4TH ASIA PACIFIC COMMUNICATIONS FORUM
REPORT

Seoul, Korea / March 14-16 2016

4th Asia Pacific Communications Forum
Communicating in the Digital Space

14-16 March 2016   Seoul, Korea

Korean Red Cross   International Federation of Red Cross and Red Crescent Societies   ICRC

Korean Red Cross   International Federation of Red Cross and Red Crescent Societies   ICRC

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Summary

The 4th Asia Pacific Communications Forum, titled "Communicating in the Digital Space", was held from 14 to 16 March 2016 in Seoul, South Korea. The forum, an event open to the members of the International Red Cross and Crescent Movement in the Asia Pacific region and held every two years, was hosted by the South Korean Red Cross. National Red Cross and Red Crescent Societies (National Societies) from 23 countries in the Asia Pacific region, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC) attended this year's forum.

The forum's focus was the use of social media for 'saving lives and changing minds'. It explored a broad range subjects including disaster response, community awareness and education in connection with preparedness, advocacy and campaigns, fundraising, connecting with media, analysing 'big data', and deepening community engagement. A steering group of seven members – from the IFRC, the ICRC and the South Korean Red Cross – was in-charge of organising the forum.

The programme touched on a number of key topics that had been identified via a pre-forum survey. Questionnaires were sent to all participants in December 2015, and 52 responses were received from 25 National Societies and from ICRC and IFRC offices. Keynote sessions featured speakers from high-profile organizations – Rappler, Facebook, Twitter, YouTube, United Nations Global Pulse, Greenpeace, Agence France-Presse (AFP) and others –along with presentations of best practices from National Societies (Indonesia, Philippines, Bangladesh, Maldives and China, for instance) and skills labs facilitated by Movement personnel.

A private Facebook group was set up to enable participants to exchange views and discuss matters of common interest, together with a Twitter hashtag #RC21C (which stands for 'Red Cross in the 21st Century'). The forum was a paper-free event - sli.do was used to facilitate participants' questions and capture feedback, SurveyMonkey for the final evaluation, and Periscope for livestreaming key sessions (and recording for FedNet).

For the full agenda and a brief outline of the online engagement plan for the forum, please see the appendices to this document.

Highlights

- Participants established relationships with Twitter Public Policy, Rappler, and UN Global Pulse in Jakarta. They will follow this up, with a view to creating partnerships in areas such as training, media relations, and possibly the collection and analysis of 'big data'.

- Best practices were shared through a broad range of case studies provided by various National Societies and the ICRC, including the Maldivian Red Crescent (the Male water crisis), the Indonesian Red Cross (the #IamHero campaign and the Mobile Rapid Assessment application), the Philippine Red Cross (the use of social media for disaster response), the ICRC Bangladesh Delegation (the Disability is Not Inability campaign), and the Chinese Red Cross (the use of the WeChat mobile application by Red Cross Youth).

"Many good speakers, useful experience sharing, networking, skills labs."
• FORUM PARTICIPANT •

- Participants heard from a number of high-profile speakers from various organizations – Facebook, YouTube, Twitter, Rappler, AFP, Greenpeace and UN Global Pulse – who shared their expertise and offered valuable insights.

- A set of collective commitments ('The Seoul Commitments') focusing on scaling up social media engagement, was drafted by a committee of regional representatives from across the Movement, and presented for feedback on the last day for the Forum. A revised and final version is available here.

- Attendees participated in daily skill labs, which provided them with concrete and practical tools for social media.

- Over the course of the forum, 844 tweets with the event hashtag #RC21C were sent by 108 people, inside and outside the room (see Appendix VI: Twitter Engagement Report).

- The sessions were livestreamed via Periscope attracting viewers not in attendance. IFRC Pakistan, the Philippine Red Cross and the German Red Cross were among the those who tuned in.

Participant Feedback

"The forum has been extremely valuable as it covered a lot of things that could help improve our social media management and presence and how we can fully utilize social media to engage our audiences and the general public, drive awareness to our programs, and attract supporters and / or donors to our causes."
• FORUM PARTICIPANT •

(Please see Appendix IV: Participant Event Evaluation)

- Participants expressed satisfaction with the balance between external speakers, National Society presentations and skills labs.
- Participants said that the event was inspiring and that they had collected numerous fresh ideas.
- Many participants said that that the forum had given them an opportunity to meet colleagues, build relationships/network, share experiences and learn from each other.
- Participants welcomed the focus on examples and case studies, and the practical approach to learning.
- The programme was quite intensive (with many topics covered and a number of internal and external speakers/ facilitators), but participants expressed great satisfaction with the contents and format of the event. In fact, many participants positively noted that they would have liked the Forum to have been longer than three days to cover more topics.
- Among the various challenges mentioned by participants, these figured prominently: connectivity (an issue in many countries, particularly in the Pacific region), time and resource constraints, getting management on board.
- All resources, including presentations and shared documents – such as reports, templates and other materials – are available on FedNet.

Lessons learned and recommendations

- The steering group did a good job of planning the forum, but it might be useful to have a project manager for future forums.
- Funds were secured for the event, but uncertainty over the funding of individual participants was an unnecessary complication. There should be one central budget in the future, secured in advance by the ICRC and the IFRC.
- It would be useful to have an estimate of the total cost of the forum beforehand so it can be properly budgeted for, rather than planning the event based on the amount of money that each Movement component is able to provide.
- If the ICRC and the IFRC continue to partner together to organize communications forums in Asia Pacific, it will be helpful to have a memorandum of understanding that outlines the roles/responsibilities and addresses the issues that commonly arise (such as the differences in the per diem allowances provided by the ICRC and the IFRC).
- The participation of members of the Asia Pacific Youth Network was an important aspect of the forum's success. The perspectives of young people who were conversant with all aspects of social media enriched the presentations, discussions and the Seoul Commitments. In addition, their participation in the forum is likely to be vital for securing their involvement in online activities and campaigns, now and in future.
- Participants also learned a great deal from the rich variety of external speakers.
- A competitive application process should be considered for the next forum. Determine how much funding is available and how many places (e.g. 30); then, call on National Societies to submit applications stating why they want to attend the forum, what they hope to get out of it and what others can learn from them.
- Two streams for learning in skills labs (beginner/intermediate and advanced) might benefit future forums.

- Participation in future forums should be broadened to include non-communication staff from other sectors (such as health or disaster risk reduction.

- It would be useful to explore how to track the skills and knowledge acquired in such forums, to measure the impact of these events.

Appendix I: Programme

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

4th Asia Pacific Communications Forum, 'Communicating in the Digital Space'
Sejong Hotel, Seoul, Korea

DAY 1		
Time	**Session**	
8:30 – 9:00	Registration	Korean Red Cross
9:00 – 9:15	Welcome by Korean Red Cross	Secretary-General, Korean Red Cross
9:15 – 9:35	Opening remarks	Patrick Fuller, IFRC & Louise Taylor, ICRC
9:35 – 9:45	Housekeeping & security	Korean Red Cross
9:45 – 10:25	Getting to know each other & reflecting on Forum objectives & expectations	Korean Red Cross & Ahmad Husein, IFRC
10:25 – 10:45	Morning coffee break	
10:45 – 11:45	Asia-Pacific in focus: digital & social media trends in the region	Maria Ressa, Rappler
11:45 – 12:15	IGNITE Presentation: Messaging apps	Yan Run, Red Cross Society of China
12:15 – 13:15	Lunch	
13:15 – 13:30	Post-lunch warmer	Red Cross Youth
13:30 – 14:30	Focus on Facebook: An audience of 1.5 billion and counting...	Kyooeun Jang, Facebook
14:30 – 15:30	Presentations on successful uses of Facebook from within the Red Cross Red Crescent Movement	Jesse Edep, ICRC Philippines; East Asia Red Cross Red Crescent Youth Network; Pacific National Societies
15:30 – 16:10	Afternoon coffee break	
16:10 - 17:40 Skills labs	How to... Write & implement a social media policy & staff guidelines	Giovanni Zambello, IFRC
	How to... Monitor, measure and report on social media	Kate Jean Smith, IFRC & Yan Luong, ICRC
	How to... Use social media to connect with media and opinion-leaders	Patrick Fuller with Giles Hewitt, AFP Bureau Chief in Seoul, featuring Eugene Yi, Twitter
17:40 – 18:00	Review and discussion	Ahmad Husein, IFRC
18:00	Wrap-up	
From 19:30	Welcome dinner	With address by President of Korean Red Cross

Korean Red Cross ✚   ✚C International Federation of Red Cross and Red Crescent Societies   **ICRC**

DAY 2		
Time	**Session**	
8:15 – 8:30	Introduction to Day 2	Ahmad Husein
8:30 – 9:20	Youtube: The ongoing rise of video & the world's biggest video platform	Hugh Kim, Youtube
9:20 – 10:20	Looking outside the Red Cross Red Crescent: UNICEF Korea's 'We Action' campaign, Greenpeace Southeast Asia, Twitter	Minchang Kim, inspire/d; Tom Ganderton, Greenpeace Southeast Asia; Eugene Yi, Twitter
10:20 – 10:40	Morning coffee break	
10:40 – 11:20	Presentations of online campaign best practice from the Red Cross Red Crescent Movement	Mr.Jinho Hwang, Korean Red Cross; Aulia Arriani & Ayu Paraswati, Indonesian Red Cross (PMI); Michael Kifle Yohannes, ICRC Bangladesh
11:20 – 12:00	Panel discussion	UNICEF/creators of 'We Action' campaign; Tom Ganderton, Greenpeace; Aulia Arriani, Indonesian Red Cross (PMI); Mr. Joonho Min, Korean Red Cross. Moderator: Eileen Cher, Singapore Red Cross
12:00 – 13:00	Lunch	
13:00 – 13:15	Warmer	Red Cross Youth
13:15 – 14:30	Social media for community engagement	Mandy George, IFRC; Louise Taylor, ICRC
14:30 – 15:45 Skills labs	How to... Make awesome content – for free	Ika Koek, IFRC & Yan Luong, ICRC
	How to... Get organised with social media calendar	Fitri Adi Anugrah & Mia Pitria, ICRC Indonesia
	How to... Manage a social media reputational 'crisis'	Kate Roux, IFRC
15:45 – 16:05	Afternoon coffee break	
16:05 – 17:20 Skills labs	How to... Use your mobile as a content creator and distributor	Jesse Edep, ICRC Philippines
	How to... Fundraise through social media	Mr Joonho Min, Korean Red Cross
	How to... Write a clear &effective social media strategy	Kate Jean Smith & Giovanni Zambello, IFRC; Tom Ganderton, Greenpeace Southeast Asia
17:20-17:35	Review & wrap-up	

Korean Red Cross ✚   ✚C International Federation of Red Cross and Red Crescent Societies   **ICRC**

DAY 3		
Time	**Session**	
8:30 – 8:45	Warmer game & re-cap of Day 2	Ahmad Husein + Red Cross Youth
8:45 – 9:00	Reflection	Ahmad Husein
9:00 – 10:15	The power of the Red Cross Red Crescent Movement: Maximising our collective voice	Louise Taylor, ICRC & Patrick Fuller, IFRC
10:15 – 10:35	Morning coffee break	
10:35 – 12:00	Social media during emergencies & disaster response	Patrick Fuller, IFRC with presentations from Palang Merah Indonesia and Philippine Red Cross
12:00 – 13:00	Lunch	
13:00 – 13:15	Game	Korean Red Cross
13:15 – 13:30	IGNITE Presentation: Leveraging online influencers	Lyn Garcia, Philippine Red Cross
13:30 – 14:45	Social media for disaster preparedness and resilience	Omar Abou-Samra, IFRC Global Disaster Preparedness Centre
14:45 – 15:00	Drawing on big data for development and early warning	Jong Gun Lee, UN Global Pulse, Jakarta Lab
15:00 – 15:20	Afternoon coffee break	
15:20 – 16:00	Grouped discussions	Ahmad Husein
16:00 – 16:30	Looking ahead: Making plans of action and commitments	Patrick Fuller
16:30 – 16:45	Final review + wrap-up	Patrick Fuller
16:45	Official closing remarks	Korean Red Cross

Appendix II: Participant List

No	Region	National Society/ICRC/IFRC	Name	Position
-5	4th Asia Pacific Communications Forum, March 14-16, Seoul, Korea			
	SE Asia			
1		Brunei Red Crescent Society	Mr. Faizal Gurie	Head of Communication
2		ICRC Manila	Mr. Jesse John Arthur	Communication Officer
3		IFRC Myanmar Delegation	Ms. Mandy George	Community Engagement Adviser
4		Myanmar Red Cross Society	Ms. SHWE SIN KYAW SOE	Deputy Director
5		Myanmar Red Cross Society	Ms. MYA MYA MOE	Senior Dissemination Officer
6		Myanmar Red Cross Society	Ms. Swe Swe Soe Naing	Assistant Manager (Communications)
7		Cambodian Red Cross Society	Mr. Lana You	2nd Deputy Secretary General
8		ICRC Regional Delegation Bangkok	Ms. Thanapa Tuitiengsat	Media and Communications Advisor
9		ICRC Indonesia	Ms. Fitri Adi	Deputy Head of Communication
10		ICRC Indonesia	Ms. Mia Pitria	Jr. Press Officer
11		Indonesian Red Cross Society	Ms. Aulia Arriani	Head of PR Bureau
12		Indonesian Red Cross Society	Ms. Ayu Paraswati	Staff of PR Bureau
13		IFRC CCST Indonesia	Mr. Ahmad Husein	Senior National Society Development Manager
14		Timor Leste Red Cross Society (CVTL)	Mr. Estanislau Vicente de Jesus	Communication and Dissemination Officer
15		IFRC Regional Office	Mr. Patrick Fuller	Communications Manager
16		IFRC Regional Office	Ms. Zulaikha Nurain Mudzar	Senior Officer, Communications and Knowlewdge Sharing
17		Malaysian Red Crescent	Ms. Jayanthy M. Maruthan	Communications Manager
18		Singapore Red Cross	Ms. Eileen Cher	Head, Corporate Communications & Marketing
19		Thai Red Cross Society	Mrs. Chaloemrat Noiklang	Public Relations Officer
20		Thai Red Cross Society	Ms. Watchariya Iamthananont	Public Relations Officer
21		Viet Nam Red Cross Society	Ms. Tran Thu Hang	Vice Director of Communication and Mobilization Department
22		Lao Red Cross Society	Mr. Phonekham Keovilay	Acting Head of Communications and Fundraising Department
23		IFRC CCST Bangkok	Ms. Kate Jean Smith	Senior Communications Officer
24		IFRC CCST Bangkok	Ms. Katherine Bundra-Roux	Regional Communications and Advocacy Manager
25		IFRC Philippine Delegation	Ms. Mary Joy Evalarosa	Communications Officer
26		IFRC Philippine Delegation	Ms. Alison (Kate) Marshall	Communications Delegate
27		Philippine Red Cross	Mrs. Sheila Marie Anne	Information Editor
28		ICRC regional office Malaysia	Paul Keen	Cooperation Coordinator, ICRC KL
	South Asia			
29		ICRC Pakistan	Mr. Nasim Yousaf	Communication Officer
30		ICRC Kathmandu Delegation	Mr. Binod Kafle	Communication Officer
31		ICRC Colombo	Ms. Joanna Atkinson	Communication & Production Officer
32		Bangladesh Red Crescent Society	Mr. Rajib Bhowmick	Communications
33		Nepal Red Cross Society	Mrs. Dibya Raj Poudel	Head, HV and Communication Department
34		Nepal Red Cross Society	Mrs. Pushpakala Khanal	Communication Officer, Humanitarian Values and Communication
35		IFRC South Asia Country Cluster	Ms. Rosemarie North	South Asia Communications Manager
36		Pakistan Red Crescent Society	Mr. Khalid Bin Majeed	Principal Information Officer
37		ICRC Dhaka Delegation, Bangladesh	Mr. Michael Kifle Yohannes	Communication Delegate
38		ICRC Regional Delegation, New Delhi	Mrs. Tanvi	Online Editor
39		Maldivian Red Crescent	Mr. Ali Rifhaan	Communication Officer
	Pacific			
40		Fiji Red Cross Society	Mr. Soneel Ram	Dissemination and Communications Officer
41		IFRC Pacific Country Cluster Support Team	Mr. Navinesh Kumar	Communications & Advocacy Manager for the Pacific
42		Vanuatu Red Cross Society	Mr. Xavier Kaliura Willy (Xavier	Dissemination and Communication Programme Officer
43		Vanuatu Red Cross Society	Mr. Dickinson Tevi	Communication, Fundraising & Marketing Coordinator
44		Tonga Red Cross Society	Mr. Polikalepo Kefu	Communication and Dissemination Officer
45		Solomon Islands Red Cross Society -	Mr. Kennedy Waitara Honihera	Dissemination and Communication Officer
	East Asia			
46		ICRC Regional Delegation for East Asia	Mr. Shuangfeng Zhang	Head of Public Communication
47		ICRC Regional Delegation for East Asia	Mrs. Yifei Sun	Head of Online Communication
48		Red Cross Society of China	Mr. Yijun Tao	Head of Communication Division
49		Red Cross Society of China	Run Yan	Volunteer/Youth-Rep - Red Cross Society of China
50		Macau Red Cross (Branch of Red Cross	Ms. Joanne Chou Ian So	Deputy Director
51		Hong Kong Red Cross	Ms. Almeida Joyce Chan	Manager, Communications and Resource Development
52		Hong Kong Red Cross	Mr. Carter T Ng	Head of Corporate Communications
53		IFRC East Asia Country Cluster Support	Mrs. Shu Liu	Senior Information Officer
54		IFRC East Asia Country Cluster Support	Mr. Hler Gudjonsson	Communications and Advocacy Delegate
55		IFRC East Asia Country Cluster Support	Ms. Hui Ma	Event Officer
56		Japanese Red Cross Society	Mr. Akira Nakata	Deputy Director General
57		Japanese Red Cross Society	Mr. Naoki Satani	Officer
58		ICRC Mission in Tokyo	Ms. Hitomi Makabe	Head of Communications
59		ICRC Seoul	Ms. Soyoung Kim	Communication Officer
	Other RCRC			
60		ICRC Geneva	Ms. Louise Taylor	Communication Advisor
61		ICRC Geneva	Mr. Yan Olivier	Social Media Manager
62		ICRC Geneva	Mr. Jean-Yves Clémenzo	Com Coordinator
63		ICRC Malaysia	Ms. Lili Chin	Programme Officer
64		IFRC Geneva	Mr. Giovanni Zambello	Senior Officer, Social Media, Public Communications
65		GDPC	Mr. Omar Abou-Samra	Senior Advisor
66		APYN	Ms. Undram Chinges	Youth Rep - Mongolia Red Cross
67		APYN	Mr. Scott Tambisari	Youth Rep - New Zealand Red Cross
68		APYN	Mr. Farhan Ismail	Youth Rep - Singapore Red Cross

AP Communications Forum_ KNRC Participants List

National Society/ICRC/IFRC	Name	Position
Korean Red Cross	Mr. Sun Chul Kim	Director General of External Cooperation Office, KNRC Headquarters
Korean Red Cross	Mr. Jaeseung LEE	Head of PR Team, KNRC Headquarters
Korean Red Cross	Ms. Hyelim Kim	Deputy Head of PR Team, KNRC Headquarters
Korean Red Cross	Mr. Jin ho Hwang	Officer of PR Team, KNRC Headquarters
Korean Red Cross	Ms. Yesol LEE	Intern of PR Team, KNRC Headquarters
Korean Red Cross	Mr. JOON HO MIN	Head of Fundraising Team, KNRC Headquarters
Korean Red Cross	Mr.Taekyun Yoo	Officer of Fundraising Team, KNRC Headquarters
Korean Red Cross	Mr. Jewon Song	Officer of Fundraising Team, KNRC Headquarters
Korean Red Cross	Mr. Seong Kwang Choi	Deputy Head of Donor Management Team, KNRC Headquarters
Korean Red Cross	Ms. Chaerin Im	Officer of Donor Management Team, KNRC Headquarters
Korean Red Cross	Ms. Hyun jin Seo	Officer of Membership Management Team, KNRC Headquarters
Korean Red Cross	Mr. Gun Yun Lee	Deputy Head of General Affairs Team, KNRC Headquarters
Korean Red Cross	Mr. Ja-Jung Koo	Officer of Red Cross Education & Training Team, KNRC Headquarters
Korean Red Cross	Ms. Sooji Kwoun	Officer of Red Cross Education & Training Team, KNRC Headquarters
Korean Red Cross	Mr. Doosoo Kim	Officer of International Relations Team, KNRC Headquarters
Korean Red Cross	Ms. Yoonjung Chang	Deputy Head of International Relations Team, KNRC Headquarters
Korean Red Cross	Mr. Oksun Han	Officer of ICT Team, KNRC Headquarters
Korean Red Cross	Ms.Kihyun Kim	Deputy Head of RCY Team, KNRC Headquarters
Korean Red Cross	Ms. HyoJin Kim	Communications officer, Seoul chapter
Korean Red Cross	Ms. Kyunghwa Kim	Communications officer, Ulsan chapter
Korean Red Cross	Mr. Dong Hyun Kim	Communications officer, Gyeonggi chapter
Korean Red Cross	Mr. Yoon Soo Lee	Communications officer, Daejeon Chungnam chapter
Korean Red Cross	Ms. Yunji Jeong	Communications officer, Chungbuk chapter
Korean Red Cross	Mr. Dongsu Kim	Head of General Affairs Team, Gwangju Jeonnam chapter
Korean Red Cross	Ms. Eunha Kim	Emergency Relief officer, Gwangju Jeonnam chapter
Korean Red Cross	Mr. Jingu Nam	Social Service Officer, Gwangju Jeonnam chapter
Korean Red Cross	Mr. Junmin Lee	Communications officer, Gyeongbuk chapter
Korean Red Cross	Mr. Tae Yong Kim	Communications officer, Gyeongnam chapter
Korean Red Cross	Ms. Byung Rlye Kim	Communications officer, Gangwon chapter
Korean Red Cross	Ms. Yang Shin Song	Communications officer, Jeju chapter
Korean Red Cross	Ms. Leera Seo	Communications officer, Blood Service Headquarters
Korean Red Cross	Ms. Chohee Jung	Communications officer, Blood Service Headquarters
Korean Red Cross	Ms. Jihye Sohn	Communications officer, Seoul Nambu Blood Center
Korean Red Cross	Mr. Sanghyeon Lee	Communications officer, Ulsan Blood Center

DAY 1:
Presentation on Asia-Pacific in focus: digital & social media trends in the region – Maria Ressa, Founder and CEO of Rappler

As the opening keynote presentation on Day 1 of the forum, Maria Ressa's presentation set the scene for the Forum, laying out how the world has fundamentally changed – and continues to change – with the development of digital technology and the Internet. Maria argued that to adapt and take advantage of the opportunities, organisations, including the International Red Cross and Crescent Movement, must change their mindsets and *culture of communication* with the public. They must shift from a controlled, top-down, largely one-way communication model to a two-way, bottom-up, crowd-driven online landscape. Social media has the potential to unite and activate people.

Maria Ressa, Rappler

How, then, can the International Red Cross and Red Crescent Movement build online communities and harness the power of the crowd to change minds and save lives? Among Maria's many pieces of advice: be authentic, be fast moving and responsive, keep your eyes open for the opportunities and risks, connect with people and drive action through emotion (emotion travels on social networks and impacts behaviour).

Presentation on Facebook, the world's largest social media network - Kyooeun Jang, Facebook
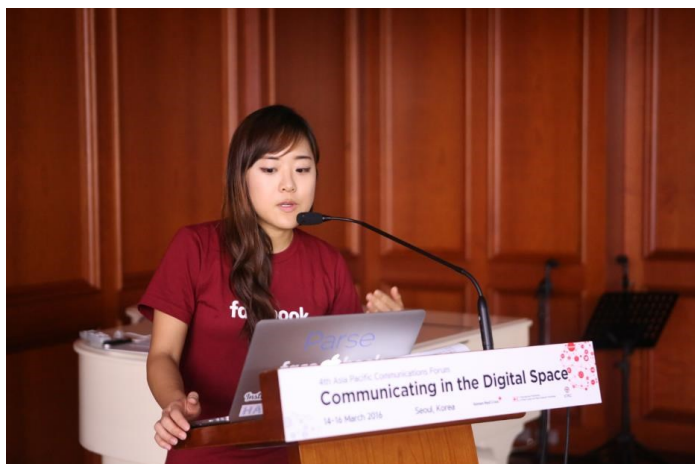
Kyooeun Jang, Facebook

As the world's largest social media network, with 1.59 billion+ monthly active users around the world (including approximately 426 million users in Asia), Facebook is a key platform through which Red Cross and Red Crescent National Societies can connect with communities, as well as staff and volunteers, partner organisations, and other stakeholders.

Ms. Kyooeun Jang's presentation focused on the power of Facebook and the different ways in which it brings people together – for example during disasters and around social movements.

Her presentation covered initiatives and opportunities such as how Facebook works with nonprofits, including 'Internet.org'/'Free Basics' is an initiative to bring the Internet to more people worldwide, a Facebook app that gives audio descriptions of photos for visually impaired people, and Facebook's Safety Check, which is used during and post-disaster for people to communicate to friends and family that they're safe. Her presentation also covered how National Societies can maximise their use of Facebook and its features for their organisational needs. For example, organisations can use Facebook for fundraising by installing a 'Donate Now' button on Facebook pages and communicating the urgency and impact of donations when supporters are most emotionally connected to an event, or for increasing audience engagement by designing effective posts and ads (knowing audiences well and always tailoring content to their interests, and keeping in mind 80% of Facebook users access it on their mobile phone), and in maximising their organic visibility.

1 http://www.adweek.com/socialtimes/social-media-asia-pacific-stats/614053

** All PowerPoint presentations are available for download from FedNet page
** External speaker biographies are attached in a following Appendix.

Presentation on Red Cross Youth in China using We Chat – Yan Run, Red Cross of China

Yan Run, Red Cross Society of China

The Red Cross Youth (RCY) Community is a WeChat subscription account, which is fully managed and run by youth volunteers of Red Cross Society of China. RCY Community is an interactive platform, through which the RCY exchange ideas and share experiences with both RCY and senior leadership. It is unique and effective as it features timely contents with unique writing style by youth and brings incentive and motivation for RCY to join in the discussion and further disseminate information. To optimize resources and promote RCY development, there are different types of communication offered within the WeChat group, such as an online forum, case studies, Q&A, RCRC Movement knowledge and RCY main programs. The RCY Community has 2,079 followers.

Presentation on ICRC Philippines' success using Facebook—Jesse Edep, ICRC Philippines

The objectives of the ICRC's use of Facebook are to be visible, influence and engage with stakeholders, and to reinforce acceptance and enhance the reputation of the delegation. The ICRC Philippines Facebook page reached 100k fans in a span of eight months through the delegation's strong digital strategy with the support of HQ and its staff, and its focus on communicating with/about its beneficiaries. Sharing human interest stories increased the impact of its communication through Facebook: e.g. the story of a conflict victim, Kimberly, went viral and a doctor abroad pledged to support her. Facebook's private message capability allowed people to share

Jesse Edep, ICRC Philippines

with ICRC allegations of arrest in southern Philippines and the delegation promptly responded. The ICRC's vision for 2016: more digital listening and engagement.

Presentation on Red Cross East Asia Youth Network #ProtectHumanity migration mini—campaign—Undram Chinges, Mongolian Red Cross

Undram Chinges, Mongolian Red Cross

For International Youth Day 2015, the Red Cross Red Crescent East Asia Youth Network (EAYN) conducted a social media campaign under the theme of "Protect Humanity - Stop difference", following the global IFRC campaign. In this presentation, youth representative Undram Chinges outlined the planning, execution and results of the campaign, around the objectives of raising public awareness on migration issues, promoting mutual understanding within the region through active sharing, highlighting youth-led actions and encouraging more volunteers to join the EAYN Facebook group.

During the campaign, youth supporters uploaded photos showing youth helping migrants, using the hashtags #ProtectHumanity and #StopIndifference. The campaign reached 102,204 people via 3076 likes/shares on Facebook and 30,000 people (681 shares) on Wechat.

Pacific National Societies use of Facebook—Polikalepo Kefu, Tonga Red Cross Society

Polikalepo Kefu, Tonga Red Cross Society

In the Pacific, while Internet penetration and use of social media remains low relative to other countries in the Asia-Pacific region, it is rising, due to an increasing number of mobile phones and connectivity. Over the past years, many of the Red Cross National Societies have established Facebook and Twitter accounts: Tonga, Vanuatu, Fiji, Kiritbait, Micronesia, Marshall Islands, Cook Islands, Tuvalu, Papua New Guinea, Palau, Samoa, Solomon Islands.

The accounts are active and growing (in particular, Tonga, Vanuatu and Fiji Red Cross saw jumps in their followings post- tropical cyclones #TCIan2014, #TCPam2015 and #TCWinston2016 respectively). In this presentation, Polikalepo Kefu, communications & dissemination officer from Tonga Red Cross, presented on behalf of the Pacific National Societies, outlining the context, how the Societies are using the primary platforms of Facebook and Twitter (e.g. to post warnings and disaster preparedness messages; to promote services such as first aid training; fundraising; to post volunteer recruitment notices and engagements, to share stories from the field and updates on ongoing projects and so on) and the key challenges facing the National Societies (from low Internet coverage in most areas, to the high cost of Internet and smart phones, to managing online criticism from the public).

Skills Lab on How to use social media to connect with media and opinion leaders – Patrick Fuller, IFRC Kuala Lumpur

This skills lab was facilitated by Patrick Fuller, IFRC Asia Pacific Communications Manager and was designed to provide some insights into how social media has shifted the state of the media, especially with regard to how journalists source, write and promote their stories. The objective was to provide participants with practical ways to leverage social media platforms for improve their outreach with the media. Guest speakers included Eugene Li, who handles Asia policy for Twitter, and Giles Hewitt, Seoul bureau chief with Agence France Press (AFP). Mr Li provided practical tips on how participants could engage more effectively on Twitter and stressed the importance of connecting with audiences in real time.

Giles Hewitt, Agence France Press

He explained how Twitter can be used to campaign and encourage action and highlighted how the power of the hashtag can drive conversations around the world within minutes. Giles Hewitt discussed the value of social media as a tool that had radically changed the way in which journalists are able to access and obtain information. But he also stressed that while social media is extremely valuable, it is limited on its own and should be used to compliment traditional media relations approaches that the International Red Cross and Red Crescent Movement uses to engage journalists, particularly face to face interactions. Mr. Hewitt also stressed the value immediacy, such as receiving information like Tweets with photographs in breaking news situations where the media is looking for information and content from reliable sources.

Skills Lab on How to write & implement a social media policy & staff guidelines – Giovanni Zambello, IFRC Geneva

Giovanni Zambello, IFRC Geneva

Over a dozen National Societies which completed the Forum pre-event survey indicated they do not have a social media policy and/or set of guidelines in place. This session discussed the importance of having a policy and guidelines and what should go in them. It also created space for participants to raise the challenges in developing and implementing policies and guidelines and to look at templates and examples/experience of National Societies across the region. The following key questions were addressed: how do we make sure that staff and volunteers are responsible and adhere to the Fundamental Principles? How do we set the limit between private and professional in social media accounts? How do we ensure people don't misuse the logo/emblem on personal accounts?

Skills Lab on How to monitor, measure and report on social media – Kate Jean Smith, IFRC Bangkok and Yan Luong, ICRC Geneva

This session reviewed which online engagement indicators to measure, how to measure them and how to best analyse and use the information. Participants reviewed reporting templates, discussed setting benchmarks, and learned about various free/low-cost online reporting tools (including Facebook Insights, Twitter Analytics,TwitterCounter, Tweet Reach, Hootusite, Google Alerts, FollowerWonk, Keyhole and others). Participants were given a practice 'discovery' exercise as follow up to the session, to build confidence in using the tools.

Participants from East Asia

DAY 2:
Presentation on Youtube—Hugh Kim, Manager, Content Partnerships, Youtube

Hugh Kim, Youtube

"If a picture is worth a 1000 words, a one minute video is worth 1.8 million words" (Forrester Research 2014)

With one billion+ visits /month, with 400+ hours of videos uploaded every minute, Youtube is key platform through which National Societies can connect with the world and tell its stories. Mr Kim's presentation focused on practical strategies and tactics to develop an audience and engage with people on YouTube. He used the most viewed video on the IFRC Youtube channel as an example ('Hurricane: How to build a safer wooden house, with 319K views), delving into the analytics of the video to illustrate his points.

Hugh addressed the five key considerations of Youtube engagement, offering top tips along the way: "How people find my videos? How people watch my videos? How can people watch my videos more? How people subscribe to my channel? How people *take action* from my channel?"

Among the key pieces of advice: applying for Youtube's Nonprofit program (https://www.youtube.com/nonprofits), adding a 'Donation Card' to   videos, being reactive and creating content based on trending topics, being aware of how people watch videos (for example, the average view   duration is only 1:38 mins per video), guiding viewers to watch more of your videos, and critically, paying attention to metadata as well as video descriptions and titles (which helps people find videos and drives traffic). Hugh emphasised that the production quality and resolution of videos not the primary issue, rather content producers should focus on authenticity and storytelling.

Presentation on UNICEF WeAction campaign: 'Social media as a component of the purchase path'- Minchang Kim, General Manager of Growth Marketing, Inspire/d.

Minchang shared the case of UNICEF 'WeAction', which is a digital fundraising brand of Korean Committee for UNICEF. WeAction was launched in 2012, accumulating about one million subscribers on social media in South Korea.

There are three factors behind the success of WeAction. In terms of acquisition, UNICEF changed how they communicate with users. They set a persona of a 10-year old girl and she differentiated WeAction from others. Engagement is the next factor. They diversified ways that users participate.

Conversion is the objective we should focus on. Collecting user's behavior data, and revealing needs of purchase, and measuring performance are the most important process to make a conversion. He emphasised that social media is a component of the purchase path. Conversion comes from website, and social media itself cannot make a purchase. Social media is the beginning of the purchase path. On social media, we could test content, and are able to measure the performance. He said that through this process, we could discover a qualified content which drives more conversion.

Presentation on using social media for online campaigning – Tom Ganderton, Greenpeace Southeast Asia

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With experience as a digital campaigner working for Greenpeace Australia Pacific and Amnesty International, Tom Ganderton's expertise and interest is in how to mobilise people around some of the world's most pressing challenges.

His presentation looked at how Greenpeace uses digital tools to be a 'hero among heros' in advocacy campaigns. He used the case study of a Greenpeace digital campaign around shark culling in Western Australia, examining how they built the campaign, what they achieved and lessons learned.

Tom Ganderton, Greenpeace

At the centre of Tom's presentation was Greenpeace's model for the 'anatomy of people-powered campaigns': A **beating heart** (with supporters at the centre), **fast-feet** (the importance of being reactive, working at the speed of the internet to ride the news narrative when possible), **many hands** (the idea that you need to have as many people as possible on board in order to win), and **open eyes and ears** (that is, using all available data to drive campaigns – knowing where supporters are, how to reach the people who care, how to know if making progress).

Presentation on using Twitter for advocacy – Eugene Yi, Twitter, Head of Public Policy Asia-Pacific

Eugene Yi, Twitter

With approximately 305 million+ monthly active users worldwide and 500million+ tweets sent per day http://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/, Twitter ranks among the world's top five social media platforms (along with Facebook, Youtube, Google+ and Instagram).

Around one-third of all Twitter users can be found in countries within the Asia Pacific http://www.adweek.com/socialtimes/social-media-asia-pacific-stats/614053, with countries such as India and Indonesia showing strong usage and growth (Jakarta dubbed the 'Twitter capital of the world')

Eugene's presentation looked at how Twitter can be leveraged by National Societies across the region in key areas such as disaster response and preparedness, campaigns, as well as to engage decision-makers and the media.

Eugene's top Twitter campaign tips: take advantage of moment, use multimedia (including using Periscope to broadcast your content/work), develop interest hooks, interact with users, plan campaign phases, and leverage influencers. When using Twitter during emergencies, Eugene reminded people to keep their message clear, simple and actionable. He noted that communicators and the public can use Twitter via SMS/Text in crisis, as telecom towers are more robust than wifi networks in such situations. "The power of a hashtag can drive conversations & campaigns around the world within minutes"

Presentation on ICRC Bangladesh campaign, "Disability is Not Inability" – Michael Kifle, ICRC Bangladesh

Michael Kifle, ICRC Bangladesh

Often, people with physical disabilities (PwDs) are stigmatised by society and do not benefit from the same opportunities as "abled" persons do. The general public often believes that PwDs are not able to perform in the same way as any able-bodied person can. To break barriers of stigma and exclusion associated with disabilities in Bangladesh, the International Committee of the Red Cross (ICRC) took the angle of the most popular sport in Bangladesh – cricket – and organised an International Cricket Tournament with participating countries from Afghanistan, England, India, Pakistan and the host Bangladesh.

Mashrafee Mortaza, the captain of the Bangladesh national cricket team, the Tigers, was selected to be the Goodwill Ambassador of the cricket tournament. The short TV commercial that was done with Mashrafee generated a huge amount of support from the population. The 50-second video was published on Facebook, Youtube and ICRC websites and has got hundreds and thousands of likes thereby met the goal of the campaign.

The Prime Minister of Bangladesh opened the tournament and key messages regarding disabled people were broadcasted by electronic media and circulated by all print and on-line media. The partnership that was created with key on-line and electronic media has also helped to promote the key message "Disability is not Inability".

Presentation on Indonesian Red Cross' #IamHero campaign – Aulia Arriani, Indonesian Red Cross (PMI)

Aulia Arriani, Indonesian Red Cross (PMI)

In May 2015, Indonesian Red Cross (PMI) ran a very successful online campaign called #IamHero. Conceived based on the identified lack of public awareness about first aid and disaster preparedness, PMI wanted to work towards "changing the mindset of Indonesians: from responsive to preventive"

Aulia shared the campaign, breaking down its objectives (to increase public awareness of the importance of first aid and disaster preparedness and to encourage people to download PMI's apps), activation methods (including a photo contest), use of influencers/'buzzers' to drive the campaign, use of social media advertising, key learnings and finally results.

Presentation on Korean Red Cross Online Campaigns, 'Please Smile' and 'Give Song' - Jinho Hwang

The Please Smile Campaign was organized by the Korean Red Cross to provide comfort to citizens who have lost their loved ones after the Sewol Ferry disaster

The Please Smile Campaign, conducted in 2014, aimed to provide some comfort to the Korean people who were in deep sorrow and anger after the Sewol Ferry disaster which claimed 295 lives. The campaign was segmented into 3 parts. Firstly the Korean Red Cross shared video-clips that showed several goodwill ambassadors' reciting messages of solidarity to the people suffering from the disaster. Secondly, a street campaign was conducted by more than 40 university students to raise public awareness of this campaign. The last step was an online event using Facebook which collected people's profile shots with uplifting messages. After the campaign, Korean Red Cross' Facebook page has received an increase of approximately 6,000 likes.

'Give Song Campaign' was conducted in 2015 as a new way to harmonize music into a donation mechanism that encourages young peoples' positive engagement on social media. Korean Red Cross has made a rap song music video of one of goodwill ambassadors and spread it to encourage people to make their own version of a music video which can deliver donation messages. After this campaign, 43 music videos were collected and shared on their Facebook page.

Presentation on social media, accountability and community engagement – Mandy George, IFRC Myanmar and Louise Taylor, ICRC Geneva

Louise Taylor, ICRC Geneva

This session covered the basic principles of community engagement and accountability in order to lay the foundation of how social media can enhance community engagement in the Red Cross Movement. It looked specifically at social media as a tool for community engagement, with some top tips on how to engage with online audiences and link to Red Cross programming. The session also presented some examples of effective community engagement using social media.

Skills lab on How to make awesome content for free – Ika Mudzar, IFRC Kuala Lumpur and Yan Luong, ICRC Geneva

The "How To Make Awesome Content For Free!" skills lab session provided participants with instruction on several free online tools which allowed them to create more enhanced, interactive content for use on social media. It also explored the latest content trends (Snapchat live, hyperlapse, pinned tweets, picture based storytelling), with tools including Magisto, Canva, Moovly and Makeagif. At the end of the session, participants were able to create their own enhanced content through the free apps, and had begun posting their interactive content on social media.

Yan Luong, ICRC Geneva (left) and Ika Koeck, IFRC Regional Office (right)

Skills lab on making a social media calendar – Fitri Adi Anugrah and Mia Pitria Pangestie, ICRC Indonesia

Fitri Adi Anugrah (left) and Mia Pitria Pangestie (right), ICRC Indonesia

The objective of the session was to help the participants understand the importance of social media planning, how they can implement it, and what elements they need to consider in the planning process. The session was designed to be an interactive session to actively stimulate participants to discuss issues around social media planning. The session also included a presentation on how to use technical tool such as Hootsuite to help the participants with their planning. The participants were also divided into 4 groups for a group work. They were assigned to prepare a social media planning for one office based on the template distributed to the participants, followed by presentation by a representative from each group.

Skills lab on how to fundraise through social media – Mr Joonho Min, Korean Red Cross

Many National Societies are looking for ways in which to boost their online fundraising efforts. This session discussed best practice tips for fundraising through social media, and allowed participants space to discuss key challenges and experience. It included getting the messaging and content right, how to advertise in social media, tactics and tips, and lessons from successful online fundraising efforts by Korean Red Cross.

Skills lab on how to write a clear and effective social media strategy - Kate Jean Smith, IFRC Bangkok & Giovanni Zambello, IFRC Geneva

Kate Smith, IFRC Bangkok (left) Giovanni Zambello (right), IFRC Geneva

In order to conduct an effective social media campaign, it is crucial to have a clear strategy. This session looked at how to define key components such as objectives, target audiences, channels, creating high-impact messaging and content, exploiting key 'moments', tactics, partnerships, youth engagement and reporting.

Skills lab on using mobile for content creation and distribution – Jesse Edep, ICRC Philippines

This skills lab demonstrated how to use smartphones to create videos and photos (proper technical ways to handle smartphones, do's and don'ts, ethical considerations, etc.). It covered how to make content become more appealing to an audience and ways to share it using free mobile apps (Google Drive, OneDrive, etc.) from one to another. The participants then brainstormed what communication products in emergency situations could be created using a smartphone. Participants were then shown diverse treatments of communication products such as audio slideshow, photo gallery and video, among others.

Skills Lab on how to manage a social media reputational 'crisis' – Kate Roux, IFRC Bangkok

From time to time National Societies will be subject to criticism on social media, sometimes which can spill beyond the confines of their own online community. National Societies need to be equipped to identify issues and how to best respond to them before they escalate into online 'crises' which impact the reputation of (and importantly, trust in) the International Red Cross and Red Crescent Movement.

The session on social media and reputational risk focused on two elements: first it explained in broad terms the linkages between reputational risk and social media (i.e. the speed of communication, global connectivity and impact, particularly with our RCRC brand) while weaving in elements from the conference (i.e., community engagement, Maria Ressa's presentation).

The second part focused on the best ways to manage crisis based on academic research (provided by Hui MA, IFRC Beijing), and National Societies' experience - including participants in the room who shared their personal insights. Myanmar Red Cross Society provided a very strong example of a working group (made of directors and senior management) that has been set up within the National Society to respond effectively to reputational risk issues.

Recommendations included disseminating social media guidelines to staff and volunteers and allowing staff and volunteers to be brand ambassadors who will also help manage a crisis, and prepare for the unexpected, with top tips on how to respond while still recognizing that the management of reputational risk is very context-specific to each country/culture and National Society. One of the issues agreed upon by participants is the challenge in adhering to management/protocol, against the need to move quickly and rapidly during a reputational crisis.

DAY 3

Presentation on the One Billion Coalition for Resilience - Patrick Fuller, IFRC Kuala Lumpur

Patrick Fuller, IFRC Regional Office

The 1 Billion Coalition for Resilience (1BC) was officially launched at the 32nd International Conference of Red Cross and Red Crescent. 1BC is a new commitment to partnership and coalition-building to help individuals and communities strengthen their resilience—inspiring people in countries everywhere to take action, to under-stand risk, to build and share resources. So far 60 National Societies have signed on to the 1BC and are convening coalitions, promoting and implementing 1BC activities. IFRC is producing a range of communications materials to help National Societies engage with potential partners and donors including website, video, marketing brochures.

The IFRC is seeking feedback and case studies from participants to develop relevant materials and communications strategies across different channels.

Presentation on Movement communication and the Movement Logo– Louise Taylor, ICRC

This session addressed Red Cross Red Crescent global initiatives resulting from resolutions passed at the 32nd International Conference, notably Red Cross Movement Strengthening Movement Coordination and Cooperation (SMCC) and Movement Branding Initiative. The presentation on the SMCC Workstream 3 on communication covered the main findings of the evaluation on Movement communication in large-scale emergencies that was presented at the Council of delegates. The presentation also covered the plan of action to roll out tools in selected contexts, with a specific focus on how to coordinate digital plans for Movement themes and campaigns. Similarly, the presentation on the Movement Branding Initiative covered its origins and scope, as well as how the new Movement logo can be used based on the agreed upon terms and conditions, and considerations for digital officers.

Presentation on social media for disaster response, the experience of Philippines Red Cross – Sheila de Luna, Philippine Red Cross

Given that the Philippines is one of the most disaster-prone countries in the world, the Philippine Red Cross (PRC) has a wide experience in dealing with disasters and other emergencies. In the recent years, social media has been used by the PRC before, during and after a disaster.

Before a disaster, social media is used as 1) an early warning system; 2) to disseminate preparedness information/safety tips; 3) for public advisories; 4) to monitor communities in the path of a disaster; and 5) to mobilise digital volunteers.

During and immediately after a disaster, PRC uses social media for 1) public advisories (informing the public on what's going on); 2) aligning with government and other agencies (sharing information, using standardized hashtags, etc); 3) scanning the online environment (tweets, FB posts, etc); and 4) to respond to the needs of the affected population. After a disaster, social media is used for the following: 1) talking about PRC's response; 2) to organise relief efforts; 3) to notify authorities about the damages and effects of the disaster; 4) to restor family links; 5) to bring attention to the needs of the affected communities; 6) to connect the affected population with needed/available resources; 7) to fundraise; and 8) to prepare for future disasters.

Sheila de Luna, Philippine Red Cross

During the recovery period, social media is used for: 1) to disseminate stories captured from the field; 2) to give visibility to affected/vulnerable communities; and 3) to reporting on recovery activities.

The lessons learned by the PRC on using social media for disaster response are: 1) social media as information/news source requires proper verification; 2) social media/digital volunteers must be properly trained; 3) establish guidelines/policies for social media management; 4) designate official spokesperson/s for the organization; and 5) leverage online influencers.

Presentation on social media for disaster response, the experience of Indonesian Red Cross – Aulia Arriani, Indonesian Red Cross (PMI)

Aulia gave an explanation about PMI's use of private Facebook groups as a platform for staff and volunteers to share information from the field (what is happening, and PMI first response) and how that information is verified and shared on to the public through PMI's Facebook page and Twitter account. She also presented PMI's Mobile Rapid Assessment (MRA) mobile application, a crowdsourcing tool through which the public can register information with PMI about incidents and emergencies.

Presentation on social media for disaster response, the experience of Maldivian Red Crescent – Rifhaan Ali, Maldives Red Crescent

Rifhaan Ali, Maldives Red Crescent

An island nation with 1190 coral islands (202 inhabited), the Maldives has a highly dispersed, remote population facing a range of disaster risks. Digital communication is a very basic necessity in Maldives and an incredible 58% of the population uses the internet regularly as mean of communication and to access information.

Therefore the Maldivian Red Crescent is using social media to inform communities and shape its response to disasters. Rifhaan presented on the how the National Society used social media during the #MaleWaterCrisis to mobilise volunteers & inform the public about relief distribution points.

**Presentation on communicating in emergencies: maximising our collective reach through social media
– Patrick Fuller, IFRC Kuala Lumpur**

This presentation was designed to highlight how social media, particularly Twitter can be used as an effective public communication platform during emergencies. Importance was placed on positioning of the Red Cross before, during and after emergencies. Some simple tips were provided including tweeting out contact details of spokespeople;   tweeting photos of Red Cross in action; linking tweets to news stories and infographics; leveraging content from other   organisations and news providers; amplifying the reach of social media posts and fundraising messages by engaging high profile supporters; profiling the human face of volunteers and the importance of reputational risk management.

Presentation on leveraging online influencers – Lyn Garcia, Philippine Red Cross

The Philippine Red Cross' social media unit has the mission "to turn Philippine Red Cross fans and followers into a disaster-ready global community". Under this banner, and drawing on her experience as social media officer at Philippine Red Cross, Lyn Garcia shared best practice when it comes to engaging online influencers (from celebrities to bloggers to dedicated fans), to help amplify Red Cross messages and reach more people.

Her 15-minute IGNITE-style presentation covered how to identify advocates and influencers – by proactively listening, conducting research and using a set of criteria such as 'connections/ followers', 'relevancy' and prior interactions – how to drive engagement, how to provide an enhanced experience that will convert online supporters, and how to mobilise advocates and influencers at key moments.

In her presentation, Lyn emphasised the importance of building positive sentiment within a community, establishing relationships over time, always listening and consistently responding, and providing rich content that people want to share. She shared several examples including Philippine Red Cross' efforts to reach out to bloggers (including hosting a bloggers conference at their HQ in Manila) and the #StrongerPH 24-hour tweet-a-thon (November 2014), during which online influencers were engaged and as a result 7,000+ tweets were generated and @PhilRedCross's Twitter account grew by almost 3,000 new followers.

Presentation on using social media for disaster preparedness and resilience – Omar Abou-Samra, IFRC Global Disaster Preparedness Centre

Beyond improving preparedness and raising public awareness about risk and crises, social media in disaster risk management can be used in a number of ways, including as a surveillance, monitoring, situation awareness and early warning system; as a tool to provide information and instructions with real time alerts and warnings; to mobilise volunteers both during and after a crisis; and to counter inaccurate press coverage or rumours.

Omar's presentation covered the purpose and opportunity for using social media during preparedness or "blue sky times". He reiterated key points raised in previous presentations: principles of two-way community engagement, the importance of monitoring for early warning and analysis, and working with partners for impact (in particular, national and local authorities to disseminate relia-ble key information).

Presentation on drawing on big data for development and early warning – Jong Gun Lee, UN Global Pulse, Jakarta Lab

Jong Gun Lee, UN Global Pulse, Jakarta Lab

"The data revolution is giving the world powerful tools that can help usher in a more sustainable future" -- Ban Ki-Moon, UN Secretary-General

Global Pulse is a innovation initiative of the United Nations Secretary-General on big data. It aims to harness data safely and responsibly, to aid development and humanitarian action in support of the Sustainable Development Goals (SDGs).

Mr Lee presented briefly on what constitutes big data, examples of sources (social media, radio, satellite data and so on) and current examples of projects, including UN Global Pulse's recently launched (January 2016) online game, 'Translator Gator' in Indonesia (http://www.unglobalpulse.org/blog/translator-gator-language-game-research0), the aim of which is to create a dictionary for the Sustainable Development Goals (SDGs) in many languages. Players earn points by translating English keywords into Bahasa Indonesia as well as other local languages and slang, the resulting database is to be used by researchers, especially for projects related to digital text analysis.

Mr Lee also presented 'Haze Gazer 'http://www.unglobalpulse.org/blog/haze-gazer-crisis-analysis-tool, a haze crisis analysis and visualisation tool that is currently under development for disaster management authorities in Indonesia. The tool (accessible via an online dashboard) is intended to enhance disaster management efforts by providing real-time insights on the locations of fire and haze hotspots; the strength of haze in population centres; the locations of the most vulnerable cohorts of the population; and most importantly, response strategies of affected populations, including movement patterns and in-situ behavioural changes.

UN Global Pulse's Jakarta lab is pursuing partnerships with organisations, including National Societies, to apply big data capture and analysis to development and humanitarian problems. *IFRC Bangkok office (contact Kate Roux) is coordinating a proposal to engage.

Appendix IV: Participant Event Evaluation

Date: Wednesday, March 16, 2016;	Total responses: 56 (Complete Responses: 36)
Q4: Please rate the workshop's overall value to you	Q5: Please rate each external speaker's session on a scale of 1 to 5

- **Explanation for ratings given in Q4**

- "Great to meet colleagues, understand issues people face, learn new things, be stimulated and refreshed."

- "I have been convinced after this forum that there is more that we can do to improve on our communication."

- "Lot of experience sharing especially twitter handling and new ideas"

- "I learned so many new things and facilitators were very, very, very cooperative"

- "Many good speakers, useful experience sharing, networking, skills labs."

- "Good preparation and everyone are in one building ... good access on information"

- "I learned about many additional online tools and principles for increasing the distribution of SM messages"

- "We learned new skills and ideas to be more visible on social media and more options we got to play to make content more attractive."

- "I learnt lot of new things on social media and took fruitful information about social media platforms. Also sharing the several and different experiences from the National societies was very effective for my future work. Sharing the good ideas and different experiences was better than listening theory."

- "It has introduced me to some new concepts and enhanced understanding of the already known ones."

- "Good learnings of new tools and opportunities Networking and able to draw resources from other participants"

- "The forum has been extremely valuable as it covered a lot of things that could help improve our social media management and presence and how we can fully utilize social media to engage our audiences and the general public, drive awareness to our programs, and attract supporters and / or donors to our causes."

- "It gave us a chance to finally connect and develop / redevelop relationships with the other comms officers from the Movement. Plus, it gave us a chance to also hear social media platform improvements /new technologies that could help us be better in our work"

- "I love the speakers' sharing and learn a lot, just one thing about the follow up after this workshop. Whichever or whatever we decide to bring home and put them to our plan, we may face some problems, if and any possibility that we can seek help or form a group to support and share."

- "Needed mote practical tips on how to use media platforms in the event of crisis"

- "Very useful but too much in disaster experience."

- "Useful for the planning to start social media"

Q6: Please rate each of the Red Cross and Crescent presenters
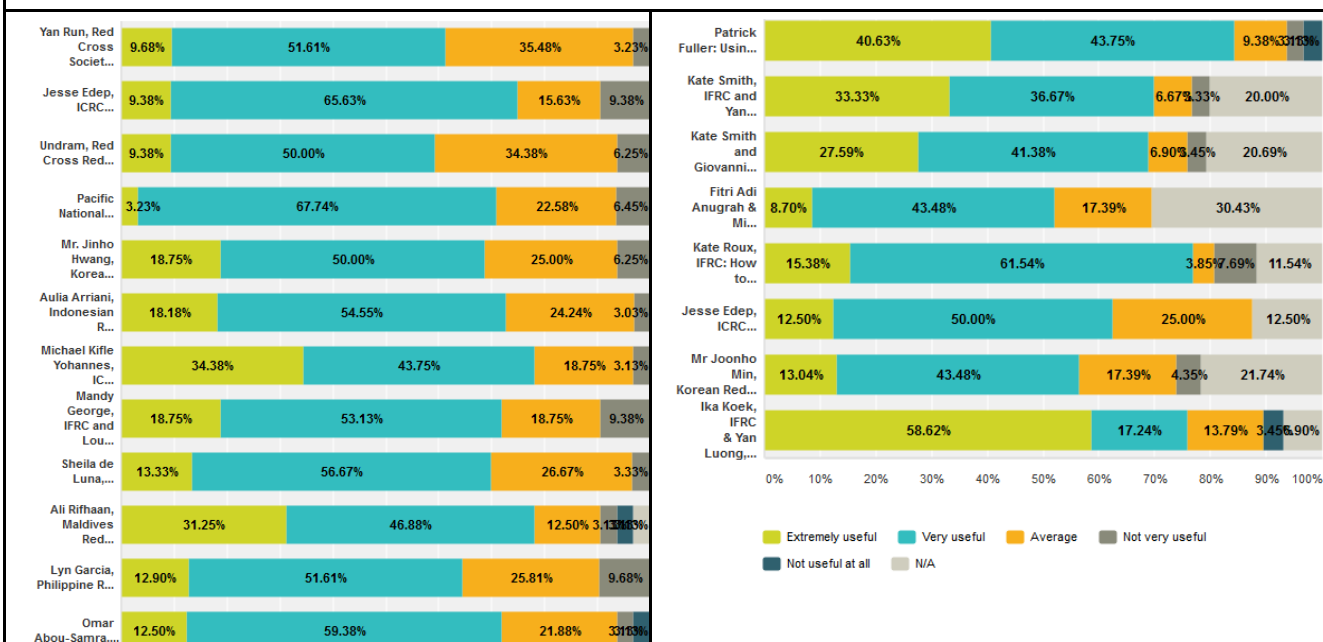
Q8: Please rate the length and timing of the workshop
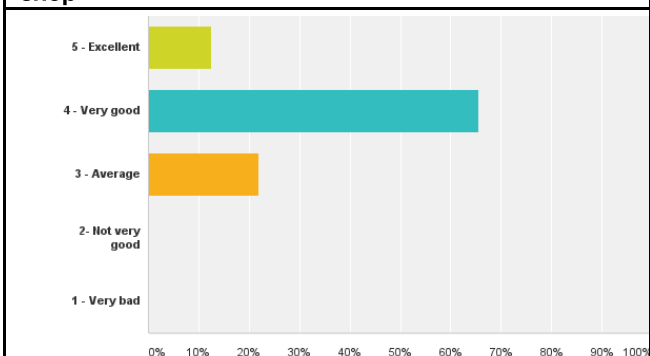
Q9: Which session of the workshop was most helpful or useful for you?
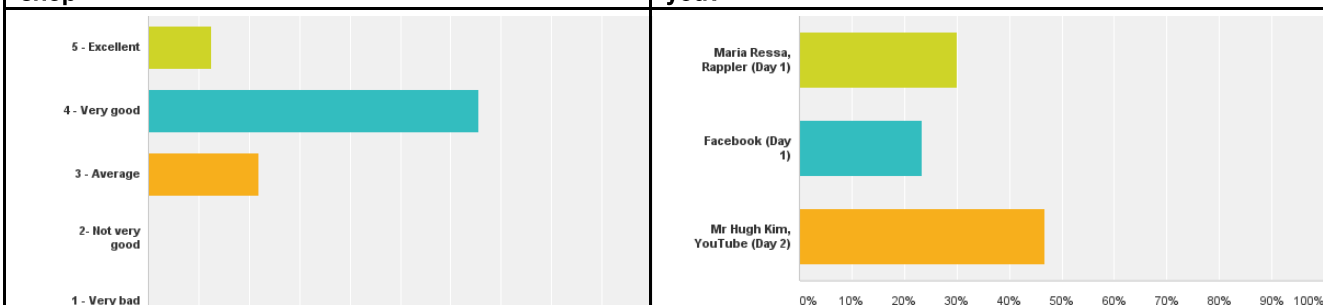
Q10: Please rate the logistics & administrative arrangements for the workshop (for example, did you receive all the information you needed before the workshop, were your travel arrangements well organised)?
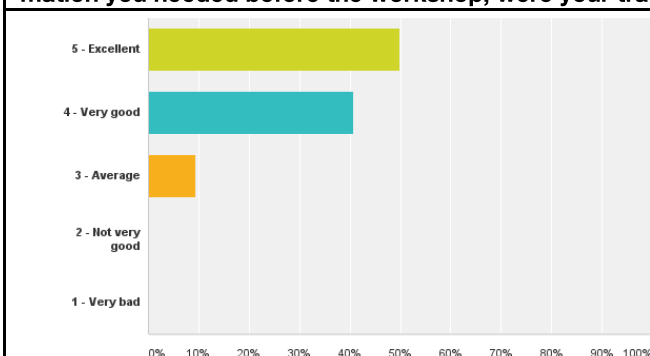
Q11: Do you have suggestions or recommendations to improve this workshop in the future (for example, on workshop organisation, session timing, facilitation/presentation methods, hotel and venue)?

