



International Federation of Red
Cross and Red Crescent Societies

OUR WORLD. YOUR MOVE.

2009 Campaign **social media** toolkit

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Checklist

As you apply the Toolkit, use this checklist to monitor your progress in developing a social media program.

I understand

- What social media is
- How social media can support my National Society
- Whether or not social media is appropriate for my society

I have

- Searched for my National Society through social media tools
- Secured consent and support from my society for social media outreach
- Developed specific goals for social media outreach
- Developed a strategy to create and maintain social media tools

I use

- A social network
- A photo-sharing site
- A video-sharing site
- A blog
- A micro-blog
- A white label social network
- A podcast

I will

- Integrate social media into my communications plan
- Create social media reports through online monitoring
- Periodically evaluate the success of my social media effort

Introduction

As you read these words, people are talking about your National Society on the internet.

They are sharing their experiences of volunteering or donating blood, discussing your recent programmes and events, and perhaps they are even asking questions about how to become involved with your society. Most of these discussions are positive, but some are critical. What they are talking about? Are you listening to them?

Through web-based tools that are collectively called social media, volunteers, donors and members of the general public are interacting with each other in new and exciting ways. The most well-known examples are blogs and social networks, like Facebook and MySpace, but there is much more to social media.

The social media toolkit:

- Explains what these tools and communities are
- Teaches you to monitor what is being said in these online locations so that you may better understand and protect the reputation of your National Society
- Empowers you to use social media tools to promote your work and inspire people to support you
- Provides concrete examples and best practices of social media campaigns

The year 2009 marks a significant milestone for the International Red Cross and Red Crescent Movement. While the “Our world. Your move.” campaign (<http://www.ourworld-yourmove.org>) celebrates 150 years of humanitarian work, it also inspires people around the world to address current challenges. Social media will help your National Society raise its visibility and mobilize volunteers to address these challenges.

Social media is changing the way that people expect to interact with organizations. They are tired of traditional marketing and want authentic, open dialogue and personal accounts. Connect with them through these tools and, in turn, you will receive reliable information about their opinions and show them that you have an open ear for their concerns.

Understanding social media

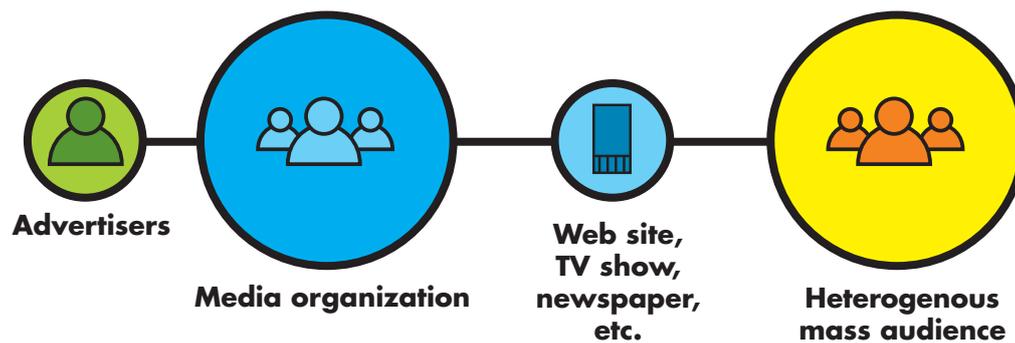
Social media represents a shift from traditional media, which includes television, newspapers and radio.

You used to be part of the audience. Now, with little or no technical knowledge, social media allows you to create written, audio or visual content on the Internet using computers or mobile phones. On social networking web sites, you can monitor the activities of your friends, family and co-workers, and discover and share interesting, entertaining or important content that you or others created.

Traditional and social media compared¹

Broadcast: Top-down news

Model called also transmit push. Characterized by media organization control. All news is filtered through organization before getting to audience.



Intercast: Bottom-up news

Also called peer-to-peer, social network. Participants are peers and have ability to change roles. News is often unfiltered by a mediator before getting to its audience.



	Social media	Traditional media
Accessibility	Tools are generally available to anyone with access to the internet or a mobile phone.	The means of production are typically owned privately or by the government.
Recency	Communication can be virtually instantaneous.	The time lag between communications can be days, weeks or even months.
Direction	Everybody can exchange information ("many to many" or "bottom-up"). As a result, compelling text, audio or video can spread quickly from one person to another.	Communication goes almost exclusively in one direction, i.e. from the sender to the recipients ("top-down").
Usability	Most tools require no specialized skills.	Production requires training.
Credibility	Users trust their friends to filter and pass on quality content.	Individuals may perceive that media outlets have a bias or agenda.

Social media is important to the Movement because it is collaborative and community-driven, just like us.

Engage as soon as possible

Social media serves two important purposes for your National Society. It provides important opportunities to proactively highlight your achievements and engage your volunteer base. It also allows you to collect and correct rumors on the internet before they are covered by the mainstream media.

Social media is becoming more important each day. The number of social media users will grow from 373 million people in 2007 to more than 1 billion in 2012, according to Strategy Analytics. That is one out of every seven people. These users increasingly rely on their online communities to find and pass on information, as they find that friends provide more relevant and trustworthy information than traditional media.

Recent trends in the United States emphasize how these tools have a profound impact on the way people interact and view the world. According to a 2008 report released by the Center for the Digital Future at the University of Southern California:

- Three-quarters of online community members use the internet to participate in communities related to social causes. Eighty-seven per cent of online community members are participating in social causes that are new to them since their involvement in online communities began
- More than half of online community members log into their community at least once a day
- More than half of members say they feel as strongly about their online communities as they do about their real-world communities

Your specific social media involvement will be determined by many things, including the online connectivity of your country, your organizational and national culture, and the amount of time available to your employees and volunteers. However, at the very least, you should monitor discussion about your National Society on the internet.

At the British Red Cross, the Red Recruit programme (<http://www.redcross.org.uk/redrecruit>) offers people ages 15-25 a chance to connect and support the Red Cross through communities they use each day. These Red Recruits:

- Help the British Red Cross promote appeals, campaigns and local fundraising events
- Take part in polls and quizzes or give feedback on new web features the British Red Cross plans to introduce
- Participate in volunteering activities they organize online
- Provide feedback on new initiatives.

Social media in context

Social media is a historic paradigm shift and it is easy to get caught up in the excitement. Be realistic about what it means for your National Society.

Profiles take time to maintain. The number of available tools is staggering. Therefore, keep official presences on just a few sites. Within social networks, people expect you to reply when they have said something. By limiting your official presences to the most popular tools, you will be able to converse with people more efficiently about what you are doing, ask questions and share stories.

Social media removes some control. This does not mean that you should be afraid of social media. Being online allows you to monitor and understand what people are saying so that you can respond appropriately.

Social media complements the work that you already do. Remember that newspapers, radio and television are still the medium most people use to receive their news. Your challenge is to figure out how best social media engagement can support your strategic goals for communication.

Would social media
would be valuable
for your society? A
complete "Determin-
ing social media en-
gagement" is linked
from Appendix 1.

