International Federation of Red Cross and Red Crescent Societies

SOCIAL MEDIA PLAN

**International Day for Disaster Reduction / ASEAN Day for Disaster Management 2015 / Southeast Asia / 13 October 2015**

As National Societies in Southeast Asia engage in community outreach and advocacy on disaster risk reduction, through a variety of events and activities, the following social media plan encourages the use of online communication to:

* Promote your work at a national and regional level
* Link with key stakeholders, including your National Disaster Management Agency, local partners, other National Societies and ASEAN
* Engage with your communities on disaster risk reduction
* Join together and exercise the collective power of the Red Cross Red Crescent voice

It is easy to be involved! Below is a simple guide to what your National Society can do. And please email any questions, or share your own plans with Kate Jean Smith at [katejean.smith@ifrc.org](mailto:katejean.smith@ifrc.org)

# Dates

We recommend you post once per day, starting from **Monday October 5** until the day after your National Society hosts its event (or you may choose to continue until the end of October).

# How?

Post to your National Society’s Facebook and Twitter accounts, using the suggested posts below and/or creating your own. While you may want to translate the posts into your local language, we recommend that the English version is included for Facebook posts, in order to reach a wider audience. See the attached file for a selection of photos.

**Top tips**

1. **Contact your NDMO and partners to find out what they are doing** and if you can cooperate or post together (e.g. posting on each other’s activities or sharing posts that promote how you partner together, tagging each other in your posts etc)

\*Find out if your NDMO is screening the film suggested by ASEAN on DRR and climate change (see ASEAN concept note). If they are, help them promote it on Facebook or Twitter

1. Join the international conversation, **use the hashtag #IDDR2015**
2. **Always use photos** for more likes, comments, clicks and shares
3. Where relevant, **@ tag your partners and other National Societies** (see list below)

\*Twitter tip! Save characters and grab the attention of other tweeters by using the ‘Tag photo’ option. You can tag up to x10 accounts in photos.

1. Drive traffic to your National Society’s website, **include a link** in your posts
2. **Encourage your staff to get involved** and post to their social networks (sample email below)
3. Engage your online followers, **ask and respond to questions**
4. ACDM/ASEAN will issue an announcement press release highlighting the regional commemoration of ASEAN Day for Disaster Management. Share this via your social networks.
5. On Twitter? **Join the global UNISDR-led ‘Thunderclap’**. All you have to do is click here to “donate” your account to UNISDR for the event: <https://www.thunderclap.it/projects/30135-knowledge-for-life> UNISDR will automatically post a message to your account on October 13. Special Representative of the Secretary General for DRR, Margareta Wahlström, is a participant!

# Suggested posts for Facebook or Twitter

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| Happy @ASEAN Day for Disaster Management! Today we stand with our partners in building community resilience #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCAsiaPacific and partner National Societies] |
| Celebrating our resilience in the face of natural disasters. Today is @ASEAN Day for Disaster Management #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| Preparing communities for disaster is key to saving lives. Here’s what [INSERT NAME OF NATIONAL SOCIETY] is doing [INSERT LINK TO YOUR WEBSITE] #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| [NAME OF YOUR NATIONAL SOCIETY] recognizes that together with science, indigenous & local knowledge help reduce disaster risk #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| We are safer & more resilient when we work together hand-in-hand. Happy @ASEAN Day for Disaster Management #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| Cooperation and coordination is critical to disaster management & saving lives. Let’s work together #ASEAN #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| World Disaster Report: Local actors key to humanitarian action & disaster response https://youtu.be/EDS-U4Scquc #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| RT if you agree! Communities are at the heart of disaster risk reduction – they should be empowered. @ASEAN #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC and partner National Societies] |
| In your community, is traditional or indigenous knowledge useful in predicting or preparing for disasters? #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @UNISDR @IFRCASIAPACIFIC] |
| Disaster risk reduction saves lives. It's at the heart of what we do. Find out more [INSERT LINK TO YOUR WEBSITE] #IDDR2015  [ATTACH PHOTOS, TAG @ASEAN @AHACENTRE @IFRCASIAPACIFIC @UNISDR] |
| Climate change set to affect us all. Let's work together, share knowledge & adapt <http://www.climatecentre.org/> #IDDR2015  [ATTACH PHOTOS, TAG @RCClimate @IFRCAsiaPacific @ASEAN @AHACENTRE @ADPCnet @FEDERATION @UNFCC @IPCC\_CH] |
| Cooperation and coordination is critical to disaster management and saving lives. Let’s work together to be prepared #ASEAN #IDDR2015  [ATTACH PHOTOS, TAG @RCClimate @IFRCASIAPACIFIC @ASEAN @AHACENTRE @ADPC |
| Strengthening national laws, drawing on traditional & local knowledge, a vital part of disaster resilience #IDDR2015  [ATTACH PHOTOS, TAG @FEDERATION @IFRCASIAPACIFIC @ASEAN @AHACENTRE @ADPC @DISASTER\_LAW] |
| FACT: Laws for disaster risk reduction & facilitation of humanitarian relief help reduce disaster impacts #IDDR2015  [ATTACH PHOTOS, TAG @FEDERATION @IFRCASIAPACIFIC @ASEAN @AHACENTRE @ADPC @DISASTER\_LAW] |
| Post 2004 tsunami, Indonesia sets bar for legal preparedness for intl assistance <http://ifrc-media.org/interactive/1246/> #IDDR2015  [ATTACH PHOTOS, TAG @FEDERATION @IFRCASIAPACIFIC @ASEAN @AHACENTRE @ADPC @DISASTER\_LAW @PALANGMERAH] |

