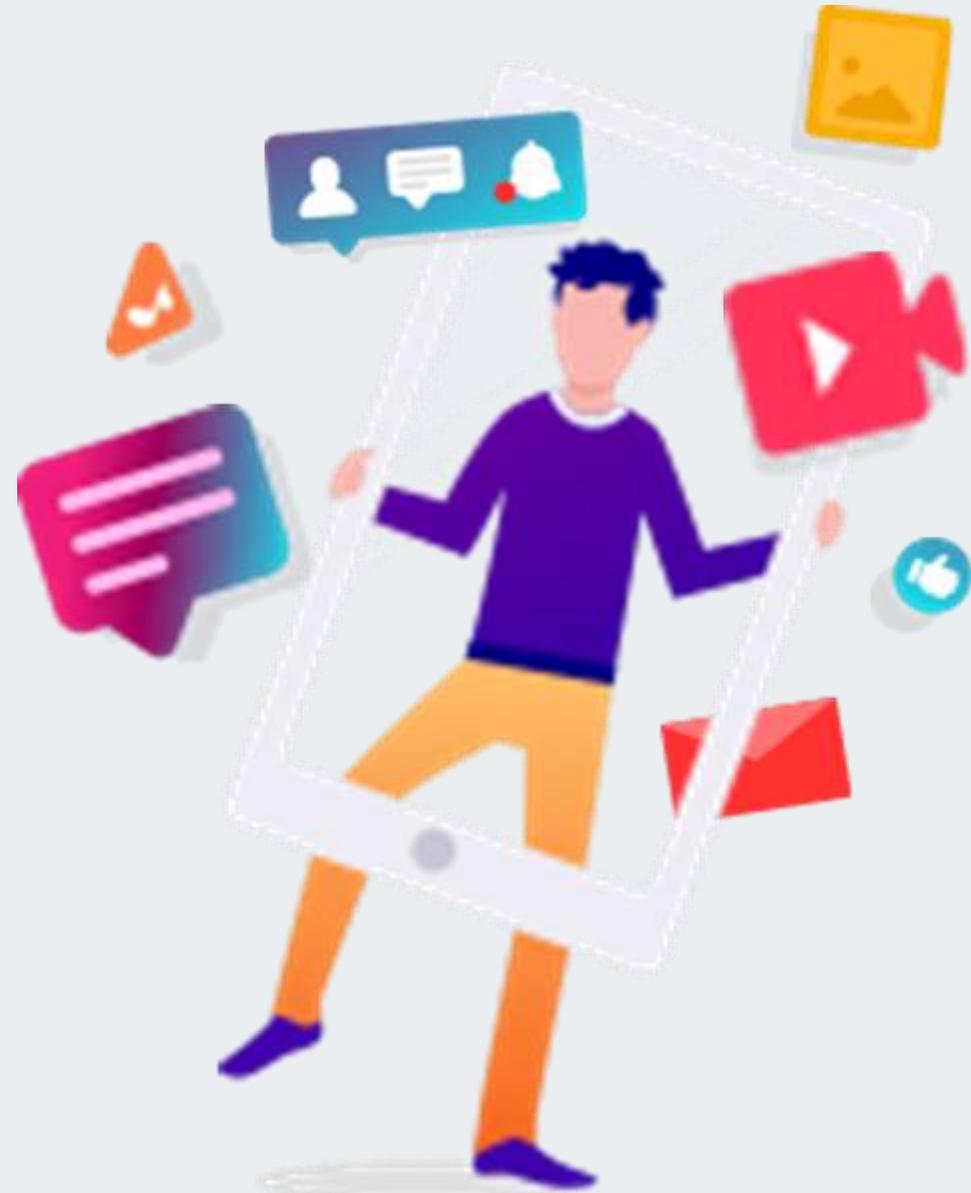
## SELECT

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



# Twitter – It's what's happening

Short      Informative  
Timely      Relevant  
Fact-Based

**#Trending**



# When Less is More

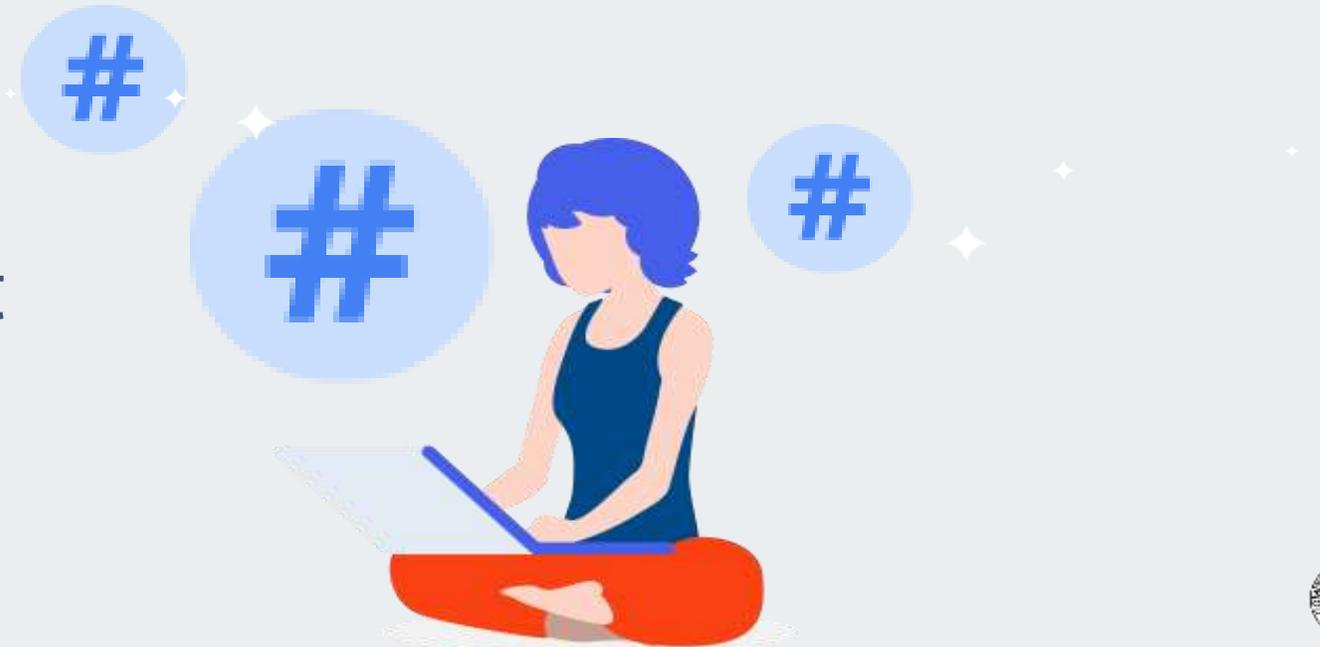
Tell a story

#HashtagLess (use what is relevant)

Invoke Emotions

Call to action

High engagement

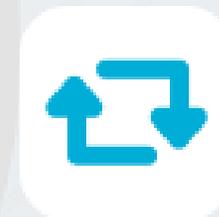
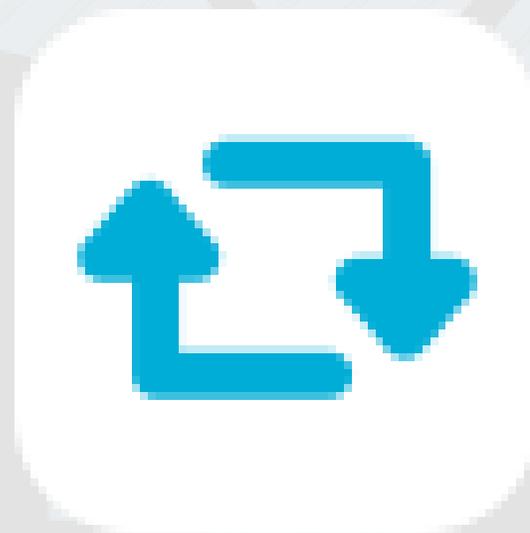
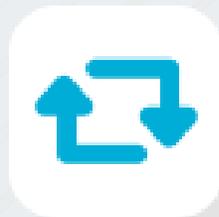


# Which tweet did well and why?

Like

Retweet

Ignore



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.



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.





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...](#)

<b>Women</b> peacekeepers attend IHL briefing before deployment to DRC	<b>Nepal: Regional</b> experts discuss IHL on eve of Geneva Conventions' 70th anniversary	<b>People we met at</b> Jean Pictet Competition set it apart from any other student experience	<b>Nepal: Workshop</b> on international humanitarian law for university teachers

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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 ...

Twitter @ICRC\_nd

**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 – ...

**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](https://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](https://blogs.icrc.org)

2 5

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**

8 63 296

**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

Thank you!



ICRC