Reputation management through online monitoring

Monitor public conversations on social media tools to learn what excites people about your society and understand what problems you may face in building support. When necessary, help people connect with your work by discussing your mission and programmes.

Aside from proving the importance of a social media programme, online monitoring allows you to evaluate the growth of your online presence over time and compare your outreach with non-profit organizations that are competing with you for volunteers and donors.

Keep the following themes in mind:

Find people. There are people out there who are interested in your cause. Seek them out. Find people whose goals are related to your own.

Find opinions. People are always sharing what they think. Tap into those opinions with the same tools you use to find people.

Participate. You do not have to publish your own material to comment on other blogs, photos, etc. When you find the right people and issues, participate by leaving a comment. Be thoughtful.²

Suggested search terms

In all relevant languages, try using:

- The name of your National Society
- A type of programme you operate (e.g. CPR or first aid)
- The name of your country
- Well-known disasters or other events to which your National Society has responded
- A combination of the preceding terms

For a more advanced understanding of the terms people are associating with your National Society, use the Google AdWords Keyword Selector (<http://adwords.google.com/select/keyword-toolexternal>).

Remember to put quotation marks around exact phrases like "Indian Red Cross."

Recommended tools

Find photos

Flickr

<http://www.flickr.com/search>

Use the search field at the top of the page to search through photos posted to Flickr, both by title and by tags. You may sort the resulting photos by "most recent" or by "most interesting," as rated by members of the Flickr community. You may also search for Flickr groups or specific people on the site.

Find videos

YouTube

<http://www.youtube.com>

Use the search field at the top of the page to search through videos posted to YouTube, both by title and by tags. You may sort the resulting videos by the timeframe in which the video was uploaded or by “relevance,” allowing you to pick videos uploaded recently, watched many times or rated highly.

Search blogs

Google Blog Search

<http://blogsearch.google.com>

Use this service to monitor where people in the blogosphere are talking about you. Through the “Advanced search” option, you may search by blog, post, author, date and language.

Google Alerts

<http://www.google.com/alerts>

Use this service to receive automated messages when someone mentions your National Society or other related issues. Decide what terms you would like to monitor, where you want to listen (blogs, news, web, video and groups) and how often you want to receive reports (immediately, daily or weekly).

Search micro-blogs

Twitter

<http://www.search.twitter.com>

Use this service to search through all conversations on Twitter. If you want to monitor questions or comments that were sent to a particular user, then search for the user name immediately preceded by the “@” sign. For example, to monitor conversations with the British Red Cross Twitter account, search with the term “@BritishRedCross”.

Enterprise solution

Radianó

<http://www.radiano.com>

Radianó provides a powerful suite of tools to monitor, analyze and manage your online presence after you have developed a social media programme. Contact them for pricing and a demonstration of the software. In the past Radianó has offered non-profit organizations a 50 per cent reduction – do not forget to ask for it.

Building consensus and support

It is important to seek the support of other leaders in your National Society, even if using social media is your decision to make.

- Stakeholders need to understand that social media may not show strong results for several months and will involve some loss of messaging control
- There are different approaches to developing a social media programme, and by debating and agreeing as a group on an appropriate course of action, you can maximize the impact of the time you have to invest
- Multiple staff members and volunteers may be required to spearhead or support your social media outreach

Demonstrate need

Monitoring online discussions is the best way to show that your National Society is missing a significant opportunity. Visit [“Reputation management through online monitoring”](#) to review appropriate tools for this task.

The American Red Cross prepares a daily report that highlights what is being said about the society through social media channels. These emails provide decision-makers with important information and help to illustrate why a social media presence is important. To see a copy, download the [“Social media update”](#) linked from Appendix 1.

Be strategic

Plan well, keep your goals in mind at each step and do not be afraid to move slowly. If you are cautious, you can better evaluate your strategy and also ensure individuals and the organization as a whole support you.

Test the waters. Consider starting with a personal profile to learn about a site. Alternatively, with blogs, you may choose to start using tools without making your account public.

Start an organizational presence. Think of your organizational presence as an online community. As with a community, you will need to get to know the people who join and participate, keep discussions going, and nurture and support your profile. What are their interests? Why did they befriend you or join your organization’s group? How can you engage them in a conversation about your organization?

Share the workload. If you do not have someone on your staff who can manage your social media tools, seek outside help. Recruit a social networking intern or existing volunteer who can spend time managing your site or sites.

One possibility is to coordinate people who each maintain one site, so that tools maintain the same voice and are run by people who understand the features and culture of each community. Another way to share the workload while encouraging group participation is to focus efforts on a single site but divide up the administrative work of supporting various tools on the site.

Establish a routine. Establish a disciplined work routine or have some specific goals in mind when you visit a social networking site.

Creating a strong online presence can require an investment of an hour or more a day, especially in the beginning when you are learning how to use a site, setting up your profile and making friends. Take the time to build your profile correctly and learn what works and what does not.

Market the sites. Drive traffic between your online communities and your web site. Your web site offers the opportunity to cover programmes in detail and promote opportunities to become engaged, while social networks allow your supporters to easily stay updated on your work and spread updates to their friends.³

Track data

You must decide how best to evaluate your online presence. Remember that quality is often more important than quantity. Here are some of the common ways to measure activity on social media sites:

Social networks

- Friends
- Comments and messages.

Video and photo-sharing sites

- Total videos or photos
- Views on each video or photo
- Comments
- Friends.

Blogs

- Posts
- Page views (total visits for a specific post)
- Subscribers
- Comments.

Twitter

- Conversations
- Followers.

Research laws and policies

Read the “Terms of service” and “Privacy policy” at each web site so you understand how your information may be used and what liabilities each party has. Act as if all information that you share is public.

Staff may voice objections over issues like brand protection and the threat of liability for what employees say in public. However, consider extending your policies for email communication, behavior in public forms, etc. The same policies will generally apply.

As a precaution, consult with a legal advisor to see if there may be issues specific to your country, including content sharing and privacy.

See the American Red Cross “Online communications guidelines,” linked from Appendix 1.

Social media tools

This section explains social media tools to help your National Society interact with and attract new volunteers and donors.

Tools are grouped by level of importance. For example, if you are just starting your social media programme, you are encouraged to use the tools in the first section (social networks, photo-sharing and video-sharing) before you progress to activities like blogging or podcasting.

Social media language support^{1,2}

	English	中文	Español	日本語	Français	Português	Deutsch	العربية	Русский	한국어
Facebook	■	■	■	■	■	■	■	■	■	■
MySpace	■	■	■	■	■	■	■	■	■	■
Flickr	■	■	■	■	■	■	■	■	■	■
YouTube	■	■	■	■	■	■	■	■	■	■
WordPress	■	■	■	■	■	■	■	■	■	■
Twitter	■	■	■	■	■	■	■	■	■	■

People to people fundraising

1. If the principle language within your country is not supported by a specific site, check to see if there is a popular competitor in your country.
2. Limited language support is available for these tools outside of the languages represented.

While social media is a tool to create awareness, issue alerts or engage your volunteers, it also can be a successful fundraising medium. People are more likely to give money to people they know or to causes that are supported by people they know than to organizations they have heard about.

An introduction to this topic with good ideas and case studies, many of which could be adapted by National Societies, is: *People to People Fundraising* by Ted Hart, James M. Greenfield and Sheerat D. Haji. John Wiley & Sons, 2007, ISBN 978-0-470-12077-4.

The British Red Cross “Pass the parcel” web site (<http://www.redcrossparcel.org.uk>) combines online fundraising and social media. On this site, you can pack a virtual box with urgently needed goods, pay for the cost of that box, and then tell your friends about the web site, either through email or social networks.

This section synthesizes the best social media opportunities. To explore other recommended sites, visit “Additional social media sites,” linked from Appendix 1.

Fundamental tools

Social networks

Social networks focus on building online communities of people who share interests or who are interested in exploring the interests and activities of others. They provide a variety of ways for users to connect, such as email and instant messaging services or events that are organized through these networks.

These sites offer new ways to communicate and share information, and as a result, they are used by millions of people. The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages) and recommend systems linked to trust.

Facebook.com and [MySpace.com](#) are among the most widely used social networks. [Bebo.com](#), [Hi5.com](#), [Tagged.com](#), [Xing.com](#), and [Skyrock.com](#) are popular in parts of Europe; [Orkut.com](#) and [Hi5.com](#) in South America and Central America; and [Friendster.com](#), [Orkut.com](#), [Xiaonei.com](#) and [Cyworld.com](#) in Asia and the Pacific Islands.

The social media toolkit focuses on Facebook and MySpace, two of the top ten internet sites in the world. However, if you explore other web sites in your region, you will see similar features.

When choosing a social networking web site, be sure to understand the culture and community. Between Facebook and MySpace, it is clear how social networking sites take different approaches.

	Facebook	MySpace
Look	Profiles have a clean and standard look.	Profiles can be customized with colors and unique layouts and are geared towards content sharing, particularly with music and videos.
Behavior	Users are friends with people that they know.	It is acceptable to "friend" and communicate with new people.

Whatever site you decide to use, make it an important place for users to engage with your National Society.

On your profile and through site communications, ask friends and supporter to take specific actions like:

- Promoting the social networking page
- Visiting other social media sites that you maintain
- Joining email lists and volunteering for specific events.
- Offering your web site and email address so that people can contact you directly

Facebook

<http://www.facebook.com>

Facebook is a social networking web site in which users can join networks organized by city, work-place, school and region to connect and interact with other people. More than 200 million people are registered on the site around the world.

Facebook enables your National Society to:

- Create a group or a fan page for users
- Organize existing supporters
- Recruit new supporters
- Update your supporters about events and programmes
- Post links and articles of interest
- Get to know supporters better

facebook

Remember Me Forgotten your password?

Email address Password Log in

Sign Up British Red Cross is on Facebook Sign up for Facebook to connect with British Red Cross.

BritishRedCross

British Red Cross

Wall Info Photos Boxes

British Red Cross Just Fans

We are a volunteer-led humanitarian organisation that helps people in crisis, whoever and wherever they are. Find out more about how we help: <http://www.redcross.org.uk/>

Fans

6 of 3,006 fans See All

Maximo Rachid Emily

William David Luisa

Events

9 forthcoming events See All

British Red Cross Pub Quiz
The Primary Pub
07 May at 20:00

Red Cross Appeal Week Disco
Ka...

British Red Cross Find out how the Red Cross is responding to the current swine flu outbreak go to: <http://www.redcross.org.uk/swineflu>
01 May at 03:42

British Red Cross Sign up for an Internship at the Red Cross and give your CV the edge. Find out more at <http://www.redcross.org.uk/internships>
29 April at 09:12

British Red Cross Want to work in Digital fundraising / marketing? Looking to get some real experience? Then why not apply for our Digital Fundraising Intern position. For more information follow the link below:
Digital Fundraising Internships
Source: gs11.globalsuccessor.com
21 April at 06:58

British Red Cross Red Cross Appeal Week Exhibition of Highland Art
Enjoy the work of local artists from the Highlands while supporting a great cause.
Paintings by local Highlands artists will be on display and with the sale of any artwork you buy, a donation will be made to the British Red Cross. The show will run from Tues...
Host: British Red Cross
Time: 23 June 2009 11:00
Venue: Storehouse of Foulis
21 April at 05:28 · RSVP to this event

Sample Facebook pages

[Australian Red Cross Blood Service group](#)

The Australian Red Cross Blood Service uses this group to recruit donors, dispel misconceptions about blood donation, share photos and communicate with 1,100 volunteers about blood shortages.

[British Red Cross page](#)

The British Red Cross uses Facebook to communicate with almost 3,000 fans. Several days each week, the society shares updates from the organization, discusses safety, disaster, blood or international information and relates stories from volunteers. The page also includes upcoming events and integrates social media content from YouTube and Flickr.

[Lebanese Red Cross page](#)

The Lebanese Red Cross uses Facebook for 16,000 fans with whom the organization discusses events and shares photos.

["Our world. Your move." page](#)

The "Our World, Your Move" campaign maintains this page to connect supporters and promote the Red Cross Red Crescent Movement to the Facebook community.

[International Red Cross and Red Crescent Movement page](#)

The International Federation of Red Cross and Red Crescent Societies (IFRC) uses Facebook to connect more than 12,000 fans from around the world. The page integrates content from YouTube and Flickr and a combined RSS feed with news from the IFRC and ICRC.

Facebook features

Pages. Create an official page on behalf of your National Society or a specific programme at your society. Pages also allow you to integrate other social media sites, so you can showcase your most recent photos, videos and more. Updates to the status of your page will be shown in the newsfeed of all your fans.

Groups. Connect followers through a group, which allows you to share photos, send messages and facilitate discussion. Groups offer less functionality than pages which is why we recommend you create a page. You may choose to make groups private, so that people cannot join unless you extend an invitation.

Newsfeed. Use your homepage to stay up-to-date on what your friends are doing, regardless of where they are in the world. View when they take an action through the site, like sharing a link, uploading a photo or writing on the wall of a friend. This is one of the defining parts of Facebook that makes it interesting to users.

Status updates. Communicate to your friends and fans on Facebook with a short message. Update them on your programmes, advertise opportunities and gently remind them that you exist. Each update will be visible in the news feed.

Events. Organize gatherings, fundraisers and parties and let people in your community know about upcoming events you support. Invite people, share details with them and track who has registered.

Links. Share your own stories, articles from the media or other content on the internet by posting it on your public profile. You can post web sites, blogs, videos and songs, as well as content on Facebook like photos, notes, groups and events.

Photos and videos. Upload an unlimited number of videos and photos to your public profile. Show your latest event or the people important to your organization.

Notes. Share current activities, thoughts and more with people you are connected to through blog entries. Fans can comment on your notes and you can add images and links to any entry. If you

Do you want to create an account on Facebook and are not sure how? Visit "Creating social media accounts," linked from Appendix 1.

have an existing blog, you also can use the RSS feed to automatically import your blog posts to your public profile.

