

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

Advocacy	Communication
Targeted at decisionmakers – who often have already some knowledge	Larger audiences – less technical knowledge
Factual , reliable data and information, often exhaustive research before	Human interest – emotions, more focus on experience of people
Technical language, rational impact	Plain language, avoids jargon, focus on human impact
Recommendations	Initiating a conversation



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***



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ShelterCluster.org
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Communication channels

ShelterCluster.org

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- Important to show **dynamic pages**: if information is not available, or outdated, this affects credibility.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

The screenshot shows the ShelterCluster.org website. At the top, there's a header with the logo 'Global Shelter Cluster ShelterCluster.org Coordinating Humanitarian Shelter' and a navigation bar with links: HOME, GLOBAL SHELTER CLUSTER, OPERATIONS, RESOURCES, ABOUT US, and a search icon. To the right of the header, there are links for 'My account', 'Log out', and an 'Automatic translation' dropdown menu. Below the header, the main content area is divided into several sections. On the left, there's a 'FEATURED RESPONSES' section with a list of topics: Ukraine, Madagascar Tropical storm and cyclone 2022, Tropical Storm Season - 2022, Typhoon Rai Odette 2021, 2021 Haiti Earthquake, Afghanistan, Burkina Faso, République Démocratique du Congo, Whole of Syria, Yemen, Honduras - Hurricanes Eta and Iota, and Ethiopia. Below this is a 'HOME' section with links to 'Subscribe to Newsletter', 'GSC Helpdesk', 'Communities of Practice', 'Global Support Team', 'Coordination Toolkit', and 'Global Strategic Advisory Group'. To the right of the featured responses, there's a large image of a man smiling, with the text 'GSC Annual Achievements Report 2021' below it. Next to this is the USAID logo with the text 'USAID FROM THE AMERICAN PEOPLE' and 'USAID-BHA Grant 2020-2022'. Below the USAID logo is the European Union flag with the text 'ECHO Contribution'. At the bottom, there's a 'RECENT KEY DOCUMENTS' section with a link to 'AGENDA GLOBAL SHELTER CLUSTER ANNUAL MEETING 2022' and a 'UPCOMING EVENTS' section with a link to 'TWIG CASH FOR RENT MEETING'.



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Catálogo de kits de enseres básicos

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.

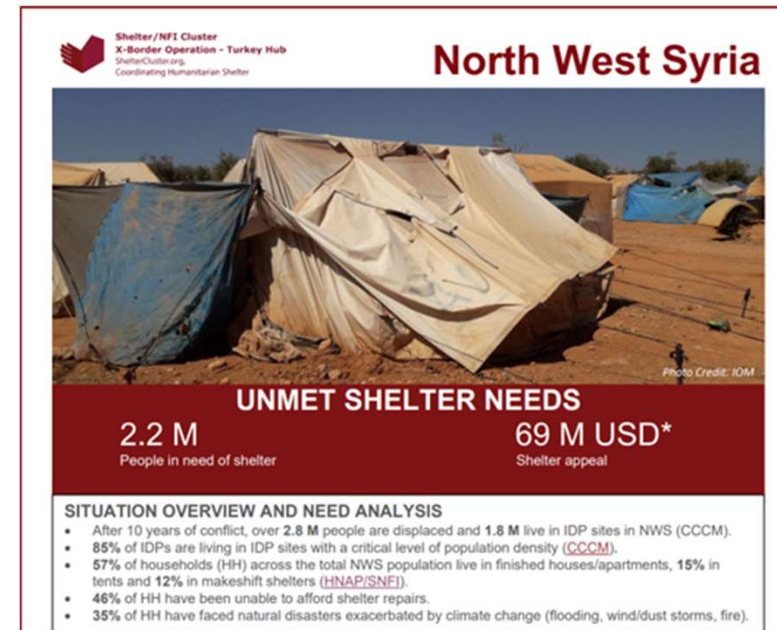
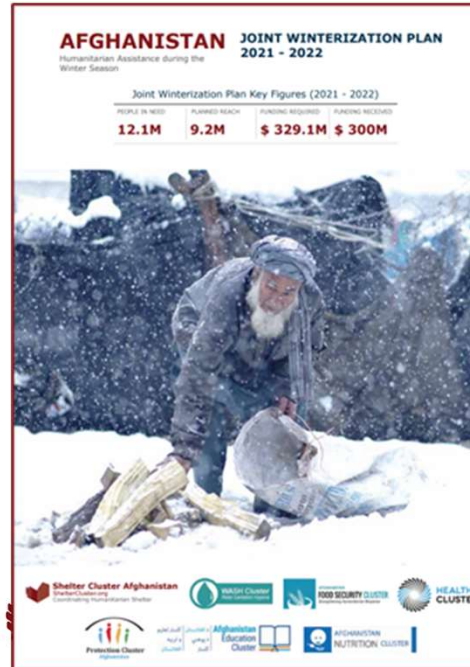
Bulletin d'information
Cluster Abris et GT Articles Ménagers Essentiels
RD Congo

