Advocacy & communication

Closely linked: no advocacy without (some) communication.

Similarities:

- **Channels and types**: spoken, written, digital.
- **Objectives**: creating change, raising awareness of a situation, asks for funding or support.

Very complementary + maximum impact when used together.
## Advocacy vs communication

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted a <strong>decisionmakers</strong> – who often have already some knowledge</td>
<td><strong>Larger audiences</strong> – less technical knowledge</td>
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<tr>
<td><strong>Factual</strong>, reliable data and information, often exhaustive research before</td>
<td><strong>Human interest</strong> – emotions, more focus on experience of people</td>
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<tr>
<td><strong>Technical language, rational impact</strong></td>
<td><strong>Plain language, avoids jargon, focus on human impact</strong></td>
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<tr>
<td><strong>Recommendations</strong></td>
<td>Initiating a <strong>conversation</strong></td>
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Navigating the (digital) communication landscape

“If it’s not on the Web, it doesn’t exist at all” – 1998

“If you don’t exist online today... you don’t exist” - 2018
Communication channels

• **First entry point** for many OR way of cross-checking information received through other means (via private or public advocacy).

• Important to show **dynamic pages**: if information is not available, or outdated, this affects credibility.

! Essential to have an updated website especially for any media work and make sure information is coherent: journalists will always do background research!
A lot of **information products** we produce (factsheets, sitreps, assessment reports, evaluations) can become advocacy products and be used for external communication, **IF** we apply some good communication practices.

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**Clusters IM products**

**Catálogo de kits de enseres básicos**

**Bulletin d’information**

Cluster Abris et GT Articles Ménagers Essentiels

**AFGHANISTAN**

**JOINT WINTERIZATION PLAN 2021 - 2022**

**North West Syria**

**UNMET SHELTER NEEDS**

2.2 M People in need of shelter

69 M USD* Shelter appeal

SITUATION OVERVIEW AND NEED ANALYSIS

- After 10 years of conflict, over 2.8 M people are displaced and 1.8 M live in IDP sites in NWS (CCCM).
- 85% of IDPs are living in IDP sites with a critical level of population density (CCCM).
- 57% of households (HH) across the total NWS population live in finished houses/apartments, 15% in tents and 12% in makeshift shelters (NPAP/SNF).
- 46% of HH have been unable to afford shelter repairs.
- 35% of HH have faced natural disasters exacerbated by climate change (flooding, wind/dust storms, fire).
Communication as a tool for advocacy

Tips for IM products:

• Highlight **key numbers** (those we want people to remember);

• **Clear and simple messaging** and language in line with humanitarian and protection principles;

• Illustrating with **good images** (high quality photographs in strictest respect of protection principles);

• **Targeting** and **timing** well the dissemination.
Communication channels

- Videos online since 2012.

- **Content**: recordings of meetings, webinars but also videos from shelter clusters at country level and working groups (HLP, GBV)

- All top videos are animations!
Communication channels

917
Subscribers

Average view duration
2:40

Your channel has gotten 66,468 views so far

Views ▲
66.5K

Watch time (hours) ▲
2.8K

Subscribers ▲
+916

Channel growth
Total subscribers
Oct 31, 2012 - Jul 5, 2022
Lifetime

The Shelter Compendium
they involve...

Global Shelter Cluster
Coordinating Humanitarian Shelter
Communication channels

Rencontre Furaha
"Joie" en swahili

Housing conditions in Gaza, Palestine 2022

Afghanistan is descending into the worst humanitarian crisis in the world. Amidst the backdrop of an already dire situation following 40 years of war, economic decline, price increases, and rising poverty.
Communication channels

Professional social media network, useful for networking and increasingly to reach political actors and decisionmakers.

Useful to assess influence.

Useful to reach people who are interested in technical information so language can be a bit more exhaustive.

+174,400 “impressions” and 4,110 reactions
July 2021-June 2022
Communication channels

• Very powerful medium to reach humanitarian key stakeholders, political decisionmakers and media representatives and extremely useful for monitoring of situations.

BUT very technical and fast-paced, and things can go viral easily.

• **Content needed:** short messages, pictures/GIFs/videos. Announcement of events and sharing of updates (factsheets, reports) also “easy” content.

• **Timing** is everything in Twitter! A well timed tweet with good content can up to x 200 reach.

+229.700 “impressions” July 2021 - June 2022
Cluster communication

Tips to increase visibility and maximize results of advocacy work:

• As part of advocacy planning, *include communication activities and anticipate messages*!

• Make sure to **update the website response pages**.

• If you cannot dedicate **needed resources** to handling social media, avoid for now, get more experience with it, and share with GSC until ready.
Cluster communication

Overall good practices:

• Use **sensitive** and **appropriate language**: no political references, gender-sensitive language, “no natural disasters”...

• **Reach out to your agency** communications/external relations/Public Information departments with **clear proposals**.

• Consider risks when communicating about certain situations (for affected populations and staff).

• **Think visually!**

• **Golden rule**: think like your target audiences.
Cluster communication

Tools available:
• Branding guidelines (will be updated)
• Media library (share your pics and videos!)
• TOR videos/photographers
• Tri-cluster social media guidelines
• Social media cards template

https://sheltercluster.org/resources/pages/communication-and-advocacy
You can help by: