UNDP DISASTER RESILIENCE FOR PACIFIC SMALL ISLANDS DEVELOPING STATES (RESPAC)

Communications Strategy

(Internal Version)

2020

**Abstract**

This document provides key communication procedures, advocacy strategies and tools that will act as a guide and road map for the Communications Specialist and the project team in the UNDP RESPAC project. It is a living document and will be amended responding to project needs.

This document supports the approved UNDP Pacific Office in Fiji Communication Strategy 2018-2020, adheres to The Russian Federation – UNDP Trust Fund For Development Communication and Visibility Strategy and will also commit to The Communications Strategy For Pacific Projects and Tsunami Project.

The duration of the project is three years from June 2016 – December 2019. In November 2019, UNDP received a no cost extension by the project board, to complete project activities by December 2020. This Communication strategy is for 2020.

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# BACKGROUND

The overall objective of the UNDP RESPAC project funded by the Government of Russia is to improve the capacity of 14 Pacific Small Island States (P-SIDs) in the area of Climate Change Adaptation (CCA) and Disaster Risk Reduction and Mitigation (DRR & M). In line with the overall outcome, the overall project goal is to effectively address the consequences of, and responses to, climate related hazards. The 3 main components include,

1. Strengthened early warning systems and climate monitoring capacity in selected PICS;
2. Preparedness and planning mechanisms and tools to manage disaster recovery process strengthened at regional, national and local level;
3. Increased use of financial instruments to manage and share disaster related risk and fund post disaster recovery efforts.

The UNDP RESPAC project is also an umbrella project that houses two projects closely aligned and responds to Outcome 3 of the RBAP Regional Program Document: *Countries are able to reduce the likelihood of conflict, and lower the risks of natural disasters, including from climate change.*

The *India funded Climate Early Warning Systems Project (CLEWS)* like RESPAC Component 1 focuses on climate early warning however to avoid duplication, I-CLEWS compliments RESPAC Component 1 and in addition focuses on Hydrology and Meteorology working toward supporting PICs adaptive capacities for disaster preparedness and recover and strengthening South – South Cooperation between India and the Pacific.

Also housed under RESPAC is the *Partnerships for Strengthening School Preparedness for Tsunamis in the Asia Pacific Region (Tsunami Project) Phase 11.*  The 18-month project has three outputs, school preparedness and awareness programmes for tsunamis institutionalized in project countries, school preparedness and awareness programmes for tsunamis replicated and adapted in more schools in the Asia Pacific region, and capacity of data collection enhanced in the countries requiring support.

RESPAC project communications seeks to raise and maintain a positive visibility profile for UNDP Pacific Office in Fiji and the Governments of Russia, India and Japan by the sharing of success stories and best practices.

This Communication Strategy provides the framework for the UNDP RESPAC communications approaches and deliverables required for each of the components mentioned above; and projects that is housed within RESPAC. This strategy supports the UNDP Pacific Office in Fiji Communications Strategy 2018-2022 and to avoid duplication has captured key elements.

The purpose of this strategy is to:

* Provide guidance to and inform the work of the UNDP RESPAC communications specialist;
* Clarify for the UNDP RESPAC staff the nature of the communications activities and when and where they will be needed to assist and support; and
* Clarify for ICOMMS the nature of communications support from UNDP RESPAC project so as to feed into and inform the implementation of UNDP Pacific Office in Fiji Communications Strategy 2018- 2022.
* Adhere to The Russian Federation – UNDP Trust Fund for Development Communication and Visibility Strategy and will also commit to The Communications Strategy for Pacific Projects and Tsunami Project.

# KEY COMMUNICATIONS GOALS AND OBJECTIVES

The key communication principles of the strategy are listed below categorized into three goals listed below and monitored against this.

Communications is a shared responsibility that requires the strengthening of both internal and external communications for effective visibility and wider awareness of projective goals, outcomes and highlights.