A photograph showing a woman and a man standing in front of a rustic wooden building. The woman, on the left, is wearing a vibrant pink and yellow patterned dress and a grey headwrap, smiling warmly at the camera. The man, on the right, is wearing a light-colored long-sleeved shirt and blue jeans, looking towards the woman with a slight smile. The building behind them has horizontal wooden planks and several windows with blue-painted frames. The scene is set outdoors, likely in a rural area.

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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.



Regional Monthly Update

01 - 30 April 2022

KEY HIGHLIGHT AND CHALLENGES



Since the beginning of year, ESNFI clusters partners have reached **1,181,841 (61%)** individuals with multiples Emergency shelter (ES) and NFI assistance (Transitional shelter, Shelter repair or upgrade, winterization, standard ES and NFI assistance).



Regarding winterization cycle and assistance which have started in October 2021, as of April 30, 2022, the ESNFI cluster partners have reached **699,664** individuals in heating, blankets, and clothing.



In April 2022, ESNFI cluster partners identified **12,406** families in need of NFI assistance and shelters toolkits through joint assessment assistance.



RAM data collection has kicked off in the 8 regions of Afghanistan and was at **32%** on May 05, 2022. Expected end date is May 19, 2022.



ESNFI Cluster has received an allocation of **\$24 million** from AHF which has been prioritized for shelter response including shelter repair/upgrade and transitional shelter assistance.

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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!

**Shelter Cluster**
Your channel
ShelterCluster

 **Dashboard**

 Content

 Playlists

 Analytics

 Comments

 Subtitles

 Copyright

 Monetization

Channel dashboard

Latest video performance



Gaza has a **very poor housing situation** that

Housing conditions in Gaza, Palestine 2022

First 3 days 7 hours compared to your typical performance:

Ranking by views	1 of 10 >
Views	142 
Impressions click-through rate	4.9% 
Average view duration	1:01 

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(0\)](#)

Channel analytics

Current subscribers

916

+29 in last 28 days

Summary

Last 28 days

Views	2.3K 
Watch time (hours)	91.8 

Top videos

Last 48 hours - Views

Housing conditions in Gaza, Palestine 2022	37
Responding to Disclosure of a GBV Incident	12
Tutorial: Mapping with drones, Part 3: Create the Ortho...	8

[GO TO CHANNEL ANALYTICS](#)

Your top content in this period

Content	Average view duration	Views
1  الاستجابة للكشف عن حوادث العنف القائم على النوع الاجتماعي Aug 24, 2018	1:47 (44.7%)	9,545
2  Responding to Disclosure of a GBV Incident Aug 24, 2018	1:55 (48.2%)	9,472
3  Distribution of Non-Food Items (NFIs) for Shelter Oct 7, 2016	1:39 (53.8%)	4,320
4  GSCIntro2015 May 7, 2015	0:55 (86.0%)	3,624
5  Site Planning in Emergencies Jul 3, 2017	1:59 (52.4%)	3,284