Discussion boards. Discussion boards can be used to create a conversation between supporters or get feedback on a particular topic (such as fundraising tactics or favourite experiences).

Favourite pages. Highlight any other public profiles on Facebook you are affiliated with, non-profits or communities you support or just other organizations you respect or care about. Make sure to add other Red Cross Red Crescent pages.

Targeted updates. In addition to news feed distribution, you can send private messages to your supporters and followers about upcoming events. For example, you may target supporters within a specific age-bracket or a geographic location. Use this feature sparingly, so your followers know that these messages are important and worth reading.

MySpace

<http://www.myspace.com>

MySpace is a social networking web site with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos. More than 125 million people are registered on the site around the world.

MySpace enables your National Society to:

- Create a fan page for users
- Organize existing supporters
- Recruit new supporters
- Update your supporters about events and programmes
- Send mass messages or write blog entries
- Host video, audio and other content directly on your page
- Get to know supporters better

UNGDOMMENS RØDE KORS



"Hvis du skal ha' pudset glorien..."

Weiblich
25 Jahre alt
Hovedstaden
Dänemark

Letzter Login:
02.06.2008

Stimmung: erwartungsvoll
Zeige: [Fotos](#) | [Videos](#)

Kontaktaufnahme mit Ungdommens Røde Kors

- Nachricht senden
- Profil empfehlen
- Als Freund adden
- Als Favorit adden
- Instant Message
- Nutzer blocken
- Zur Gruppe adden
- Benutzer bewerten

MySpace-URL:
www.myspace.com/danishredcrossyouth

Ungdommens Røde Kors helping

[Weitere zeigen](#)

Ungdommens Røde Kors: Letzter Blog-Eintrag

[\[Blog abonnieren\]](#)

DROP IT! [\(Mehr lesen\)](#)

40-årsdagen for Palæstinas besættelse [\(Mehr lesen\)](#)

Don't work for us. Work with us. [\(Mehr lesen\)](#)

Med til Forårsmøde for første gang [\(Mehr lesen\)](#)

Fra African Time tilbage til hverdagen igen [\(Mehr lesen\)](#)

[\[Alle Blog-Einträge anzeigen\]](#)

Ungdommens Røde Kors: Kurzinfo

[Über mich:](#)

Sample MySpace pages

British Red Cross

<http://www.myspace.com/britishredcross>

The British Red Cross uses MySpace to communicate with more than 600 supporters. In addition to promoting current activities and appeals from the society, the page integrates social media content from Twitter and YouTube.

Danish Red Cross

<http://www.myspace.com/danishredcrossyouth>

The Danish Red Cross Youth organizes supporters on MySpace. The page integrates a Red Cross banner that users can place on their own page (which links back to their profile) and also features a large custom banner at the top of the page.

Our world. Your move.

<http://www.myspace.com/ourworldyourmove>

The "Our world. Your move." campaign maintains this page to connect supporters and promote the Movement to the MySpace community.

UNICEF

<http://www.myspace.com/unicef>

UNICEF hired an independent MySpace web developer to design a professional page, which has recruited 39,000 supporters. The page promotes current activities and appeals, integrates social media content and allows visitors to copy a banner for their MySpace profile or download branded wallpaper and screensavers for their computers.

MySpace features

Blog. Keep your users up-to-date with weekly or monthly blog entries. This space provides an opportunity to summarize past events and let your users know about future campaigns.

Skins. These are logos or special designs that users can post on their pages to show support. While it can be complicated to create your own skin from scratch, visit this web site (note that it is not affiliated with the secretariat) to see what types of skins are possible, create one with your own photo and learn how to apply it to your profile.

Friends. Connect with existing supporters and find new friends and organizations with which you can work. Join groups that share a similar interest with your organization. This adds to your exposure as an organization. You can also locate and become friends with other non-profit organizations and campaigns.

Photos and videos. Upload an unlimited number of videos and photos to your public profile. Show your latest event or the people important to your organization.

Events. This section allows you to tell your supporters about upcoming events in which they can participate.

Bulletins. Use this feature to notify users about event information, updates, news and more. When you send out a bulletin, it will appear on your friends' home. This feature helps to keep your users active and engaged in what you are working on and what you have been up to.

Do you want to create an account on MySpace and are not sure how? Visit "Creating social media accounts," linked from Appendix 1.

Music. If you have a song that promotes your National Society, put it on your MySpace page. Your friends will be able to capture the song from your profile and add it to their page, which will help spread the music virally throughout the community.

→ *Does your National Society use Facebook, MySpace or a similar tool? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Photo-sharing

Photo-sharing web sites allow you to share your photography with the world. The photos are stored on a site and available for users to find, view and pass onto friends. Additionally, the photos and photo albums may be linked from your emails and placed, or embedded, on other sites – if you give permission to do so.

Flickr

<http://www.flickr.com>

Flickr is a popular online photo-sharing community that allows people to share and organize their digital photos with friends, family, colleagues and others. Anyone may sign up for a free Flickr account to upload photographs and use the site to store, share and explore photos (up to 100 megabytes per month). With an annual membership (25 US dollars), you may upload an unlimited number of photographs.

Flickr allows your National Society to:

- Share your photos with the public
- Use collections, sets and tags to organize your photos
- Use groups and privacy controls to target specific audiences
- Show where photos were taken and see photos taken near you

Donate for Gaza Campaign

[Thumbnails](#) | [Detail](#) | [Map](#) | [Comments](#)



Sample Flickr streams

[Syrian Arab Red Crescent](#)

<http://www.flickr.com/photos/33898273@N03>

The Syrian Arab Red Crescent uses Flickr to highlight several events and responses in which the society has been involved.

[American Red Cross](#)

<http://www.flickr.com/americanredcross>

The American Red Cross uses Flickr to upload high-quality photos for media and the general public. With over 2,000 photos covering both international and domestic responses, the Flickr account has attracted more than 700,000 views.

Do you want to create an account on Flickr and are not sure how? Visit "Creating social media accounts," linked from Appendix 1.

IFRC

<http://www.flickr.com/ifrc>

The IFRC uses Flickr to upload high-quality photos for the general public. The photos document crises and responses around the world.

Helpful tips

Name and describe your photos. Take your time naming and labelling your photos. If you call them DSC_0001 to DSC_0003, no one will find them. Try to think about what the people whom you want to see the photos would search for.

- Always include the name of the country where the photo was taken in the title or the caption, even if it is your own.
- Include the copyright information and credits. For example, the American Red Cross includes the sentence "This photo is available for media distribution. Photo courtesy <Name of photographer>/American Red Cross."

Use groups to share your photos with others. This is key to attracting attention to your Flickr account. Many Flickr users follow the photo updates of a small number of specific users in addition a number of topical groups. The topics can be vague, like "Black and white photography," or extremely specific. Some of these groups have thousands of members and sharing your photos with them can get a lot of attention.