It will be the project team’s responsibility when adhering to SOP to ensure language used for written, visual and audio communications as well as photos and other communication materials are inclusive and does not promote gender- based stereotypes and adheres to UNDP branding guidelines.

|  |  |  |
| --- | --- | --- |
| Communication Goals  | Communications Objectives | Products |
| Goal 1: Effective External communications for increased visibility of Russia, India, Japan aid activities.  | * Contribute to the UNDP Pacific Office in Fiji website and social media pages with regular and timely content including photos, videos, photo stories/ quotes etc.
* To generate an increased awareness of UNDP RESPAC activities at national and regional levels.
* To produce and disseminate stories to local, regional media and other platforms. Stories will be representative of genders and the diverse groups living in the country UNDP RESPAC supports. Stories should not perpetuate gender stereotypes and must promote recipients of assistance as active agents of change playing important roles in their communities.
* To develop and distribute RESPAC newsletter.
* Develop and maintain distribution list for all donors and key stakeholders
 | Gender Sensitive and responsive communication products will include but not limited to the following.* Video
* Photo Quotes
* Human Interest Stories
* Feature Stories
* Newsletter
* Updated distribution list
 |
| Goal 2: Effective external communications for stronger project outcomes in Pacific SIDs | * With the Lead of the various components and key partners and stakeholders create Informational and Educational and Communication (IEC) materials including factsheets, brochures, info graphics, flyers, posters to raise awareness on project activities and where necessary highlight the support rendered to marginalised and vulnerable groups and communities.
* To provide updates via social media platforms through RESPAC twitter account, UNDP Corporate accounts and through stakeholder’s social media platforms.
* To develop and disseminate RESPAC newsletter to key governmental and intergovernmental agencies.
* To develop and maintain distribution lists.
* To ensure that communications materials are provided in local vernacular when needed.
* To establish and maintain relationships with local and regional media. Visits to offices when in country is mandatory.
* To ensure that gender aspects of the work of UNDP is thoroughly reflected in the content shared to media and other interested parties.
* To ensure that the development of any new informational and educational communication (IEC) material or event is informed by shared understanding of key messages, target audience and measure of success.
* Utilise less – used platforms such as You – Tube and LinkedIn to increase audience reach.
* To ensure consistent messaging across staff and partners.
* To identify communication channels and formats that are accessible for target audiences, including persons living with disabilities.
* To share positive actions, project achievements and lessons learnt about best practices.
 | * IEC materials: Fact Sheet, Brochures, Flyers, Posters, Banners
* Media visits
* Newsletter
* Use of YouTube
* Publications uploaded on the web.
* Briefing Notes
* Updates via social media
 |
| Goal 3: Effective internal communications for greater cohesion and coordination across all projects and components.  | * Project activity presented at staff meetings.
* BTOR disseminated in a timely manner for Communications action.
* Disseminate weekly requests for contribution from the team for updates.
* Disseminate brief on all media and communications aspects related to the project. Including component 3 (PFIP).
* Provide input for reports with links for communications articles.
* Reflect two- way flow of communications where ideas, comments and suggestions by stakeholders are respectfully taken into full consideration and responded to accordingly.
* To ensure that all information complies with UNDP branding guidelines and policies refer to UNDP guidelines
* Establish and work closely with Monitoring and Evaluation to develop communications products for activities that have achieved milestone.
* To deliver timely information to target audiences and key stakeholders
* To ensure that all information is accurate, honest and credible, and based on evidence and trust worthy sources and information is translated into local vernacular when needed.
 | * Staff meeting minutes completed and distributed to all staff.
* BTORs completed
* Brief\_ Communications and Media distributed on a weekly basis to RESPAC team.
* Monthly Communications Snapshot – Template.
* Regular field updates from the team and photos sent to Communications officer.
* ROAR reports
 |