Communication channels

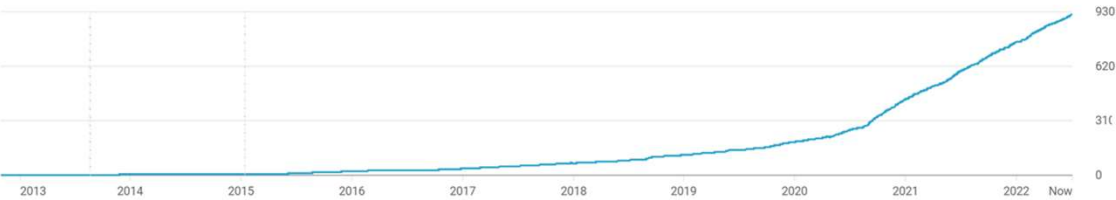


917

Subscribers

Channel growth
Total subscribers

Oct 31, 2012 – Jul 3, 2022
Lifetime



Channel analytics

Overview Content Audience Research

Your channel has gotten 66,468 views so far

Views ▲
66.5K

Watch time (hours) ▲
2.8K

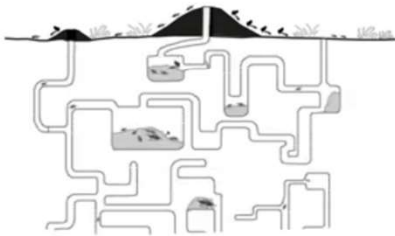
Subscribers ▲
+916



Average view duration ⚠

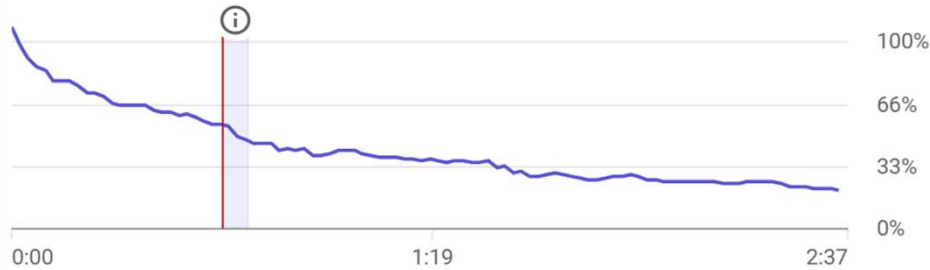
2:40

The Shelter Compendium
they involve...



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● This video ● Typical retention not available Chart guide ?



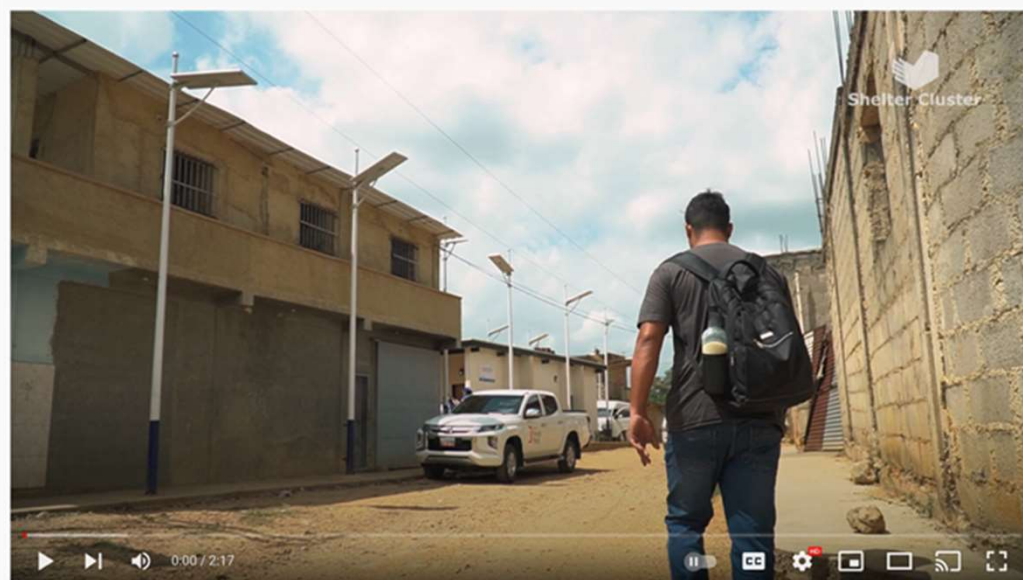
Communication channels



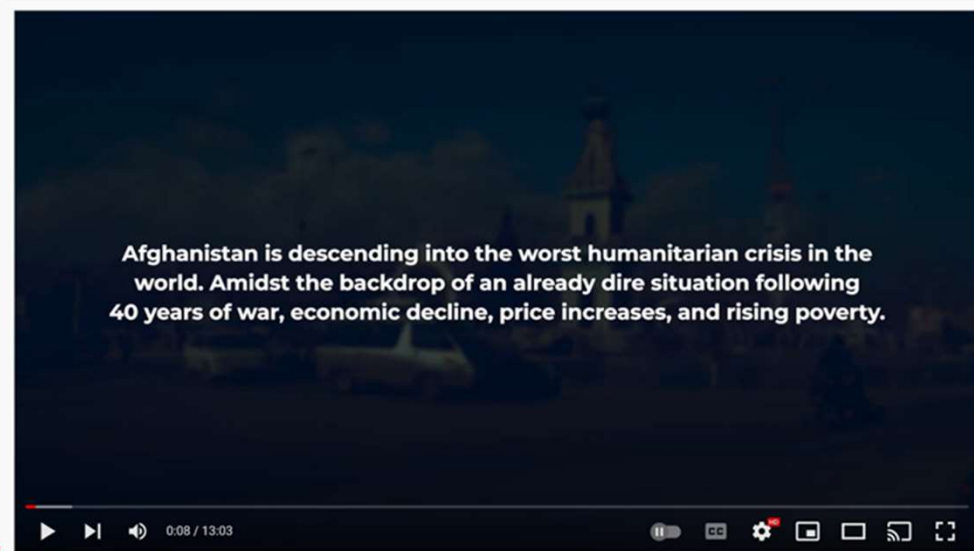
Rencontre Furaha



Housing conditions in Gaza, Palestine 2022



Shelter, Energy and NFI cluster Venezuela



Shelter repair needs and responses in Maidan Wardak, Afghanistan
Humanitarian Shelter

