

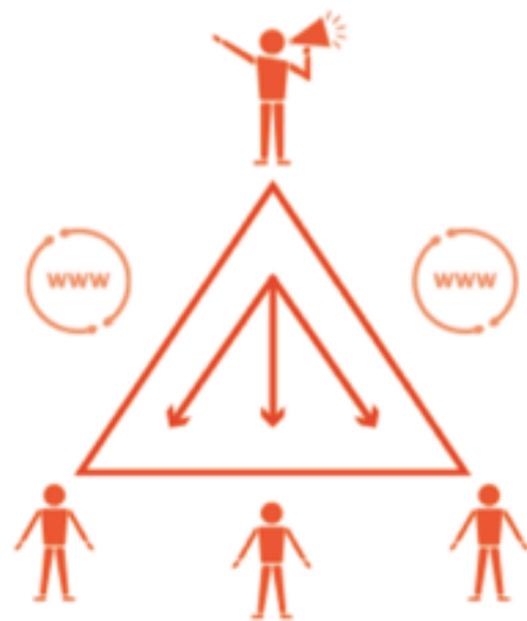


LYN V. GARCIA

Social Media Officer, Philippine Red Cross

lyn.garcia@redcross.org.ph | [@lynvgarcia](https://www.instagram.com/lynvgarcia)

FOUR PHASES OF DIGITAL ERAS



INTERNET ERA
(Mid 90s)



SOCIAL MEDIA AGE
(Mid 2000s)



COLLABORATIVE
ECONOMY AGE
(Now)



AUTONOMOUS WORLD AGE
(Emerging)

Crowd Companies, Jan 2016

SEP
2016

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



7.448
BILLION

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



3.630
BILLION

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



2.671
BILLION

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



4.779
BILLION

PENETRATION: 64%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



2.438
BILLION

PENETRATION: 33%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS



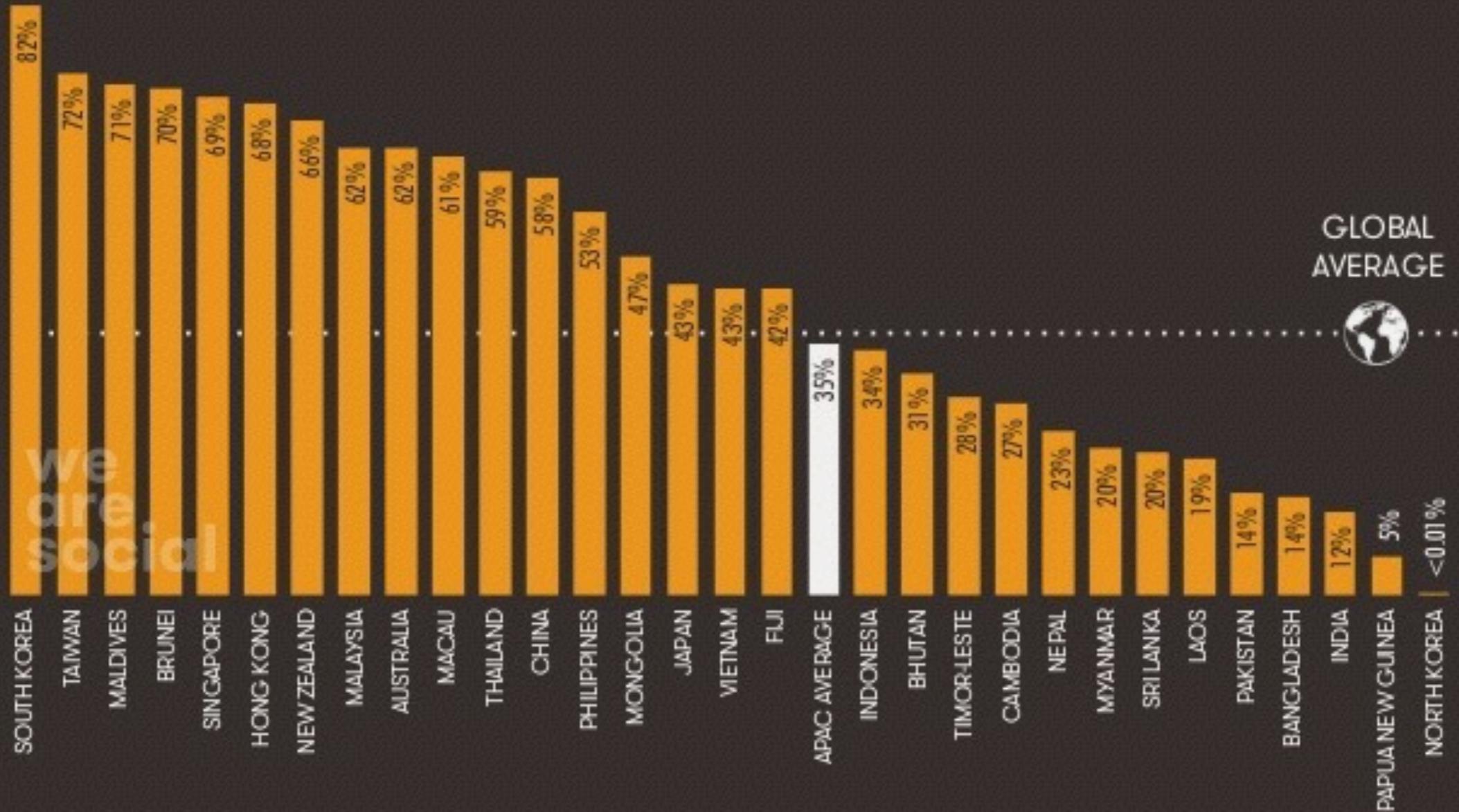
Sources: Worldometers, InternetWorldStats, ITU, CIA; Facebook, Tencent, LINE, Kakao, LiveInternet.ru; GSMA Intelligence

