

Strategic Aim 3

Global Shelter Cluster Meeting
Geneva, 9 October 2014

Strategic Aim 3


Increased **recognition** of the shelter and settlements sector as an essential component of the humanitarian response, through enhanced **advocacy** and **communication**.

Branding


- beyond just a logo or graphic element
- How we are perceived by external audiences
- A good brand is a well thought and strategic plan

Sheltercluster.org

The primary information portal for humanitarian shelter response



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ShelterCluster.org
Coordinating Humanitarian Shelter

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We give people the means ...

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Shelter Cluster
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Coordinating humanitarian shelter to provide people affected by large scale emergencies with the means to live in safe, dignified and appropriate shelter.

[ShelterCluster.org](https://twitter.com/ShelterCluster)

TWEETS 1,537 PHOTOS/VIDEOS 101 FOLLOWING 470 FOLLOWERS 969 FAVORITES 60 More

Tweets Tweets & replies

Pinned Tweet
Shelter Cluster @ShelterCluster · 20h
Graham Saunders Global @ShelterCluster Coordinator @Federation opens the Global Shelter Meeting #sheltertalks14

Who to follow · Refresh · View all

- UNHCR Livelihoods** @UNH...
Followed by JIPS and others
Follow
- UNICEF Philippines** @unice...
Follow



Global Shelter Cluster
ShelterCluster.org
Coordinating Humanitarian Shelter

@ShelterCluster Shelter Cluster

1,537 tweets 470 following 969 followers 26 listed

Joined Twitter on November 29, 2009 as user #93417127

Coordinating humanitarian shelter to provide people affected by large scale emergencies with the means to live in safe, dignified and appropriate shelter.


<https://t.co/WPOUbSTbC3> 2.06 followers/following 27 listed/1,000 followers

1,214 tweets from October 08, 2013 to October 09, 2014

3.31 tweets per day

 **393** retweets 32% of tweets

849 user mentions 0.70 per tweet

 **378** replies 31% of tweets

491 links 0.40 per tweet

1,115 hashtags 0.92 per tweet






242 tweets retweeted 19.9% of tweets a total of **604** times 2.50 per retweeted tweet

153 tweets favorited 12.6% of tweets a total of **220** times 1.44 per favorited tweet



Mentions

@ Users most mentioned

	@ShelterCluster	44
	@IOM_news	27
	@reliefweb	24
	@OCHAAsiaPac	21
	@eu_echo	15

	@Refugees	33
	@Federation	25
	@UNOCHA	22
	@OCHAPhilippines	16
	@REACH_info	13

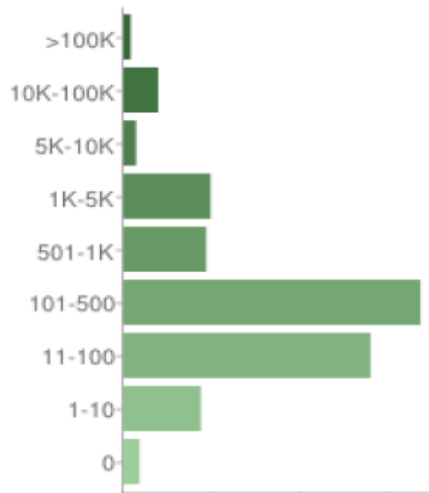


Potential Reach

11,641,630 followers
People following @sheltercluster's followers










of followers

Distribution of followers by their number of followers



Top # of followers

Followers with the highest number of followers

	@hootsuite	6,191,555
	@Refugees	1,613,862
	@nonprofitorgs	719,103
	@philredcross	442,058
	@Pla_voluntario	391,665
	@democracynow	335,525
	@SocialBro	158,685
	@BritishRedCross	111,811
	@bestbooks2read	89,103

The # symbol called a hashtag is used to mark keywords or topics in a Tweet
#sheltertalks14

Top hashtags

Hashtags most often used in profile bios



#humanitarian 9 #resilience 5
using 4 #innovation 4 #refugees 3
ommisaid 3 #opendata 3 #tea 3
#disasterresponse 3 #urban 3

Top keywords

Keywords most often used in profile bios



humanitarian 124 disaster 59 views 56
international 54 tweets 52
development 43 working 34 about 33
people 32 social 30

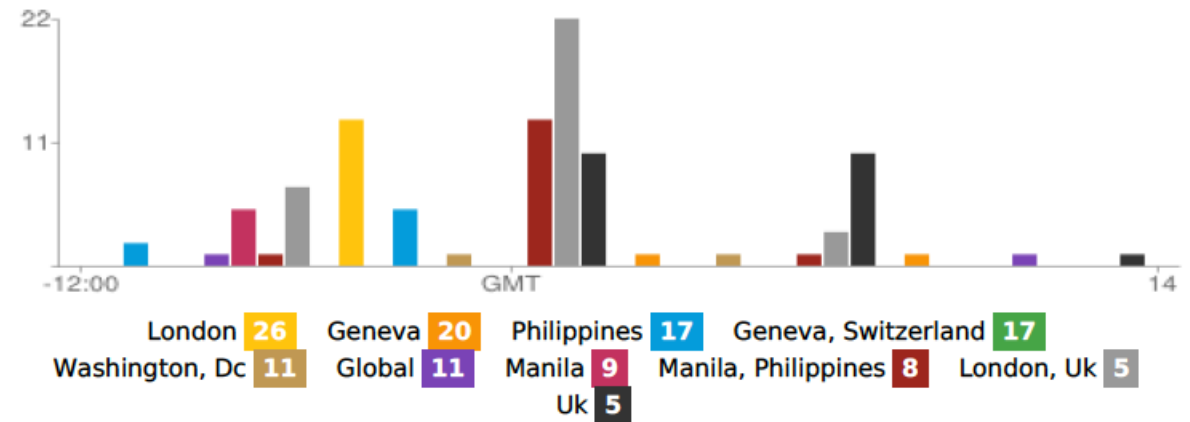
68.3% provide their location

No location can be a sign of a fake/inactive account



Time zones & top locations

Proportion of followers in the different time zones (relative to GMT) and locations with the most followers



Retweets ?

↕ Users most retweeted



@REACH_info

21



@UNOCHA

17



@reliefweb

13



@IOM_news

12



@RachidCARE

7



@eu_echo

20



@OCHAAsiaPac

14



@Refugees

13



@Federation

7



@hugo_do_brasil

7



Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interest, or the active support of an idea or



The Inter Agency Standing Committee (IASC) mentions advocacy as a core function of country-level Clusters.

But does not define it!

Advocacy Initiatives in 2014

- Global level: Communications and advocacy strategy
- Country level:
 - In-country support (surge capacity)
 - Advocacy and Communications Toolkit (draft)

www.sheltercluster.org

Twitter: @sheltercluster

#sheltertalks14

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