Be creative, as groups give you a chance to surprise people with your message. A group called "Portraits," for example, can be a good place for sharing portrait photos of beneficiaries. Because your photos will be very different from those normally uploaded, you have a better chance of surprising people with your message instead of sharing it only with existing supporters.

The IFRC was among the first organizations to receive photos from the worst-affected regions in Myanmar after Cyclone Nargis struck on 2 May 2008. When the IFRC uploaded these photos to Flickr, they quickly attracted attention and were linked from a number of web sites. Within two days, the photos were seen 71,000 times.

Based on this experience, the IFRC has several recommendations.

- Be present in the photo community before a disaster strikes. You cannot learn the tools and the rules of the community under pressure
- Attract people to your photostream before the disaster strikes. They will spread the word for you
- Exclusivity and speed are key. The photos from Myanmar were highly demanded because no one else had photos.

Community-powered campaigns

Use photo-sharing web sites to attract new supporters through a range of creative and compelling campaigns. You can:

- Ask people to document a particular area
- Ask people to send in photos of themselves to show their support for a cause
- Upload photos of people holding signs that express the same message
- Ask people to explain or document a powerful experience
- Create a contest with clear guidelines for how the winning photos will be used
- Capture an event for people who could not attend⁴

Connect with the Movement

The IFRC created a Movement group on Flickr at <http://www.flickr.com/groups/redcross-red-crescent>. Also, at the bottom of the photo stream (<http://www.flickr.com/photos/ifrc>), there is an option to subscribe to an RSS feed. The stream includes a selection of great photos that you can use on your own web site.

For a list of groups that the IFRC is regularly contributing to, visit <http://www.flickr.com/people/ifrc>.

Tag content

When uploading and sharing content via social media sites, including Flickr and YouTube, you have the option of “tagging” that media. Through this process, you associate words with the content, allowing other users to find your content when they search with words like “Red Crescent” “disaster” and more.

Having good content is important. However, using appropriate tags will allow your photos and videos to reach larger audiences.

A tag should be intuitive. It should identify your cause without being so vague that it could cover a broad spectrum of issues. You can also associate one unique tag, like “redcrosshelp,” across all of your videos or photos, so that users may search for your content with that tag.

Follow these tips for successful tagging:

- Check how other people are tagging the kinds of content you are uploading (visit <http://www.google.com/insights/search> to identify popular search terms)
- When in doubt, pick the tag that seems to have the most links
- Underscores and dashes work. However, before you create a tag with an underscore or a dash, ask yourself: Does this tag exist in a non-underscored form? Stay away from commas, as these are generally used to separate tags.
- If your underscore or dash serves to separate two words, decide if each of the two words be more useful as independent tags
- Consider establishing a common set of standards for tagging resources.⁵

A legal note

Make sure to follow laws in your country for taking photos. If you need subjects in a photograph to sign a release form, make sure you have a copy of it in your hand before you upload the photo to Flickr. If you do not have the rights to a photo, make sure that written permission is given before you upload the photographs.

Do you have the rights to your photographs? If so, consider clearly offering a [Creative Commons](#) license that allows bloggers and other supporters to share the photos and spread the word about your National Society.

→ *Does your National Society use Flickr or a similar tool? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Visit "Reputation management through online monitoring" to learn how to find video relating to your National Society.

Video-sharing

Video-sharing web sites allow you to broadcast your message to the world. The video files are stored on a site and available for users to find, watch and pass onto friends. Additionally, the videos may be linked from your emails or embedded on other sites.

YouTube

<http://www.youtube.com>

YouTube is the leading video-sharing web site where people can upload, view, and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. Videos also may be embedded in other web sites by copying and pasting code provided by YouTube.

YouTube enables your National Society to:

- Educate people about an issue, event or your society
- Encourage people to take action, whether they are new to a cause or existing supporters



Sample YouTube channels

Australian Red Cross

<http://www.youtube.com/redcrossaust>

The Australian Red Cross uses YouTube to upload first-hand accounts and content created specifically for social media.

Kenya Red Cross

<http://www.youtube.com/kenyaredcross>

The Kenya Red Cross uses YouTube to upload existing promotional videos, first-hand accounts and content created specifically for social media.

Our world. Your move.

<http://www.youtube.com/yourmove09>

The "Our world. Your move." campaign maintains this site to share videos related to the 2009 global campaign.

Do you want to create an account on YouTube and are not sure how? Visit "Creating social media accounts," linked from Appendix 1.

Helpful tips

Use YouTube to:

- Ask supporters to send in videos that will be part of a compilation
- Document a particular area
- Document a powerful experience
- Explain why they donate or volunteer
- Capture an event for people who could not attend
- Share important footage about events you have responded to
- Interview people who are affected by the work your society does
- Record actions you are taking to solve problems in your community
- Explain why your issues are important
- Talk about issues that people find difficult to ask about, like HIV prevention
- Host a video contest with clear terms for how the videos will be used (keep in mind that you might not want the emblem to be used in these videos)
- Show a series of your photos set to music

The Kenya Red Cross captured aerial video during a post-election conflict that prevented other organizations from entering and responding. The video attracted the attention of the international media, which contacted the Kenya Red Cross to get a high-quality version of the video for broadcast.

Remember to be entertaining, funny, compelling or informative to give viewers a reason to pass on the video. Make it short and powerful, as people have a limited attention span.⁶

In addition to a public YouTube channel (<http://www.youtube.com/ifrc>), the IFRC maintains a channel for internal videos. This saves significant time and money, as the secretariat no longer has to send all press pack videos by mail to members, delegations, the media and other parties. If YouTube is not sufficient, interested parties still may order videos by mail or download videos from the video-server (<http://av.ifrc.org>).

A legal note

Make sure to follow laws in your country for capturing video. If you need subjects in a video to sign a release form, make sure you have a copy of it in your hand before you upload the video to YouTube. If you do not have the rights to a video, make sure that written permission is given before you upload it.

→ *Does your National Society use YouTube or a similar tool? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Medium-level tools

Blogs

A blog – a shortened version of the term “web log” – is a type of web site with regular entries of commentary, descriptions of events and other media. The most recent entries are commonly displayed on the top of the page. “Blog” also can be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide highly personal commentary or news on a particular subject, while others function as online diaries. A typical blog combines text, images and links to other blogs, web pages and multimedia content related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Visit “Reputation management through online monitoring” to learn how to find blog posts relating to your National Society.

EINSATZ
Infos von nationalen und internationalen Rotkreuz-Einsätzen

Subscribe

HOME IMPRESSUM ÜBER DEN BLOG

KATEGORIEN

- ★ Einsatzorte (74)
- ★ Haiti (37)
- ★ Laos (1)
- ★ Myanmar (1)
- ★ Pakistan (35)

STICHWORTE

- ★ Einsatz
- ★ Harb
- ★ Högl
- ★ Jekel
- ★ Lechner
- ★ Presseausendung
- ★ Schmidt
- ★ SitRep
- ★ Team 2
- ★ field trip

META

- ★ Anmelden
- ★ Artikel-Feed (RSS)
- ★ Kommentare als RSS
- ★ WordPress.org

Artikel der Kategorie 'Pakistan'

← Vorige Artikel

Frauenalltag in Pakistan

September 12, 2007 Von: Gerald Czech Kategorie: Pakistan 4 Kommentare →

Unsere “Mädels” im ERU M40 Team berichten:

Bezüglich Bekleidung müssen wir zu unserer normalen Arbeitskleidung (Arbeitschuh und RK-T-Shirt) ein Kopftuch tragen. Dieses ist trotz Befestigung von 4 Sicherheitsnadeln leider oft im Weg und wird auch dementsprechend schmutzig. Der leichte Stoff und die hohen Temperaturen ermöglichen jedoch ein tägliches Waschen. Der praktische Vorteil des Kopftuches liegt darin, und da haben wir uns im Gegensatz zu unseren männlichen Kollegen, einen Sonnenbrand im Nacken erspart, dass dieser ein guter Sonnenschutz für Kopf und Nackenbereich darstellt. Da die RK-T-Shirts nicht lang genug sind, wurde der Vorschlag seitens PRCS gemacht, hiefige Oberteile zu tragen. Aus diversen Gründen (längeres Arbeiten auf der Water Plant, Reifenwechseln auf der Heimfahrt, geschlossene Geschäfte am Freitag,...) und Einhalten der Sicherheitsvorschriften (Heimkehr vor Dunkelheit) verzögerte sich jedoch der Ankauf der Oberteile. Da uns die RK-T-Shirts als ERU-Mitglieder kennzeichnen, tauschen wir sie nur ungern ein.

Zum Unterschied zu anderen Einsätzen erwartete uns zu Beginn eine Reihe von Welcome und Goodby Parties, zu denen wir Frauen auch eingeladen waren.

LETZTE ARTIKEL

- ★ Trinkwasser mit dem Schiff liefern
- ★ Botschafterbesuch
- ★ Mission completed
- ★ Zuhause ...
- ★ Wochenende ...

SPENDEN

Unterstützen Sie den Rotkreuz-Einsatz jetzt mit einer online-Spende

Sample blogs

American Red Cross

<http://newsroom.redcross.org>

The American Red Cross Online Newsroom provides current disaster updates. A team of public affairs workers and volunteers submits information from the field and then the American Red Cross compiles that information for the media and the public. The site combines maps, photos, audio, preparedness and clean-up information, press releases, service statistics and shelter information.

<http://www.redcrosschat.org>

American Red Cross bloggers interview staff and volunteers, promote social media tools, offer personal accounts of Red Cross service delivery and bring in humour as often as possible.

Austrian Red Cross

<http://blog.rotekreuz.at/einsatz>

The Austrian Red Cross maintains several blogs, including a "webmaster" blog, a "sociologist" blog and the Einsatz blog, which shares stories from the field.

British Red Cross

<http://blogs.redcross.org.uk>

This British Red Cross site showcases a series of content-specific blogs that explore service delivery through personal stories. The blog also integrates news from their web site, podcasts, Twitter, YouTube and Flickr. With a "**Monday Movement Update**," the British Red Cross shows how their society is connected to the global movement.

WordPress

<http://www.wordpress.com>

WordPress is a powerful blogging platform that allows users to customize a webpage and then blog on it.

WordPress enables your National Society to:

- Offer information for current events, like shelters or phone numbers
- Teach safety tips
- Link to good videos or photos
- Discuss your events
- Provide personal accounts and stories
- Promote contests
- Recognize volunteers or donors
- Ask questions
- Answer questions
- Address rumours

WordPress features

Aesthetic themes. Change the look of your blog with more than 60 themes. Each theme allows you to customize the sidebar using widgets and several themes allow you to upload custom photos or images for the header bar.

Writing tools. Adjust the fonts, hyperlink to other web sites and more. Upload photos to blog posts or integrate services like Flickr and YouTube.

Integrated statistics. View up-to-the-minute statistics on how many people are visiting the blog, where they are coming from, which posts are most popular, and which search engine terms are referring them.

Multiple authors. Assign multiple authors with varying degrees of responsibility.

Privacy options. Decide whether you want a completely public blog, a blog which is public but not included in search engines or public listings or a private blog which only members can access. You can also apply a password to specific posts on a public blog.

Do you want to create an account on WordPress and are not sure how? Visit "Creating social media accounts," linked from Appendix 1.

Sidebar widgets. Add small programmes to the sidebar and rearrange them by dragging and dropping the widgets around.

Web page tools. Create web pages connected to the blog.

Helpful tips

Write for the web

Web surfers interact with a web site differently than they would a newspaper or a magazine, and so content is written differently to keep the attention of the reader. For success with your blog, follow simple guidelines.

Keep it short. This is the most important point. People scan and do not read every word. Large blocks of text are much more difficult to read online than in print.

Use “inverted pyramid” construction. Place your most important information at the top of the page and at the top level of your web site. Capture the interest of your site visitors early in the post.

Use headlines and headings. A strong, attractive headline at the top of a page can make the difference between the page being read or ignored. Once you have attracted the eye, a headline needs to catch your reader's attention.

Use sub-headlines, lists and boldface. Along with writing short, easily digestible chunks of text, these techniques make content easier to scan. They help guide readers' eyes towards the most important content, and make it easier to absorb large content.

Hyperlink effectively. Write short, to-the-point pages and link to other pages on or off your site to allow visitors to find more information.

Build trust with citations. Let visitors think of your site as a centre for good information, whether that information lives on your web site or not. Build confidence with your visitors, so if they want information about a subject, they will come to you first.

Use active voice. Use a subject and then a verb to make it clear who is performing the activity.⁸

Be creative

It is difficult to write content that is fresh, interesting and appropriate to your National Society. Consider the following possibilities.

Speedlinking. Link up a series of posts from other blogs that your readers would be interested in, usually with a brief description attached. Possibilities include:

- Interesting content - a weekly roundup of the best content, for example
- Top commenters - a great way to reward and please your most loyal subscribers
- Blogs that you want to be noticed by - trackbacks can bring traffic and attention
- Friendly blogs who have linked you up in the past - return the favour

Quoting. Block quote an interesting point of view, extract or news clip, and add a short opinion. Make sure you provide a complete reference to the original source and do not try to pass off the quote as your own.

Entertaining. Post an amusing video, cartoon, image or joke that you found elsewhere. Use someone else's wit to entertain your readers.

Questioning. Leverage your community of readers to generate interesting content. By posing an on-topic, interesting, and conversation-generating question, you let the comments be the source of interest – not your post.

Updating. Update your readers on an ongoing project and associated statistics or status. It can even be used for the blog itself, in which case it would take the form of relaying things like what you achieved in the last month or how many new readers and visitors visited the blog.

Newsreading. Relay notable information to your subscribers that you did not generate.

Recycling. Repost some of the successful posts from your archives for your new readers. Make sure to add a couple of sentences of new information to keep long-time fans interested. Be clear if you are bringing back a post.

Guest-posting. Ask a few guest posters at the beginning of the month to write for your blog.

Announcing. Capitalize on your own local blog news. What is happening in and around your blog? Announcements can be short, informative and easy to write.⁸

Moderate comments

Balance the long-term goal of building a community with the immediate concern of brand protection.

- Follow the fundamental principles
- Encourage readers to respond to your content
- Participate in conversations about your society
- Guide conversation away from offensive or inappropriate subjects
- Do not delete a comment simply because it is not flattering to your society
- Develop an internal set of standards that dictate whether you need to edit or delete a comment. Be consistent from the start and make your policy clear, if asked

Promote the blog

Promoting a blog takes time and effort but it makes a significant impact on the size of your reader base.

- Link the blog prominently from your home page and the rest of your web site
- Link to the blog from your email signature files
- Mention the blog in newsletters or email
- Create a site blogroll (or listing of blogs you read), which creates a sense of community within the blogosphere and leads to other blogs reading your content

→ *Does your National Society use WordPress or a similar tool? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Micro-blogs

Micro-blogging is a form of multimedia blogging that allows people to publish brief text updates or micromedia (such as photos or audio clips), either to be viewed by anyone or by a restricted group which the user chooses. These messages can be submitted by a variety of means, including text messages, instant messages, email and digital audio.

The content of a micro-blog differs from a traditional blog in that it is more topical and smaller in total file size. Many micro-blogs provide short commentary on a person-to-person level or share news about an organization's services.

While most web sites cater towards a US audience, the web site Ping.fm will soon allow international mobile phone users to micro-blog through any major service. As SMS service is more reliable than other phone service during a disaster, consider promoting micro-blog sites to local communities in order to update them during emergency situations.

Twitter

<http://www.twitter.com>

Twitter is a site that facilitates communication through status updates. It asks you to answer the question "What are you doing?" and pushes your answer - or tweet - to your followers. You only have 140 characters with which to write your message.

Visit "Reputation management through online monitoring" to learn how to find micro-blog posts relating to your National Society.



 **RedCrescentSY**

OUR WORLD needs our help.....
it's time to make YOUR MOVE...
4:58 AM Feb 27th from web

we're currently preparing the 5th convoy of aid to #Gaza, it's 1200 tonnes thus far.. your donations and support are making the difference
12:02 AM Jan 17th from web

Silent protest, filing a protest note to the ICRC against war crimes in #Gaza. Photos now available on Flickr <http://tinyurl.com/9tnkym>
11:52 AM Jan 13th from TwitterFox

RT: @syrianews: On the blog: Biggest aid convoy to Gaza leaves Damascus - and Red Crescent protest: <http://tinyurl.com/76crqq>
11:29 AM Jan 13th from TwitterFox

عداً إرسال رابع قافلة من المساعدات الإنسانية للضحايا في غزة (1000 طن، 38 شاحنة). نرجو انكم تصلح الفرقى
12:33 PM Jan 11th from TwitterFox

Twitter allows you to have a direct conversation with one person or make a statement to many people. Always remember that your tweets are public to anyone in the world even if you write a message for one person.

As with blogging, micro-blogging enables your National Society to:

- Offer information for current events, like shelters or phone numbers
- Teach safety tips
- Link to good videos or photos
- Discuss your events
- Provide personal accounts and stories
- Promote contests
- Recognize volunteers or donors
- Ask questions
- Answer questions
- Address rumours

Sample micro-blogs

<http://www.twitter.com/redcross>

*The American Red Cross has 11,000 followers. Many chapters also have **Twitter accounts**, allowing them to distribute local messages. The American Red Cross offers public disaster and preparedness information, addresses questions and provides organizational updates.*

In the United States, people often twitter about events before they reach major news networks – typically about 20 minutes in advance. When a plane crashed on the Hudson River in New York, the first public report was a tweet. Thirty minutes later, that person was interviewed on television news.

<http://www.twitter.com/britishredcross>

The British Red Cross has 1,400 followers and principally uses Twitter to share personal stories that connect people to the Red Cross mission.

Helpful tips

Use [Bit.ly](http://bit.ly) to shorten web links so that you still have space to write a message.

Remember these Twitter definitions:

- **Recent:** The list of the tweets by you and your followers. Most recent updates are listed first.
- **Replies:** The list of replies that people have written to your tweets. The “@” indicates the recipient of the message. For example, to write a message to RedCross write @RedCross then your message.
- **Archive:** The list of all of your tweets
- **Everyone:** The list of all tweets by all twitter users

Explore these advanced options:

- Get Twitter on your cell phone using <http://www.tinytwitter.com> or <http://www.ping.fm> (international support coming soon)
- Get Twitter on your desktop using <http://www.twirhl.org>
- Get the Twitter Firefox extension, [twitterfox](#)

The American Red Cross uses Twitter in unique situations with public exposure, like the 2009 Presidential Inauguration. In addition to providing important information, this allows the society to connect with Americans and recruit additional subscribers.

→ *Does your National Society use Twitter or a similar tool? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

High-level tools

Podcasts

A podcast is like a radio or television programme except that people can download it to a portable media player, like an iPod, and listen to or watch it at their convenience. It is also more versatile in format, as it may be as short as one minute or longer than an hour. Podcasts can be created by anyone with a computer, internet connection, and audio or video recorder and then uploaded to a server on the internet where they can be found and downloaded.

After the initial investment in recording equipment, the only cost to create a podcast is staff time. Podcasts enable your National Society to distribute high-quality, compelling content directly to potential supporters:

- Record a leader at your society talking about what is going on in the organization and in your field
- Offer short, informational pieces about one issue, accompanied by interviews with the people you serve
- Create updates about what is going on in your organization, followed by interviews with experts in the field
- Use content created and submitted by supporters
- Use audio captured from presentations⁹

Sample podcasts

Austrian Red Cross

<http://www.rotekreuz.at/berichten/podcasts>

The Austrian Red Cross produces an average of two audio podcasts per month, which serve as updates on local policies and programmes. Each episode is accompanied by a transcript for the deaf or hard of hearing.

British Red Cross

<http://www.redcross.org.uk/standard.asp?id=88360>

The British Red Cross produced a series of audio podcasts to address compelling issues like cholera in Zimbabwe, HIV and child soldiers.

Helpful tips

For more information

- Voices.com has a great [Complete Guide to Podcasting](#) with everything from the history of podcasting, to planning and recording, to growing your audience.
- [Storytelling and Podcasting SlideShare](#) is another excellent resource
- [Poducate Me](#) offers a comprehensive podcasting guide

Suggested podcasting tools

- [GarageBand](#) is part of the iLife suite from Apple. It is a great podcast creation tool that is included with every Mac computer.
- [Audacity](#) is an audio file recorder with editing software. It is free and available to use on any operating system.
- [Callburner](#) is an effective tool for recording podcasts via [Skype](#)
- [Levelator](#) adjusts the audio levels within your podcast or other audio file for variations

Suggested hosting services

- [LibSyn](#) offers plans starting at 5 US dollars a month for a 100 MB monthly upload maximum and strong statistical tools
- [PodBean Podcasting](#) provides a free plan with limited functionality and paid plans starting at 5 US dollars a month
- [SwitchPod](#) offers services that range from free to 30 US dollars a month¹⁰

→ *Does your National Society produce podcasts? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Social media advisory group

To ensure that you develop a robust online presence, social media experts at several National Societies have volunteered to answer any questions that you may have. Please email the social media advisory group at socialmedia@ifrc.org. A member of the group will respond to your question as soon as possible. Remember that you will receive the most useful answers if you are specific and include as much information as possible.

