

# SOCIAL MEDIA SOCIAL GOOD

*Angelica Gustilo Ong*

Oct 30, 2019





**72 YEAR OLD ORGANISATION, 190 COUNTRIES AND TERRITORIES**  
**IN 2016, WE'VE RESPONDED TO 344 EMERGENCIES ACROSS 108**  
**COUNTRIES**

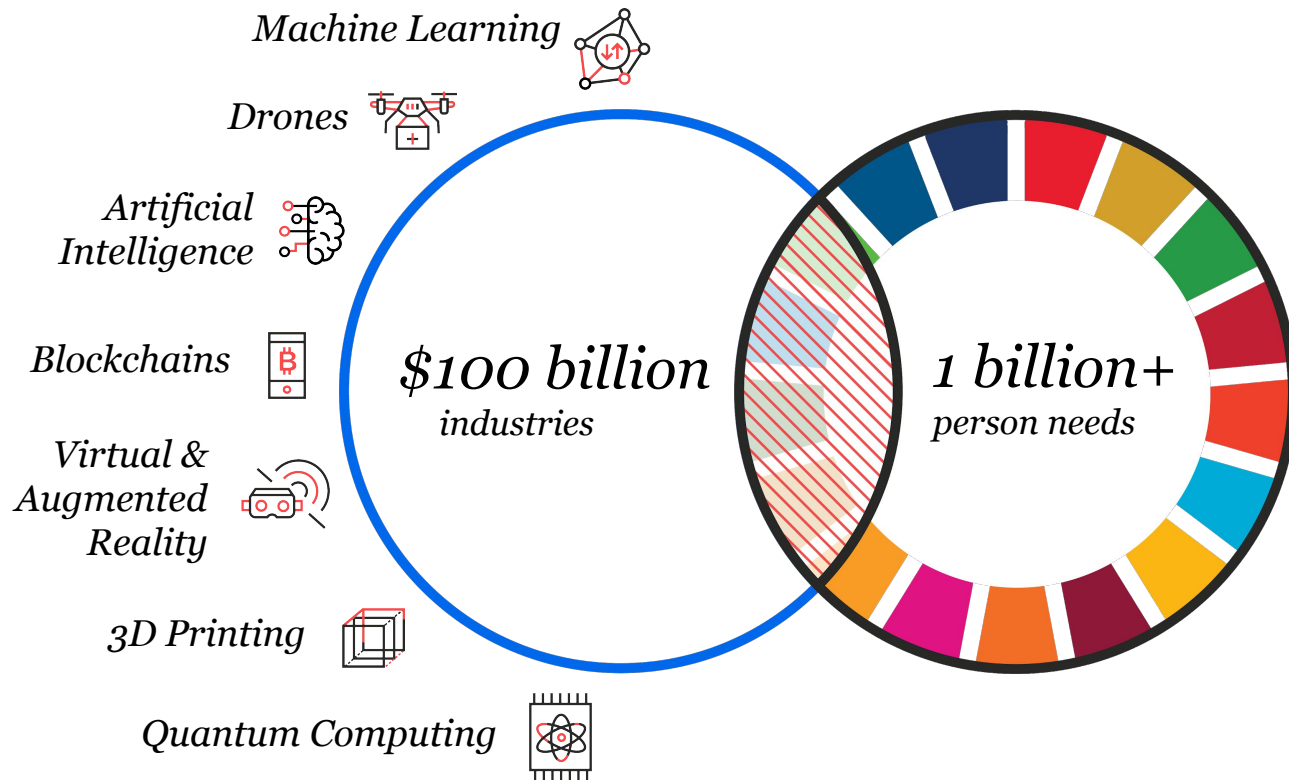
**LARGEST BUYER OF VACCINES FOR CHILDREN IN THE WORLD**

**47 MILLION CHILDREN REACHED WITH EDUCATIONAL SUPPLIES**

**Innovation at UNICEF is  
doing something new or  
different that adds value.**

A young boy with dark hair, wearing a white short-sleeved shirt, is seen from the side, reaching up with his right arm to write on a dark chalkboard. The chalkboard is covered in faint, handwritten text and numbers in white chalk. The lighting is warm, and the background is slightly blurred, focusing attention on the boy and his action.

# Frontier Tech Areas



arm

Google



facebook



Johnson & Johnson



Telefonica



amadeus

**So how do  
we tell our  
innovation  
stories?**

A young boy with dark hair, wearing a bright green zip-up jacket, is shown in profile, smiling broadly as he types on a laptop. His hands are positioned on the keyboard. In the background, another boy is visible, also working on a laptop, but he is out of focus. The setting appears to be a classroom or a computer lab with white walls. A blue circular logo is visible on the wall behind the boy in the foreground. The overall atmosphere is positive and focused on technology.

@unicefinnovate





unicef 

**Focus on impact**

**Draw upon emotion**

**Differentiate**

**Technology**





**How does  
our digital  
communication  
ecosystem  
look like?**

A person wearing a VR headset with the UNICEF logo is smiling. The background is a blue wall decorated with various computer-related icons and text, including 'COMPUTER', 'DEL', 'ESC', 'Shift', 'WWW', and several smiley face emojis. A red arrow points downwards on the left side of the wall.

## Digital & Social

## Media

## Internal Channels

## UNICEF global campaigns

## External

- Global UNICEF audience
- Youth tech Influencers
- Mainstream & specialist media
- Funders / fundraising

## Internal

- UNICEF All -staff  
13,000 **staff** work approximately 85 per located in the field in 190 countries).
- Internal the Division of Communication
- National Committee representatives;
- UNICEF decision-makers

## Partners

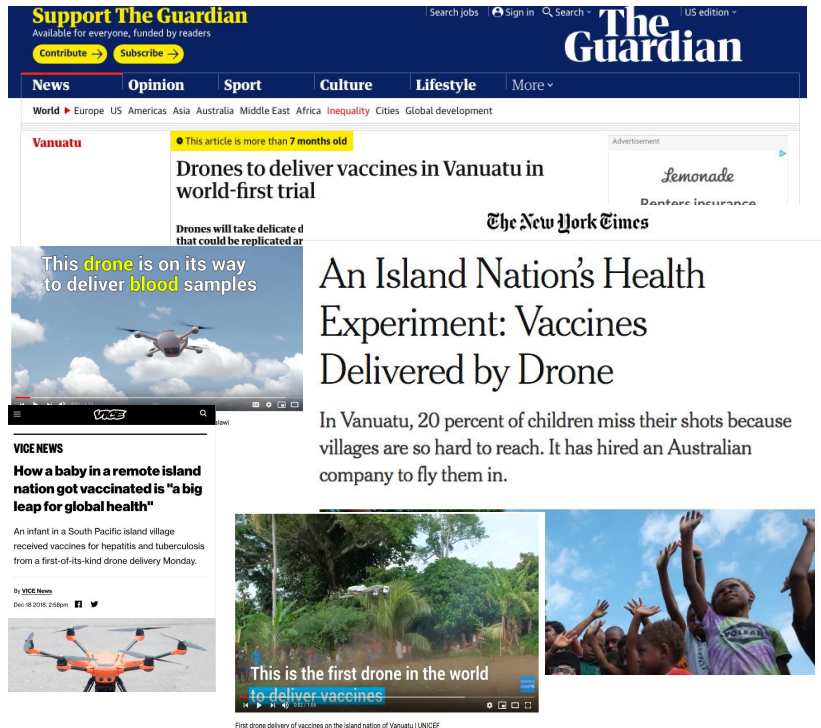
- private sector
- Governments
- UN agencies
- Foundations
- Start-ups
- current and potential funders and investors.

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112

**@unicefinnovate**



# Content approach: Lead using human interest stories before the technology itself.



## UNICEF Press Release:

**PORT VILA/ NEW YORK, 18 December 2018:**

One month old Joy Nowai today became the world's first child to be given a vaccine delivered commercially by drone in a remote island in the South Pacific country of Vanuatu.

# Content approach: Championing the people - highlighting our team's voices through blogs and opinion pieces.

**CNN BUSINESS** Markets Tech Media Success Perspectives Videos

WIRED25: Stories of People Who Are Racing to Save Us communities.

## Without internet, 364 million children are falling behind

By Henrietta Fore for CNN Business Perspectives  
Updated 3:25 PM ET, Thu April 4, 2019

**Editor's Note:** Henrietta Fore is executive director of UNICEF, the United Nations children's agency. She has worked to champion economic development, education, health, humanitarian assistance and disaster relief in a public service, private sector and nonprofit leadership career that spans more than four decades. The opinions expressed in this commentary are her own.

In 2011, 12-year-old Elvis Chidera would save 100 Nigerian Naira every month, or the equivalent of about 28 cents in the United States, to buy internet bundles for his smartphone because he wanted to teach himself coding languages like CSS and JavaScript. He was only allowed to use the internet at school a few times a month.

Elvis was lucky. About 364 million young people between



Christopher Fabian

GIGA grew out of Project Connect, a machine-learning tool that combs through satellite imagery, identifies schools, and displays them on a map. (Schools everywhere have certain tells—soccer fields, early-morning lines of students.) The schools with consistent internet access get a green dot, while those without it show up as red.

That's where the tech fixes end and the diplomatic ones begin. First, Unicef Ventures will approach a head of state, or perhaps several from the same region, and offer to map all of their





HENRIETTA FORE



Tanya Accone - TEDxJohannesburg  
Context is king when you're innovating to save lives



**Partnership approach:** partnering with bigger tech companies for helping us develop solutions and support or communication efforts



**PROOF OF CONCEPT**  
UNICEF, RED HAT + SOFTWARE FOR SOCIAL GOOD

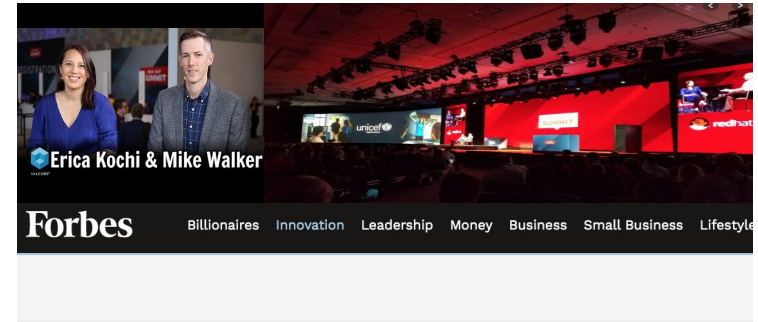


**An ambitious project to map schools on a global scale**  
A team embarks on an 8-week residency that results in something entirely new. Watch what happens when UNICEF Innovation engages with Red Hat® Open Innovation Labs.

**CHAPTER 1 Innovate**  
The UNICEF team arrives in New York to kick off their Open Innovation Labs residency. This chapter highlights the team's excitement and anxieties: Early exercises interest some, worry others.

**CHAPTER 2 Iterate**  
The team travels to Colombia to meet with project stakeholders. Feedback changes their direction, two projects become one, and Red Hat and UNICEF hit their stride working together.

**CHAPTER 3 Impact**  
The team is back in New York to present the final proof of concept and recap the work they've done the last 8 weeks. We learn about the next steps for the project and how contributors can get involved.



Erica Kochi & Mike Walker

**Forbes** | Billionaires | Innovation | Leadership | Money | Business | Small Business | Lifestyle

1,778 views | Jun 4, 2019, 12:00am

## How Unicef Is Using Big Data To Close The Education Divide

**SDTimes** SOFTWARE DEVELOPMENT

ITOps Times | Features | SD Times Magazine | Learning Center

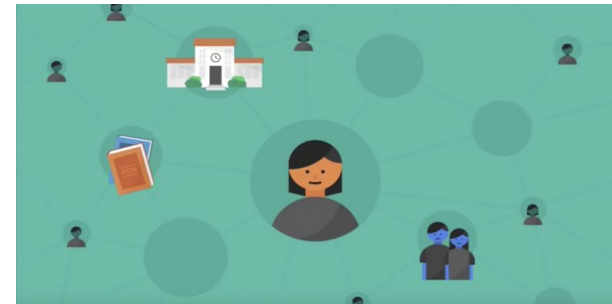
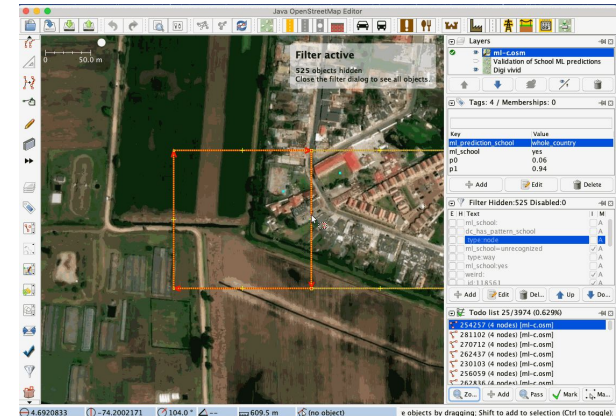
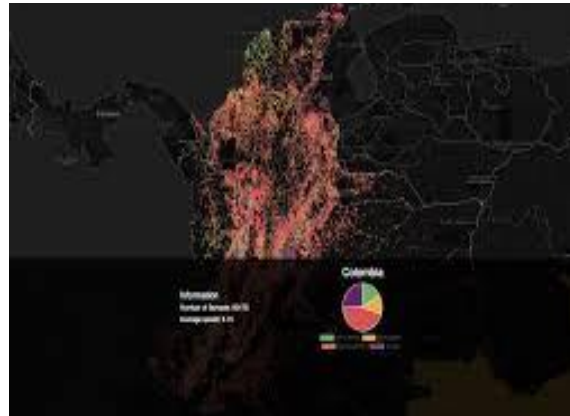
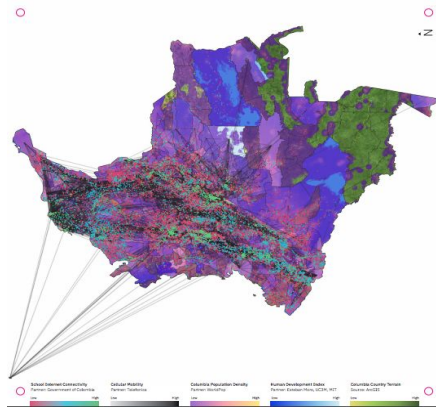
API | AGILE | CONTAINERS | DATA | DEVOPS | DEVSECOPS | LOW CODE | MICROSERVICES | MONITOR

### UNICEF and Red Hat work to bring Internet connectivity to those without

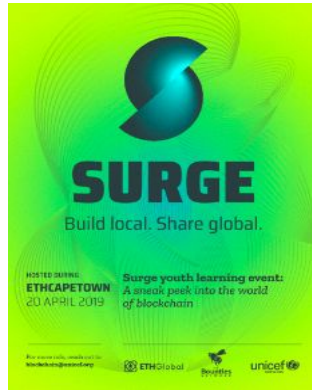
Latest News | Published: October 3rd, 2019 - Christina Cardozo

Twitter | Email | More

# Multimedia approach: Creating visually compelling multimedia assets to illustrate these complex and highly technical communications

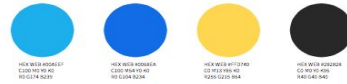


# Branding exercise: Creating brand identity and branding package - to keep consistent.



## BRAND COLOUR SWATCHES

### PRIMARY PALETTE



### SECONDARY PALETTE



1 & flight



## LOGOS



## ICONS



**Key Principles:** Serves as a guideline on how we communicate and on how we approach our work.

## Principles of Innovation



Design  
with the  
user



Understanding  
the existing  
ecosystem



Design  
for scale



Build for  
sustainability



Be data  
driven



Use open  
source



Reuse and  
improve



Do no  
harm



Be  
collaborative

### Endorsers





**WHAT DOES SUCCESS LOOK LIKE TO US?**

The whiteboard is titled "Macro-level Framing" and includes the subtitle "Clarifying the research lines and narrative around data science work to map out the data science portfolio structure". It is divided into four main sections:

- Larger Context and Framing:** Why is this research necessary? What aspects contribute to the approach regarding it?
  - Sticky notes: "BRING ORDER CHALLENGES TO THE SCIENTIFIC COMMUNITY & ATTENTION", "CREATE THE S.A. of TRANSFORMING", "Position: SOLVE & STATE PROBLEMS AT IMPASSANT STAGES IN THE SCIENT. STATE".
- Team Mission Statement:** Overview, point of difference, goals of research approach, potential for impact.
  - Sticky notes: "BRIDGE THE GAP =", "BRING THE LATEST & BESTEST RESEARCHER'S SKILL SETS", "INTELLIGENT THE S.A. of TODAY".
- Research Lines:**
  - Description of Research Line:** It is a mission: Purpose, tools and data used, profile of research.
    - Sticky notes: "LAST MILES / THE BEST VOYAGE", "EMERGING SYSTEMS", "DATA/INFORMATION", "LEARNING: MOBILITY", "In Being Data", "Ecosystem".

Other visible text on the whiteboard includes "WHAT'S STOPPING US? Identify key challenges for key challenges" and "WHAT'S STOPPING US? Identify key challenges for key challenges".



# Evaluation snapshot:

## Share of voice

- ◆ Online news
- ◆ On digital & social media
- ◆ In targeted print and broadcast media
- ◆ % UNICEF coverage that is tech-related in global top-tier media

## Share of reach

### ONLINE

- ◆ Total impressions
- ◆ Volume of digital traffic

### OFFLINE

- ◆ Number of people reached through events, campaigns
- ◆ Number of people reached by mass media - (e.g emails, sign ups)

## Share of engagement

- ◆ Number of partners and donors (pledge, emergency, one-off donations, legacy, etc.)
- ◆ Number of supporters online (likes on Facebook, followers on Twitter, Instagram etc.)
- ◆ Engaged users – Retweets, analytics, etc.

## Brand

- ◆ Awareness and familiarity – ranking among other key organizations
- ◆ Proportion of people who understand UNICEF helps children through technology
- ◆ Brand image – identification of UNICEF with brand attributes (i.e. innovation)
- ◆ Willingness to support UNICEF (i.e. likelihood of advocating on UNICEF's behalf).



# Evaluation snapshot:

Media exclusive given to: New York Times

3-week coverage

679 media mentions (41 top tier)

Awarded **Global Best Practice Programme** at Expo2020 - World Expo hosted by Dubai on October 20, 2020

TWITTER POST

❤️ 3478 ↻ 1,173 Shares

This video has been viewed **141,389 times**

The New York Times

GLOBAL HEALTH

## An Island Nation's Health Experiment: Vaccines Delivered by Drone



UNICEF @UNICEF

Baby Joy is the FIRST child to be vaccinated by commercial drone on the island of Vanuatu. She's now protected from tuberculosis and Hepatitis B!

#VaccinesWork

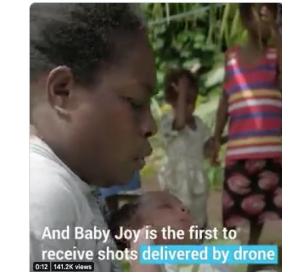


2:45 PM - Apr 28, 2019 · Hootsuite Inc.

109 Retweets 478 Likes

UNICEF @UNICEF

This was the moment a drone delivered baby Joy's first vaccine on the island nation of #Vanuatu.



Lift off  
Baby Joy has become the first person to receive a vaccination delivered by a commercial drone in Vanuatu.

9:10 AM - Dec 23, 2018 · Twitter Media Studio

957 Retweets 2.7K Likes

■  
*“All children have a  
right to survive,  
thrive and fulfill their  
potential – to the  
benefit of a better  
world.”*



# Thank You

*Angelica Gustilo Ong*

Digital Communications and Social Media - Global Strategy

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