- "Extend to 4 days to give more time for the skills workshop."
- "More speakers from other movement and more lesson learned from NS"
- "As the most Asian is shy and refrains from speaking up, we need to invent a new format for active and lively discussions."
- "One week workshop maybe useful"
- "Nothing, keep up the good work"
- "Longer time for the forum, perhaps."
- "Well done organizers"

- • "Perhaps should get more presenters like Maria and Eugene"
- • "No, quite satisfied how the whole forum turned out. :)"
- • perhaps more practice on new tools as part of the workshops"
- • "Not at all. This workshop greats for me."
- • "Excellent"
- • "More time in small groups and more time for discussion"

Appendix V: Online Engagement Plan

Survey Monkey

The Online survey tool, Survey Monkey, was used to gather input from National Societies pre- and post- event. Before the event, it was used to gather information from the National Societies on their status in terms of social media (policies, guidelines, resources and skills) and also their interests and needs for the Forum agenda. The information gathered was analysed and used to shape the Forum.

At the close of the last day, Survey Monkey was used to gather feedback from participants, including evaluation of presentations, logistics and plans of action for returning home. The survey results – pre and post event – are available for interested persons, please contact Zulaikha.mudzar@ifrc.org

Facebook

A private Facebook group was set up for the lead-up and course of the Forum: Attendees were invited to use the space for connecting, commenting and sharing with other attendees during the week of the Forum. Two weeks after the Forum, the group was closed and participants encouraged to move conversation across to 'RCRC Asia Pacific Communicators' Facebook group and 'RCRC Social Media Practitioners' Facebook group. Key selected updates were copied to the 'RCRC Asia Pacific Communicators' Facebook group so that Red Cross and Red Crescent communications staff not attending were updated/included.

Twitter

Having an event hashtag allowed participants to connect with each other online, comment, ask questions, keep a record of ideas etc. It also demonstrated to those not so familiar with using hashtags, how they work and how to use them. Additionally, it allowed people outside the event (other RCRC staff and volunteers) to take part to some degree.

A Twitter hashtag, another avenue for those inside and outside 'the room' to engage, was established and shared the week before the Forum as well as introduced in the opening remarks.

Sli.do

Sli.do is an 'audience engagement tool' (with an app downloadable to mobile phones) that allows organisers to conduct live polls, gather online questions and easily share presentations.

Sli.do was used during the Forum to gather participant feedback at the end of each day. The rationale of using it as an additional online tool was to demonstrate its use to participants and also show that experimentation with new platforms can be a good process in embracing social media.

Tips for getting the most out of slido at your event

Periscope

Key sessions were livestreamed so that RCRC staff outside the room could benefit from the presentations and feel a part of the event. All key documents and links available here

Appendix VI: Twitter Engagement Report

*Full version available here if required at or please contact Zulaikha Mudzar

TWEETREACH SNAPSHOT FOR
#rc21c

ESTIMATED REACH
1,340,076
ACCOUNTS REACHED

EXPOSURE
15,027,138 IMPRESSIONS

157	365	278	14	30
< 100	< 1k	< 10k	< 100k	100k+

Bars show number of tweets sent by users with that many followers

ACTIVITY

844	180	9
TWEETS	CONTRIBUTORS	DAYS

37 replies

336 tweets

471 retweets

400
300
200
100
0

Mar 9 Mar 10 Mar 11 Mar 12 Mar 13 Mar 14 Mar 15 Mar 16 Mar 17

TOP CONTRIBUTORS

8.7M IMPRESSIONS — @philredcross — Follow 512K followers

108 RETWEETS — @k_jean_ — Follow 1,028 followers

116 MENTIONS — @k_jean_ — Follow 1,028 followers

MOST RETWEETED TWEETS

16 — Kate Roux @katherineroux
Never take communication w/ communities for granted! #commisaid #RC21C via @mandygeorge @lulu_taylor @ombaggio https://t.co/8LHutYFynH

14 — Rosemarie North @RosemarieNorth
"People need information as much as water, food, medicine or shelter." #commisaid #RC21C https://t.co/yLd05TwRlH

14 — Philippine Red Cross @philredcross
.@redcross143 aims to promote a culture of self-help in schools, workplaces and communities. #RC21C https://t.co/SoyZrQWN6X

Appendix VII: Online Media Mentions

• Article on naver.com	• Article on newsis.com • 2nd part of article on newsis.com	• Article on yonhapnews.co.kr • 2nd part of article on yonhap-news.co.kr

Appendix VIII: Original Concept Notes

Appendix IX: The Seoul Commitments
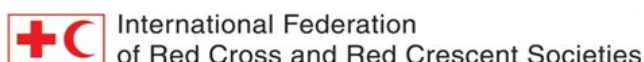
4th Asia Pacific Communications Forum

'The Seoul Commitments'

The 4th Asia Pacific Communications Forum was convened by the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC) and the Korean Red Cross, Seoul, 14-16 March 2016. The Forum was attended by representatives of 23 National Societies from the region who endorsed the 'Seoul Commitments' that serve as the outcome document.

Over the past decade, digital technologies, including social media, have profoundly changed our world, transforming our economies, the way we communicate, access information and conduct our work.

These changes have re-shaped the contemporary humanitarian landscape. Mobile and web-based technologies have made one-way communication into a two-way dialogue. The International Red Cross and Red Crescent Movement can communicate more rapidly and directly with a wide range of audiences including at-risk communities, opinion leaders and decision makers and our public supporters.

In times of disaster, conflict or crises, social media networks have provided a lifeline for affected and at-risk communities: providing channels through which they can access information or communicate their needs, and also empowering them to take an active role in preparedness, response and recovery processes.[1] Social media has also created opportunities to share the wider development work of the Movement and disseminate important health, safety and preparedness messages.

Humanitarian and development organizations must be agile and continuously adapt as this landscape continues to evolve. With the growth of Internet connectivity together with the penetration of mobile technologies, the online population in Asia continues to grow rapidly.[2] By recognizing the possibilities, strengthening cooperation, and mobilizing our network of millions of volunteers, youth, staff and members, the International Red Cross and Red Crescent Movement is uniquely placed to amplify its public communication outreach, its level of community engagement and its humanitarian impact across Asia Pacific and beyond.

Based on these considerations, and building on the 2014 *'Beijing Call for Innovation'*,[3] the outcomes of the 2nd Asia Pacific Youth Summit,[4] and the 2015 Red Cross Red Crescent Social Media Summit;[5] We, participants of the 4th Asia Pacific Communications Forum, representing 23 National Red Cross and Red Crescent Societies in Asia Pacific, the IFRC and the ICRC, commit ourselves to:

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[1] See "Social Media in Humanitarian Response", Wavelength, July 2013, issue no. 18, http://bit.ly/1ITi314. In Asia Pacific, this has played out in a range of different emergencies, from the Great Japan Earthquake and Tsunami (March 2011), to typhoons Bopha and Haiyan (November 2013), Tropical Cyclone Pam (March 2015) and the Chennai floods (November 2015).

[2] According to leading 'We Are Social' data, Internet users in the Asia Pacific, increased by an average of 14% in the year between January 2014 and 2015 http://bit.ly/1ROUO9I. In the same period, countries across the region showed very strong growth in social media users, ranging from an increase of 206% in Myanmar, 147% in Timor-Leste, 62% in Laos and 31% in Fiji http://bit.ly/1RBchmE

[3] "Beijing Call for Innovation", the outcome document of the 9th Asia Pacific Conference held in 2014, in which National Society leaders from the region agreed to *"optimise the coverage of our services and to better manage and share knowledge by championing the innovative use of all forms of media and communications technology."*

[4] In 2014, delegates of the 2nd Asia Pacific Youth Summit committed to, *"championing the innovative use of social media and communications technologies to increase the effectiveness of our services and how we manage and share knowledge."*

[5] In February 2015, over 50 communicators from 15 National Societies, the IFRC and the ICRC met in Washington D.C. for the first Red Cross Red Crescent Social Media Summit, hosted by the American Red Cross to discuss about how to strengthen global collaboration and mutual support on social media and digital technologies, particularly around the topics of reputation management on social media and online global engagement initiatives.