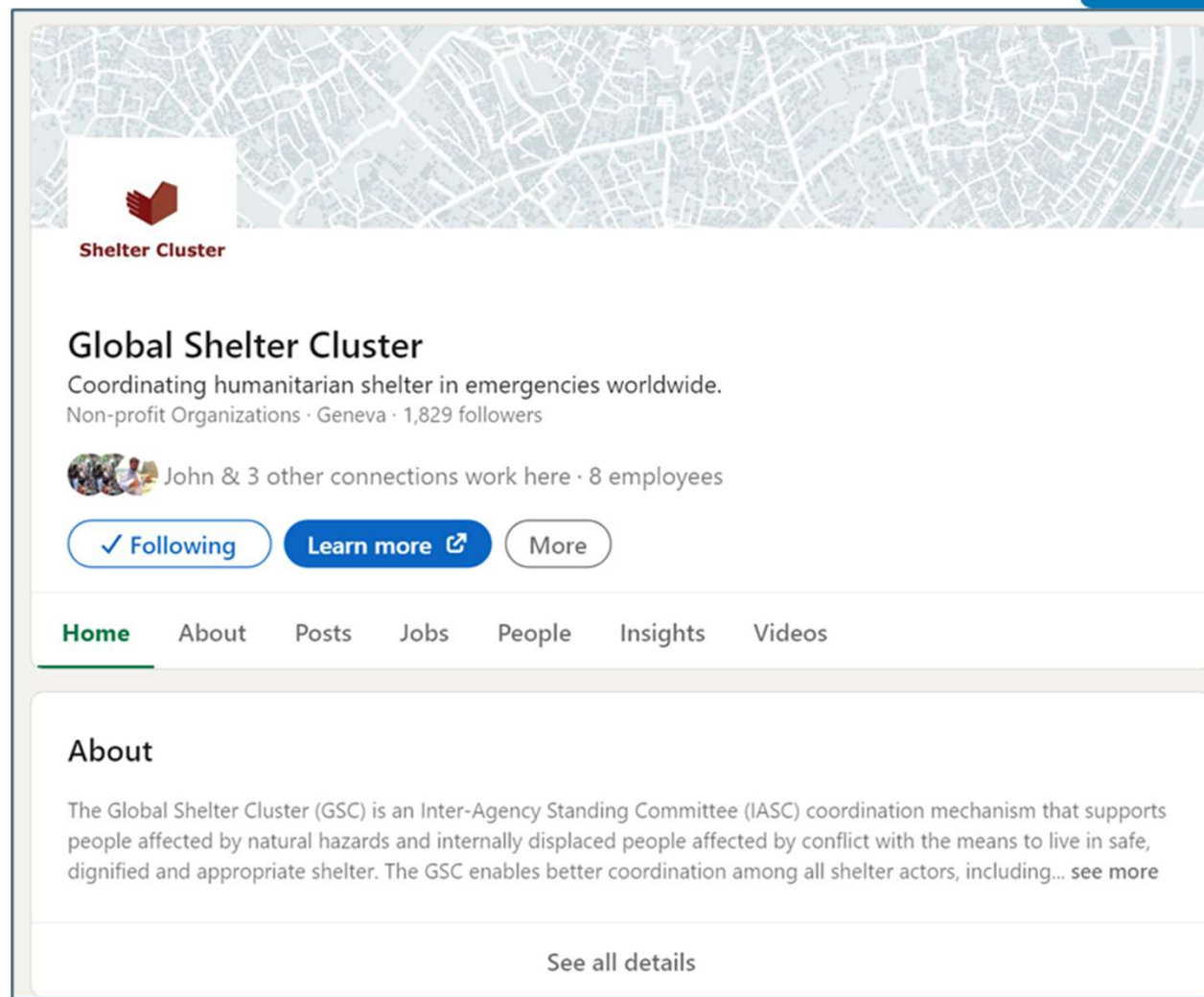
Communication channels



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



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Communication channels



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- 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

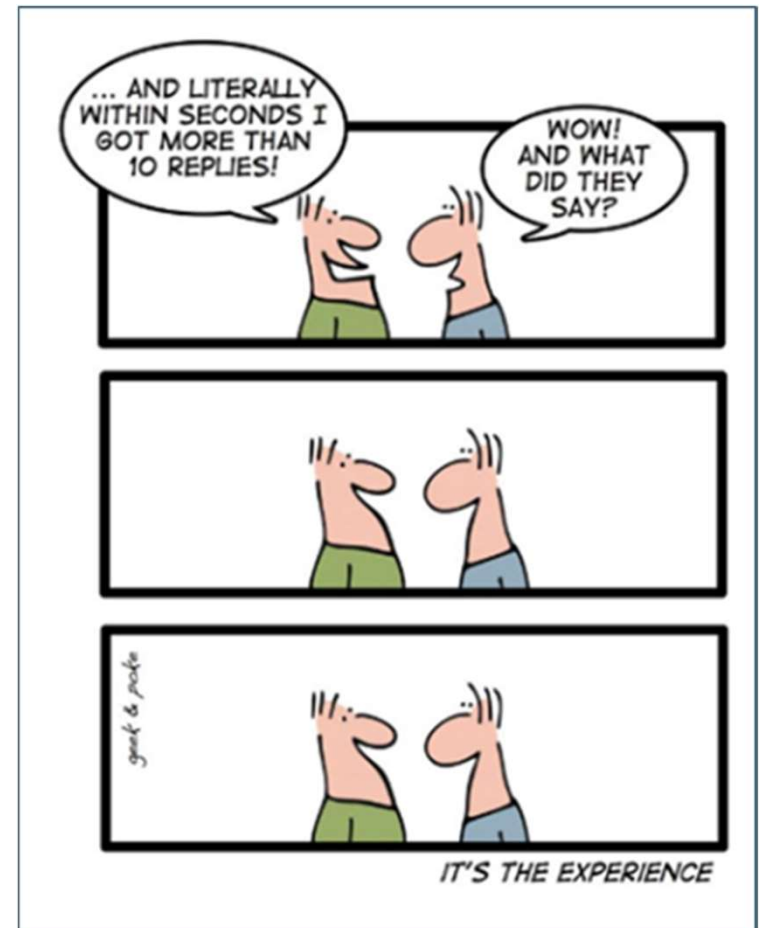


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Cluster communication

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.



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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>

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HAVING SHELTER IMPROVES
PHYSICAL AND MENTAL
HEALTH, PARTICULARLY
FOR CHILDREN, AS WELL
AS ENHANCED WELL-BEING
AND MORALE.



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A HOUSE CAN BE...



**A FINANCIAL
INSTITUTION**



A FACTORY



**A MEETING
PLACE**



A GRANARY

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Curious

 Share



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