# SWOT ANALYSIS

|  |  |  |  |
| --- | --- | --- | --- |
| STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS  |
| Is attached to an already strong UNDP brand.Linked to UNDP strong social media platform, thousands of followers regionally and internationally. Strong partnership with key stakeholders and partners.An RSD Communications Specialist to assist and provide guidance on communications and media matters. Experts and Specialists in Disaster Risk Management and Early Warning Systems for much needed advocacy available in house. Connection to experienced Environmental Communications experts - PEJN | Low number of human-interest stories/blogs Twitter handle with limited activity and less than 90 followers, compared to the corporate UNDP twitter handle with more than 29,6 followers. Absence of a dedicated communications specialist since 2016. No access to corporate accounts. Delays likely if RSD comms is busy with other engagements. Key stakeholders do not have communications officers. Some currently recruiting.   | Communications Training for staff. Photography, Social Media. Increased field visit to capture human interest stories and other communications products including Photo storiesRESPAC staff to send updates from the field with suitable images.Media visits to strengthen media relations. Utilise and ensure visibility from stakeholders. Work with Communications officers in Pacific SIDS to be more pro active in highlighting UNDP RESPAC support. Develop Information, Education and Communications Materials (Factsheets, Brochures etc)  | Communications Officers are part of UNCG. No support from leading agencies for agreed UN events. Remote locations - Internet connection in PICs limit ability to collect, outcome, impact information from beneficiaries. Delays in production of Information Educational and Communications Materials. Poor internal communications lead to lack of coordination towards programming. Messages are not broadly disseminated.  |

# COMMUNICATIONS CHANNELS

Both internal and external communication channels will be used to raise awareness and visibility of the Government of Russia, Japan and India project activities.

## Internal Communications

Internal communications channels and products below will enable UNDP RESPAC to create a well – informed and better coordinated work environment. These will also help to raise awareness of program objectives, lessons, achievements, enhance coherence and collaboration, provide guidance, instruction and motivation amongst staff.

|  |  |
| --- | --- |
| Internal Communication Channels and Products | Frequency  |
| Meetings and Workshops | Component updates at the weekly RESPAC staff meetingRSD staff updates – quarterly Annual Planning WorkshopsAnnual Review Workshops  |
| Briefs\_ Media and Communications Regular updates on what was shared on social media platforms during the week. Can also include mention of what Communications is working on, allows staff to respond and also comment.  | Weekly  |
| Request for updates from the field | Weekly |
| Team Space – a centralized portal of information for staff to store document, policies templates, photo and videos. It will foster easy access of information among staff regardless where they are located.  | Daily and as needed |
| Updates to ICOMMS Provide updates to ICOMMS on project media uptake and provide link | Weekly and as needed.  |
| Reports and Plans | Mid-Year Report Roar reports Annual Work Plan |

## External Communication

External communication focuses on raising and strengthening the image and profile of UNDP RESPAC, I-CLEWS and Japan project.

All external communications products will be initially discussed with Component Leads before a being drafted. Upon approval and comments from Project Manager, products will be developed and will follow UNDP Standard Operating Procedure for Communications.

|  |  |
| --- | --- |
| External Communication Channels and Products | Frequency  |
| WebsiteUNDP RESPAC communications officer will provide overview information, communications plans where ICOMMS support is needed to share and contribute to campaigns.  | Ongoing when trainings and workshops unfold |
| Facebook UNDP RESPAC communications officer will provide concise updates on program activities, campaigns, events and links to coverage on partner agencies social media platforms. Posts will have diverse content and capture key messages and may include statistics, infographics, maps, photos and videos | Aiming for 2 concise posts per month as the minimum.  |
| Photo Bank  | Must compile up to at least 10 of the best images from each event with captions, event, locations, date, photographers name and when required photo consent forms. Saved on the UNDP Flickr account and saved on the RSD shared drive. |
| Events (Trainings, Workshops) Events may include activities jointly organised UNCG events for international days, release of publication, launches, notable workshops. Communications officer must maintain the calendar of events once AWP 2020 is finalised.  | As required Communications to revisit and update calendar monthly  |
| Press ReleasesOne-page document providing information pertaining to the milestone achieved, event or activities to raise the profile of the event or campaign.  | As required in support of an event or to highlight a great milestone achieved. Request clearance for quotes from relevant stakeholders and UNDP.  |
| Project/ Component Fact SheetMaximum of two pages. Summary of the program include goals, objectives | Developed and used on social media |
| Case Study or Story Highlight in more detail impact of Russia, India Aid to be disseminated with Exposure via UNDP social media platforms.  | One case study |
| Feature Stories in NewspapersUnpacking the technicalities of the project, how does project components impact everyday people in Pacific island communities  | Aim for X1 – C1, X1 – C2 |
| Project Communications SnapshotsA brief 1- 2 pages for each component and projects housed under RESPAC highlighting activities for the month. This will inform the Communications Workplan and can be saved as an annex in Project Annual Work Plans | Continuous and updated when required |