1. Integrate and scale-up digital technologies and social media into our communications and community engagement efforts, operations and programmes. We recognise the value of such tools to increasing two-way engagement, reach and influence, and to give visibility to the needs and voices of the communities we serve. We also recognise their potential to inform and improve service delivery – and ultimately to save lives.

2. Enhance organisational understanding of the strategic value of social media, fostering a "digital culture" and a climate of innovation across our work. We strive to increase training, experience sharing, networking and peer-to-peer support among staff and volunteers in order to make social media engagement a shared responsibility.

3. Draw upon the capacities of Red Cross Youth in Asia Pacific, optimising their skills and interest in social media, engaging them in mainstream communications efforts and capitalizing on their expertise as 'digital natives' and potential to engage young online audiences across the region.

4. Continue our collective efforts to protect the Red Cross Red Crescent brand, minimizing the impact of online reputational crises. We remain committed to safeguard the Red Cross Red Crescent brand through strengthening Movement cooperation and coordination to ensure effective management of online reputational crises in the Asia Pacific.

5. Ensure that digital and social media engagement by Red Cross and Red Crescent volunteers and staff remains in accordance with our Fundamental Principles, and associated Policies and Codes of Conduct. Clear policies and guidelines are developed that that mitigate potential reputational risks and ensures individual responsibilities around the appropriate usage of social media platforms are clearly understood.

6. Adapt our approaches to contexts in which digital and social media may not be accessible. We remain mindful of the challenges faced by National Societies in areas where the 'digital divide' and limited internet connectivity present challenges in engaging with stakeholders via online and social media channels and will continue to strive to find solutions to these challenges.

7. Increase our humanitarian impact by working together to maximise the capacities within our network. Our voice is stronger and louder when we speak together. We commit to supporting each other's digital communications / social media efforts , by sharing and promoting each other's online content and messages, and engaging in global and regional communications priorities and campaigns.

CALL TO LEADERSHIP

We, the Forum participants, also recognize that delivering on the Seoul Commitments requires the active engagement of our leadership. We call on leaders within the Movement to;

1. Accelerate the integration and mainstreaming of digital technology and social media into National Societies' activities, by establishing a designated social media function within the communications unit of each National Society and empowering them to engage across different digital / social media platforms in support of all programme sectors.

2. Lead by example and champion social media adoption and engagement as a collective responsibility of staff and volunteers.

3. Establish partnerships with private-sector information and communications companies, governments and other humanitarian organisations to enhance digital / social media engagement in our humanitarian and development programmes. These partnerships may include skills development, online platform-sharing, information-sharing, resource mobilization or data analysis,

4. Elevate the expertise and positioning of the International Red Cross and Red Crescent Movement as a leading humanitarian voice and thought leader via individual Twitter accounts. With Heads of State, policy-makers and opinion-leaders increasing their engagement on social media platforms, Movement leaders and technical experts may join the online space to share their knowledge and give voice to issues of concern.

Seoul, Korea
16 March 2016

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References
IFRC World Disasters Report 2013, Focus on technology and the future of humanitarian action.
"Social Media in Humanitarian Response", Wavelength, July 2013, issue no. 18, http://bit.ly/1ITi314
Comparative Review of Social Media Analysis Tools for Preparedness, Trilateral Research and Consulting / Global Disaster Preparedness Centre
"Humanitarianism in the network age", OCHA Policy and Studies Series, 2013: http://bit.ly/1PsN7Hg

Appendix X: Speaker Bios

Maria A. Ressa, Rappler

Maria A. Ressa is the CEO and Executive Editor of Rappler, a social news network which uses a hearts and minds approach to news through a unique mood navigator. Rappler combines the best of professional journalism with citizen journalism and crowdsourcing.

Ms. Ressa has been a journalist in Asia for nearly 30 years, most of them as CNN's bureau chief in Manila (1987-1995) then Jakarta (1995-2005). She was CNN's lead investigative reporter focusing on terrorism in Southeast Asia and wrote "Seeds of Terror: An Eyewitness Account of al-Qaeda's Newest Center of Operations in Southeast Asia" (Free Press, 2003).

In 2005, she took the helm of ABS-CBN News and Current affairs, for six years determining strategic direction and managing more than 1,000 journalists for the largest multi-platform news operation in the Philippines. Her work aimed to redefine journalism by combining traditional broadcast, new media and mobile phone technology for social change.

She taught courses in Politics and the Press in Southeast Asia for her alma mater, Princeton University and in broadcast journalism for the University of the Philippines. She worked on her second book, "From Bin Laden to Facebook" as Author-in-Residence and Senior Fellow at the International Centre for Political Violence & Terrorism Research in Singapore. She is also the Southeast Asia Visiting Scholar at CORE Lab at the Naval Postgraduate School in Monterey, California.

Follow Maria on Twitter at @maria_ressa

Follow Rappler on Twitter and Facebook @rapplerdotcom

Hugh Kim, Youtube

Hugh Kim is a manager of YouTube Content Partnership team. He has worked at Google for more than 4 years, mostly proposing digital marketing solutions for various clients. He consulted many agencies and advertisers on how to better use Google advertising solutions (YouTube, Search, Mobile).

Last year, he moved to YouTube content partnership team and directly worked with top creators and digital studios to help their channels grow. So, with Google and YouTube experience, he will provide us with strategies and tactics to develop audience on YouTube.

Previously, he worked at Johnson and Johnson and he holds BA in Political Science and English Literature from Yonsei University (Seoul).

Kyooeun Jang, Facebook

Kyooeun Jang is part of the Advertiser Services team in the Global Shared Services division at Facebook Korea, where she manages the scaling of advertising operations in the Korean market. She oversees operations for both Facebook and Instagram campaigns for global clients, and worked closely with the Instagram team in launching and operations in the Korean market last year. She has a strong passion for Facebook's initiatives on social good, and hopes to work more closely with the team in the future. Before joining Facebook, she received her BA in Comparative Literature and Culture at Yonsei University.

Giles Hewitt, AFP bureau chief in Seoul

Giles Hewitt is currently the AFP bureau chief in Seoul, covering both South and North Korea. Since joining AFP in 1990, he has served in numerous reporting and editorial posts in Asia, Europe and North America. Prior to taking up his post in Seoul in 2011, he was AFP's Director for South Asia, based in New Delhi.

He was born in Mumbai, India and educated in London and the University of East Anglia where he majored in English and American Literature. An early one year stint teaching in rural China resulted in a 12-year sojourn split between Taiwan, Hong Kong and Beijing.

AFP is a global news agency delivering fast, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. AFP's 200 bureaus cover 150 countries across the world, with 80 nationalities represented among its 2,260 collaborators.

 Follow Giles on Twitter @GilesHewitt

Tom Ganderton, Greenpeace

Tom is passionate the about the potential of digital tools to build and mobilise movements of people against some of the world's

most pressing challenges. He has seven years' experience as a communicator and digital campaigner. He currently works at Greenpeace Southeast Asia's newly-formed Engagement Team which aims to create meaningful participation of Greenpeace supporters in our campaigns. Previously he worked with Greenpeace Australia Pacific and Amnesty International.

He holds Masters degrees in International Relations / Development Studies from Chulalongkorn University (Bangkok) and the University of New South Wales (Sydney), and also a BA in Media and Gender Studies.

 Follow Tom on Twitter at @TomGanderton

Minchang Kim, inspire/d

Minchang Kim is a digital marketer, fundraising consultant and a growth hacker. Minchang has been working with over twenty organizations, including Korean Red Cross, UNICEF, Johnson & Johnson and Samsung electronics. As a growth hacker, Minchang focuses on low-cost and innovative alternatives to traditional marketing. Minchang is specialized in collecting behavioral data and analyzing of target needs which lead to profits by using Analytics, A/B testing, content marketing and data science frameworks. He is currently working as general manager of growth marketing at inspire/d, an impactful marketing agency located in Seoul. Visit inspire/d website at http://inspired.crevisse.com

Eugene Yi, Twitter

Eugene Yi is the Head of East Asia Public Policy for Twitter. Prior to joining Twitter, Eugene worked for the U.S. Department of State at Embassy Beijing as a Political Officer covering Internet freedom and the Six-Party-Talks from 2009 to 2011. Previously, he was a Strategist for East Asia national security issues for the Office of the Secretary of Defense in the U.S. Department of Defense. He formerly served as a Country Director for China and Korea at the Office of the Secretary of Defense Policy from 2008 to 2009. He is fluent in English, Korean and Mandarin Chinese and has basic proficiency in Japanese. Eugene graduated with honors from Princeton University with a Bachelor's and a Master in Public Affairs degree in the Woodrow Wilson School of International and Public Affairs.

Follow Eugene on Twitter @eugeneyi

Jong Gun Lee, Data Scientist, UN Global Pulse Lab Jakarta

Global Pulse is an innovation initiative of the United Nations Secretary-General on big data. It aims to harness data safely and responsibly, to aid development and humanitarian action. The idea for the Global Pulse initiative was inspired by the President of Indonesia, H.E. Susilo Bambang Yudhoyono, who had emphasized the need for timely information to protect vulnerable populations at the time of the global food crisis, during a G20 summit in 2008. Global Pulse is organized into a network of 'Pulse Labs' in New York, Jakarta, and Kampala, Uganda. Pulse Labs bring together government experts, UN agencies, academia and the private sector to pioneer new methods and frameworks for using Big Data to support development goals. http://www.unglobalpulse.org