# Additional suggested posts for Facebook

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| Traditional, indigenous and local knowledge complements modern science in community resilience to disaster. For example, knowledge of early warning signals in nature can be vital to ensuring early action is taken to mitigate the impact of disasters such as droughts, heatwaves, storms and floods. In your community, is traditional or indigenous knowledge useful in predicting or preparing for disasters? Share your answer as a comment!  [ATTACH PHOTOS, TAG @FEDERATION @ASEAN] |
| Happy International Day for Disaster Risk Reduction! This year the focuses is on the special contribution of traditional, indigenous and local knowledge to disaster risk reduction. Traditional knowledge is vital for preparedness and can be passed on from generation to generation. New knowledge and coping strategies are being created all the time as communities in hazard prone locations find new ways to adapt to disaster and climate risk. [NAME OF NATIONAL SOCIETY] celebrates traditional knowledge. Do you?  [ATTACH PHOTOS, TAG @FEDERATION @ASEAN] |
| The Red Cross Red Crescent commissioned report ‘World Disaster Report 2015’ puts local actors at the heart of disaster response. What do you think? Do you agree? <https://youtu.be/EDS-U4Scquc>  [ATTACH IMAGES, TAG @FEDERATION, PARTNER ORGS, AND OTHER NATIONAL SOCIETIES] |
| Addressing the interlocked issues of disaster risk reduction, adapting to climate change and ensuring sustainable development requires cooperative and coordinated action between neighbours and stakeholders. Today, on ASEAN Day for Disaster Management, also International Day for Disaster Reduction, we stand together and say ASEAN is more resilient as one!  [ATTACH IMAGES, TAG @FEDERATION, PARTNER ORGS, AND OTHER NATIONAL SOCIETIES] |

# Appendix

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| **Useful Twitter Tags** | **Useful Facebook Tags** |
| @UNISDR <https://twitter.com/unisdr>  @ASEAN <https://twitter.com/ASEAN>  @AHACentre <https://twitter.com/AHACentre>  @ADPCnet <https://twitter.com/ADPCnet>  @Federation <https://twitter.com/Federation>  @IFRCAsiaPacific <https://twitter.com/IFRCAsiaPacific>  @PalangMerah <https://twitter.com/palangmerah>  @MyanmarRedCross <https://twitter.com/MyanmarRedCross>  @PhilRedCross <https://twitter.com/philredcross>  @SGRedCross <https://twitter.com/SGRedCross>  @ThaiRedCross <https://twitter.com/ThaiRedCross> | <https://www.facebook.com/aseansecretariat>  <https://www.facebook.com/ASEANThailand.MFA>  <https://www.facebook.com/ASEANCommunity>  <https://www.facebook.com/adpc.thailand>  <https://www.facebook.com/UNISDR>  <https://www.facebook.com/ahacentre>  <https://www.facebook.com/RedCrossRedCrescent>  <https://www.facebook.com/palangmerah>  <https://www.facebook.com/phredcross>  <https://www.facebook.com/crcnhq>  <https://www.facebook.com/LaoRedCrossSociety>  <https://www.facebook.com/info.mrcs> |