# Communications Resources

|  |  |
| --- | --- |
| Resources | Monitoring and Updating  |
| Photo/ Video Gallery: All photos and videos taken for all components and other projects will be centrally stored for reference and awareness purposes. Proper labelling and consent forms will be completed.  | The photos/ video gallery – [UNDP Flicker account](https://www.flickr.com/photos/undppc/) will be updated regularly with each new activity/event. Copies will also be saved in the shared drive. Under the [RESPAC project – Communications Folder](file:///Y%3A%5C1.%20Current%20Work%202019%5C5.%20Resilience%20%26%20Sustainable%20development%5CProjects%5CRESPAC%5CCommunications%5CPhotos%202019) |
| Branding Guidelines:SOP and branding guidelines and visibility guidelines for UNDP, RUSSIA, JAPAN and India will be stored in a central location for use in developing documents  | Regularly monitored by RESPAC comms to ensure compliance |
| Utilise UNDP Corporate PowerPoint templates:To include donor logos | To be reviewed as and when required |
| Media Monitoring: All media channels including traditional and online will be monitored. To be shared with RESPAC staff | Weekly and daily when needed.  |
| Develop Partners and Stakeholders List:Develop and update directory of partners and key stakeholder contact information.  | To be updated as required (ongoing)  |
| Media List A list of media contacts for the countries RESPAC is heavily engaged in will be compiled for distribution of media releases and advisories.  | To be updated as required (ongoing)  |

# TARGET AUDIENCE AND KEY MESSAGING

|  |  |
| --- | --- |
| Audience | Key Message |
| Primary Audience  |
| Pacific Islands Governments:* National Planning Offices
* National Meteorological Hydrology Services
* Selected line Ministries
* National Disaster Management Offices
 | UNDP RESPAC project will work closely with Government ministries, national disaster management offices and National Meteorology and Hydrology Offices in the region to ensure project goal to effectively address the consequences of, and responses to, climate related hazards is achieved. The project promotes gender equality and women’s empowerment.  |
| Partner Agencies Pacific Meteorology Council (PMC) PMC a specialised body of SPREP is established to facilitate and coordinate the scientific and technical program and activities of Regional Meteorological Services. PMC provides policy advice on needs and priority for members pertaining to weather and climate. | The project will collaborate with its partners and stakeholders to promote visibility, raise awareness and influence change to strengthen and improve disaster resilience in Pacific SIDs.  |
| Pacific Community (SPC) – Geo- Science DivisionOldest and largest member in CROP. SPC provides technical, advisory, statistical, information support particularly in small island states that lack technical capacity. Geo science covers three technical work programs oceans, water and sanitation and disaster reduction. |
| Secretariat of the Pacific Regional Environmental Program (SPREP) Mandate and charged by governments and administrators in the Pacific region |
| Russia * EMERCOM (Russia Emergency Management Centre)
* Russian Federation Service for Hydrology and Environmental Monitoring (ROSHYDROMET)
* Russia in Australia – Embassy
* Russia in New Zealand – Embassy
 |
| National Institute of Water and Atmospheric Research (NIWA) |
| Bureau of Meteorology (BOM)  |
| UN agencies * Pacific Humanitarian Team Members
* UN agencies- United Nations Office for the Coordination of Humanitarian Affairs (OCHA), World Meteorology Office (WMO), United Nations Office for Disaster Risk Reduction (UNISDR)
 | UNDP RESPAC will collaborate with UN agencies to ensure project deliverables are completed and to also acknowledge agencies that have the mandate in specific areas. For example OCHA – Humanitarian.  |
| Non-Governmental and Civil Society Organisations, CROP agencies, Academic Institutions (USP) | UNDP RESPAC values the work of NGOs, CSOs, CROP agencies and academic institutions as advocates, policy influencers and implementers  |
| Donors |  |
| Russia  | UNDP RESPAC is and accountable, transparent and influential thought leader with operational capacity and knowledge and strong relationships to connect governments and partners through project activities that will lead to long term Disaster Risk informed sustainable development that is inclusive and people centered development.  |
| JICA |
| India High Commission |
| Government of Japan  |
| Secondary Audience |
| Members of the Public  | The project is committed to strengthening Disaster Resilience in all PICs communities. Key to these are communities ability to bounce back better, fueled by preparedness informed by quality data and early warning systems.  |
| Media Agencies (Local, Regional, International Media, Russia Media)  | UNDP RESPAC is a credible development partner in communicating information and outcomes in activities working in collaboration with PICs Government and relevant ministries to achieve development goals. The project recognizes Media as a key partner in raising awareness and ensuring communities are disaster prepared.  |