Mobile phones

In many countries, owning a desktop computer is a luxury and the internet is expensive. However, more than 3.5 billion mobile phones are in use around the world. Through basic texting features, mobile phones offer an excellent opportunity to communicate and fundraise on behalf of your National Society.

As more mobile phones are internet-enabled, many people are also using social media tools without access to a computer. Some sites like Qik (<http://www.qik.com>) and Kyte (<http://www.kyte.com>) are built around users submitting photos and videos from their phones. Networks like Twitter and Facebook use mobile phone integration as a central part of their strategy.

Mobile phones enable your National Society to:

- Fundraise through text donations
- Communicate directly with people that have signed up for SMS updates
- Offer information for current events, like disaster shelters or important phone numbers
- Teach safety or health tips

Sample mobile phone campaigns

Mobile phone technology has empowered several societies to increase their service delivery and ability to fundraise.

Australian Red Cross

The Australian Red Cross used mobile phones to teach the public about CPR, enabling individuals to download animated instructions for 3 Australian dollars. The society advertised this opportunity through its web site and press releases and was supported by high-profile partners like The Daily Telegraph and the Royal Lifesaving Society of Australia, which campaigned for all pool owners to learn CPR.

Kenya Red Cross

The Kenya Red Cross partnered with Safari Communications, a popular mobile phone network, to fundraise for six months following a disaster. Through the partnership, the Kenya Red Cross could send text updates to 8 million customers about programmes, response efforts and fundraising goals. In turn, customers could donate by texting or calling a specified number. Safari advertised the partnership in newspapers and other locations and the Kenya Red Cross forwarded each text to members of the media to increase press coverage of the campaign.

Thai and Swedish Red Cross

In partnership with Swedish telecommunications company Ericsson, the Thai Red Cross and Swedish Red Cross used mobile phones for disaster fundraising following the 2004 tsunami. Mobile phone users in Thailand could text "RC" to a specified number to donate 10 Baht, while users in Sweden could donate 30 Crowns.

American Red Cross

The American Red Cross used mobile phones for disaster fundraising. Through a partnership with the Wireless Foundation, mobile phone users in the United States could donate 5 US dollars by texting the word "GIVE" to "2HELP." The organization advertised this opportunity through its social media tools, web site and press releases, and also recruited high-profile partners to further advertise the opportunity. For example, one weekend, the National Football League promoted the service inside each football stadium and on television broadcasts. The society raised more than 190,000 US dollars through the campaign.

MobileActive.org

<http://www.mobileactive.org>

Your ability to use mobile phones successfully depends on the infrastructure in your country as well as the specific outcomes that you hope to achieve. To explore these opportunities, review resources at MobileActive.org.

MobileActive.org is a community of people and organizations using mobile phones for social impact. Through this medium, they are committed to increasing opportunities for organizing, communications and service and information delivery.

MobileActive.org offers:

- A network of campaigners, strategists and technologists that are interested in collaborating
- A blog about innovative mobile phone use for nonprofits
- A database of vendors, tools and nonprofit projects
- Study guides and toolkits for nonprofits

Of note, their guide "[Using mobile phones in advocacy campaigns](#)" reviews successful mobile campaigns and discusses lessons for setting up your own campaign.

MobileActive.org also offers a number of other worthwhile documents through their [resources page](#).

→ *Does your National Society use mobile phones for fundraising or communication? Please contact webteam@ifrc.org and share your experiences and best practices for the next version of this guide.*

Additional resources

The following resources are available for download at <https://fednet.ifrc.org/sw163509.asp>.

Document	Author
Additional social media sites	IFRC
Creating social media accounts	IFRC
Determining social media engagement	IFRC
Flickr primer for National Societies	IFRC
Online communications guidelines	American Red Cross
Proposal for Web 2.0 integration	Australian Red Cross
Social media update	American Red Cross
Tips for telling your story	IFRC

About the toolkit

The social media toolkit was developed by the International Federation of Red Cross and Red Crescent Societies with strong support from the American Red Cross.

The Australian Red Cross, Austrian Red Cross, British Red Cross and Kenya Red Cross provided invaluable feedback to strengthen the toolkit.

License

You may copy, distribute, transmit or adapt the toolkit as long as you observe the following terms:

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Contact

If you have questions or comments about the toolkit, or would like to offer your experiences to include in future editions, please contact webteam@ifrc.org.

Author

Mat Morgan is the principal author of the toolkit. You may contact him at morganmat@usa.redcross.org

- ¹ This graph is from We Media by Shayne Bowman and Chris Willis. The full document is located at http://www.hypergene.net/wemedia/download/we_media.pdf.
- ² This section is adapted from "Ten Ways to Use Web 2.0 to Change the World" by Marnie Webb. The original article is at <http://www.techsoup.org/learningcenter/webbuilding/page5669.cfm>.
- ³ This section is adapted from two articles by Beth Kanter: "Eight secrets of effective online networking" at <http://www.techsoup.org/learningcenter/Internet/page8075.cfm>, and "Determining your social networking needs" at <http://www.techsoup.org/learningcenter/Internet/page8054.cfm>.
- ⁴ This section is adapted from "How nonprofits can get the most out of Flickr" by Beth Kanter. The original article is located at <http://www.techsoup.org/learningcenter/Internet/page8291.cfm>.
- ⁵ This section is adapted from "Thirteen Tips for Effective Tagging," located at <http://techsoup.org/learningcenter/webbuilding/page5508.cfm>. That article was developed from Alexandra Samuel's "Choosing Effective Delicious Tags" and Ruby Sinreich's "Why Nonprofits Should Use Tags."
- ⁶ This section is developed in part from Monica Hamburg's blog at <http://www.monicaahamburg.wordpress.com/2008/09/16/youtube-and-nonprofits>.
- ⁷ This section is adapted from "Writing Online: Best Practices," located at <http://www.onenw.org/toolkit/writing-online-best-practices>.
- ⁸ This section is adapted from "Essential posts every blogger should know" by Collis Ta'eed. The article can be viewed at <http://www.techsoup.org/learningcenter/webbuilding/page7391.cfm> and originally appeared on the "blog about blogging" [NorthxEast](#).
- ⁹ This section is adapted from "Seven Ways Nonprofits Can Use Podcasts" by Britt Bravo, which originally appeared on the [NetSquared Blog](#).
- ¹⁰ These resources are adapted from the We Are Media [podcasting tool box](#).
Some content is also adapted from Wikipedia.org.

The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

For further information

**International Federation of
Red Cross and Red Crescent Societies**

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