# Communications Tools

|  |  |  |  |
| --- | --- | --- | --- |
| Press | Online  | Public Relations | Internal Communications |
| Press ReleasesRadio TVOpinion Editorials/ Features PublicationsBlogs | UNDP Website Partner Website Donor Website Social Media Platforms | NewslettersEvents MeetingsWorkshops Conferences Videos Case StudiesBrochuresProject Briefs | Back to Office Reports EmailsCommunications Training via (ICOMMS) Media Monitoring.  |

# KEY UN CELEBRATED DAYS

|  |  |  |
| --- | --- | --- |
| Date  | International/ National Day | Program/ Sector area |
| 08 March | International Womens Day | GESI |
|  | World Meteorology Day |  |
| 22 March | World Water Day  | Health/ Component 1 (CLEWS) |
| 5 June | World Environment Day |  |
| 6 June | Russian Language Day |  |
| 8 June | World Oceans Day |  |
| 17 June | World Day to Combat Desertification and Drought  |  |
| 25 June | Day of the Seafarer |  |
| 29 June | International Day of the Tropics |  |
| 19 August | International Humanitarian Day  | Emergency/DRR |
| 7 October  | World Habitat Day |  |
| 13 October | International Day for Disaster Reduction |  |
| 15 October  | International Day for Rural Women |  |
| 16 October  | World Food Day |  |
| 17 October  | International Day for the Eradication of Poverty  |  |
| 5 November  | World Tsunami Awareness Day  |  |
| 25 November  | International Day for the Elimination of Violence Against Women (\*16 Days of Activism Against Gender Based Violence: 25 November to 10 December)  |  |
| 3 December | International Day of Persons with Disabilities  |  |
| 10 December  | Human Rights Day |  |

#  PROJECT BRANDING

The project logo will be used for all forms of communications. This project logo must always appear together with donor (Russia, India or Japan) and UNDP logo.

For publications and other products, all logos must be placed on the same line. All logos should be visually equal; no one logo should take precedence over the other logos of project partners and donors. Refer to respective donor communications strategy for guidance and use.

Donors and partners will be acknowledged in communications about the project.

* **Press releases**: Press releases will feature the RESPAC, Donor and UNDP logo – usual placement is with the RESPAC logo on the left, Donor logo in the middle, and UNDP’s logo on the right – when used with Government official crest, Government logo is usually placed before RESPAC.
* **Social media**: Where possible, include official twitter handles for donors in the post, or if not possible given character limit, tag in the image to donors. Please refer to donor communications strategy for more details.
* **Web stories and Exposure photo essays**: Stories will acknowledge donors, UNDP and other relevant partners in the text.
* **Video content**: All logos will feature at the end of videos.

# MONITORING AND EVALUATION

UNDP RESPAC Communications Officer will undertake a Communications Strategy review when needed and required to assess the effectiveness of the strategy with internal and external stakeholders. The monitoring and evaluation of internal and external communications will be based on the following success measures (output level):

* Number of Media hits
* Number and type of content produced for UNDP Website, UNDP Pacific Office in Fiji FB page (example photos, video clips, info – graphics, case studies, reports, newsletters)
* Number of hits and likes through social media monitoring of content developed for UNDP in the Pacific FB page.
* Number of Media Releases.
* Number of campaigns and events
* Number of IEC materials developed (Fact Sheets, Brochures, Posters); and
* Percentage of opens for RESPAC newsletter (i.e. opening and reading the newsletter)

Communications activities will be continually assessed, approaches modified if not successful and where needed lessons learnt captured in reporting.

# COMMUNICATONS WORKPLAN 2020

This is summary of Communications AWP workplan. This is a working document that will include activities and events from Project AWP, once signed off.

Specific Communications Plans for trainings, workshops can also capture other Communications tools listed above, but the following is the minimum required. Any additional communications outputs will be captured in the Monthly Communication Snapshot Template.

|  |  |  |  |
| --- | --- | --- | --- |
| Main Communications Activities  | Delivery Method | Time Frame | Measures of Success |
| Goal 1: Effective External communications for increased visibility of Russia, India, Japan aid activities. |
| Contribute to the UNDP Pacific Office in Fiji website and social media pages with regular and timely content including photos, videos, photo stories/ quotes etc. | Website/Social Media | At least 2 concise posts a month as possible | Number of posts on website/ Facebook page/ Twitter Number of likes and shares |
| Update RESPAC Brochure | Hard copies and e-copies  | Updated when needed | Updated and monitor where distributed and how many copies.  |
| Develop at least 3 Feature Stories | Local media and/ or UNDP Pacific Office in Fiji website. Government website or social media pages | Q3- Q4 per annum  | Number of Feature Stories published |
| Organise at least 2 Public Campaigns Potential campaigns highlighted in the events calendar | To be determined with Component leads and Project Manager. PERF Launch can be considered.  | As highlighted in the calendar above and depending on Component Lead confirmation and budget. | Number of campaigns completed Number of Media hits |
| Development of pull up banners -  | Physical banner  | As needed | Number of times used and types of events |
| IEC materials to raise awareness of Russia, India, Japan aid activities and outcomes in PAC SIDs | Brochures, Infographics, Flyers and Posters, Briefing Notes, Infographics  | As needed  | Number of materials produced.  |
| Develop and Distribute E-NEWSLETTER | Newsletter x2Mid – yearEnd of the Year | June- JulyNovember - December | Number of Newsletter distributed. Percentage – how many people opened and read the newsletter.  |
| Goal 2: Effective external communications for stronger project outcomes in Pacific SIDs |
| Component 1 | Feature article as also mentioned above | Q3-Q4 | Published article.  |
|  | Photo Quotes minimum of x10 | Q1-Q4 | Number of PQ developed and distributed and which media channel with LinksHow many shares and likes |
| Tweets minimum of x15 | Q1- Q4 | Number of tweets completed. With LinksHow many shares and likes  |
| x1 Campaign per annum  | Q1- Q4 | Update on logistics Was the campaign a event or social media campaign.  |
| Press Release minimum of x2 per annum  | Q1- Q4 | Number of Press Releases completed and published  |
| Minimum x1 Video  | Q1- Q4 | Video uploaded into UNDP Corporate accounts and RESPAC twitter handle.  |
|  | Facebook Posts (Either UNDP Corporate Account or Key stakeholder and Partner accountsMinimum x2 per month | Q1-Q4 | Number of FB posts shared. Number of likesNumber of shares |
|  | Minimum x1 IEC material Poster or Flyer developed for meeting or training.  | Q1 | Completed IEC material. Details on  |
| Component 2 | Feature article as also mentioned above | Q3-Q4 | Published article |
|  | Photo Quotes minimum of x10  | Q1-Q4 | Number of PQ developed and distributed and which media channel with LinksHow many shares and likes |
| Tweets minimum of x15 | Q1- Q4 | Number of tweets completed. With LinksHow many shares and likes  |
| X1 CampaignConfirm with Component Leads whether it is a social media campaign or an event. Potential PERF Launch | Q1- Q4 | Update on logistics campaign, participation, media, Knowledge Management Material shared.  |
| Press Release minimum of x2 | Q1- Q4 | Number of Press Releases completed and published  |
| Minimum x1 Video  | Q1- Q4 | Video uploaded into UNDP Corporate accounts and RESPAC twitter handle.  |
|  | Facebook Posts (Either UNDP Corporate Account or Key stakeholder and Partner accounts. Minimum x2 per month | Q1-Q4 | Number of FB posts shared. Number of likesNumber of shares |
| Component 3 | Follow up on Communications PlanAnd Regional Campaigns.  | Q1- Q4 |  |
|  | Facebook Posts (Either UNDP Corporate Account or Key stakeholder and Partner accounts |  |  |
| Strengthening Tsunami Awareness and Preparedness in Schools. Tsunami Project*As per the Japan Communications Strategy for 2019- 2020* | Minimum x1 blog |  | Published blog with Link |
|  | Short Video Clip of Drill  | 2019- 2020 (Ongoing when drills take place in all countries) Other Pacific Countries to develop and send videos to UNDP Pacific Office in Fiji.  | Number of videos completed from the Pacific  |
| Stories |  | Media Coverage of Tsunami Drill  |
| Videos shared on social media  |  |  |
| Contribution to Newsletters IDDR day and World Tsunami Awareness Day  |  |  |
| Photo Quotes  |  |  |
| CLEWS | Press Release minimum of x2 | Q1- Q4 | Number of Press Releases completed and published  |
|  | Minimum x1 Video  | Q1- Q4 | Video uploaded into UNDP Corporate accounts and RESPAC twitter handle.  |
| PEJN articles minimum of x5 Articles | Q1- Q4 | Published and shared through all necessary media channels. |
| Feature article  | Q3-Q4 | Published article |
| Event/Training/Workshop x1 | Q1-Q4 |  |

# UNDP PACIFIC OFFICE GUIDELINES - SOP

This document should be read in conjunction with the following UNDP Guidelines

* UNDP Pacific Office in Fiji – Standard Operating Procedures
* UNDP Editorial Style Manual
* UNDP Brand Manual
* UNDP Copyright Guidelines
* UNDP Tagline Portal
* Social Media Guidelines
* Videos and Photos
* Press Release Template
* Media Advisory Template
* New Story Template
* Success Story Template
* UNDP PowerPoint Template
* UNDP Business Card Template
* UNDP Fast Facts Template
* UNDP Pull – Up Banner Artwork
* UNDP Photo Guidelines
* Blogging Guidelines
* SDG Tool Kit
* Communication Tool Kit

# Annex

ANNEX 1: Details on Comms Strat document

ANNEX 2: DRAFT PROJECT COMMUNICATIONS SNAPSHOT TEMPLATE

ANNEX 3: COMMUNICATIONS FROM THE FIELD TEMPLATE

ANNEX 4: COMMUNICATIONS PLAN – FOR EVENTS, LAUNCHES, TRAININGS

ANNEX 5: POWERPOINT PRESENTATION TEMPLATE

ANNEX 6: VACATION NOTICES

ANNEX 7: EMAIL SIGNATURES

Annex 8: Monthly Communication Template