@wearesocial • 7

SEP
2016

SOCIAL MEDIA USE

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

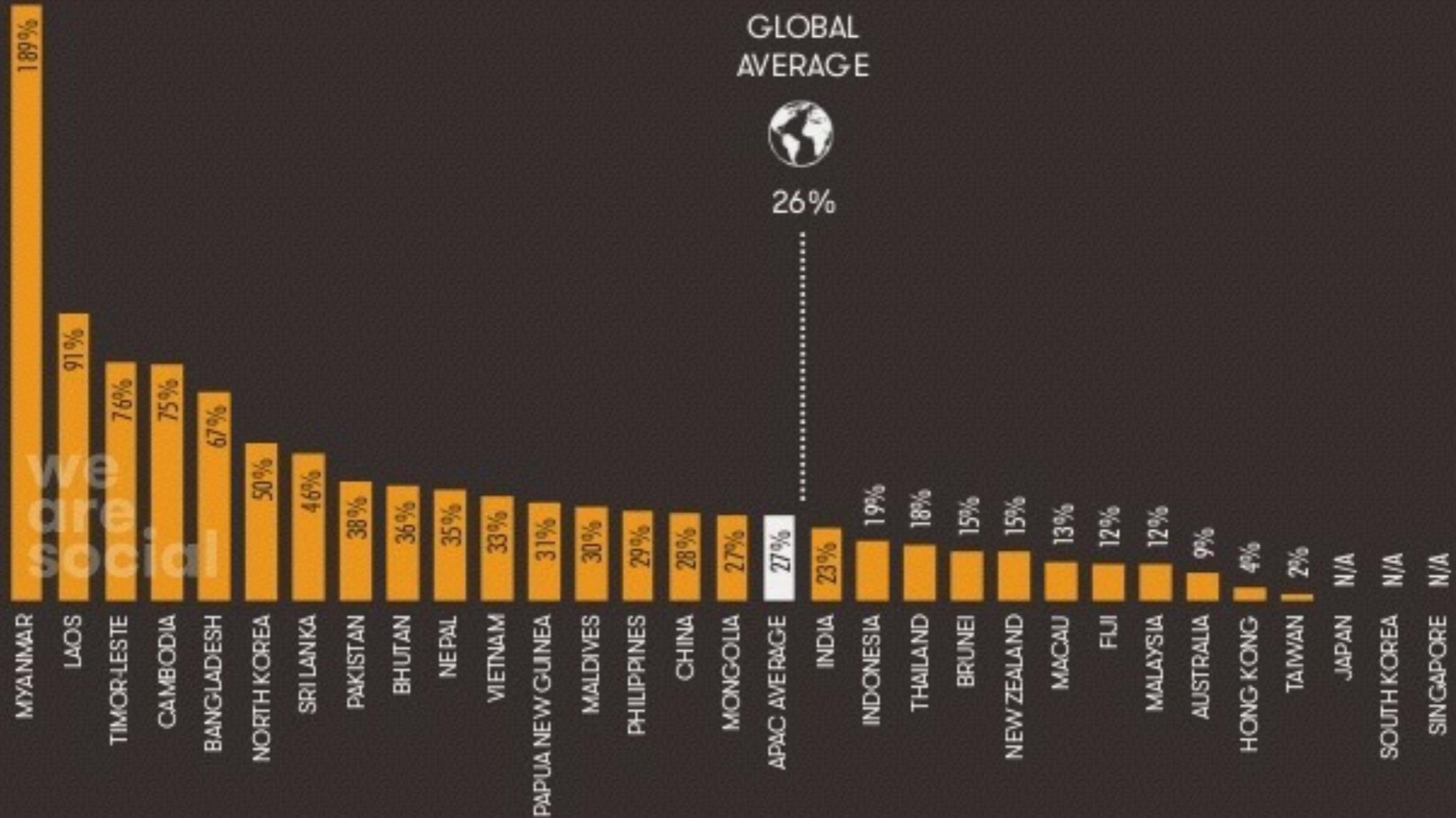


we are social | Source: Facebook Q3 2016; Tencent Q2 2016; LINE Q2 2016; Kakao Q2 2016. UN for population data.

@wearesocial • 24

SEP
2016

GROWTH IN SOCIAL MEDIA USE

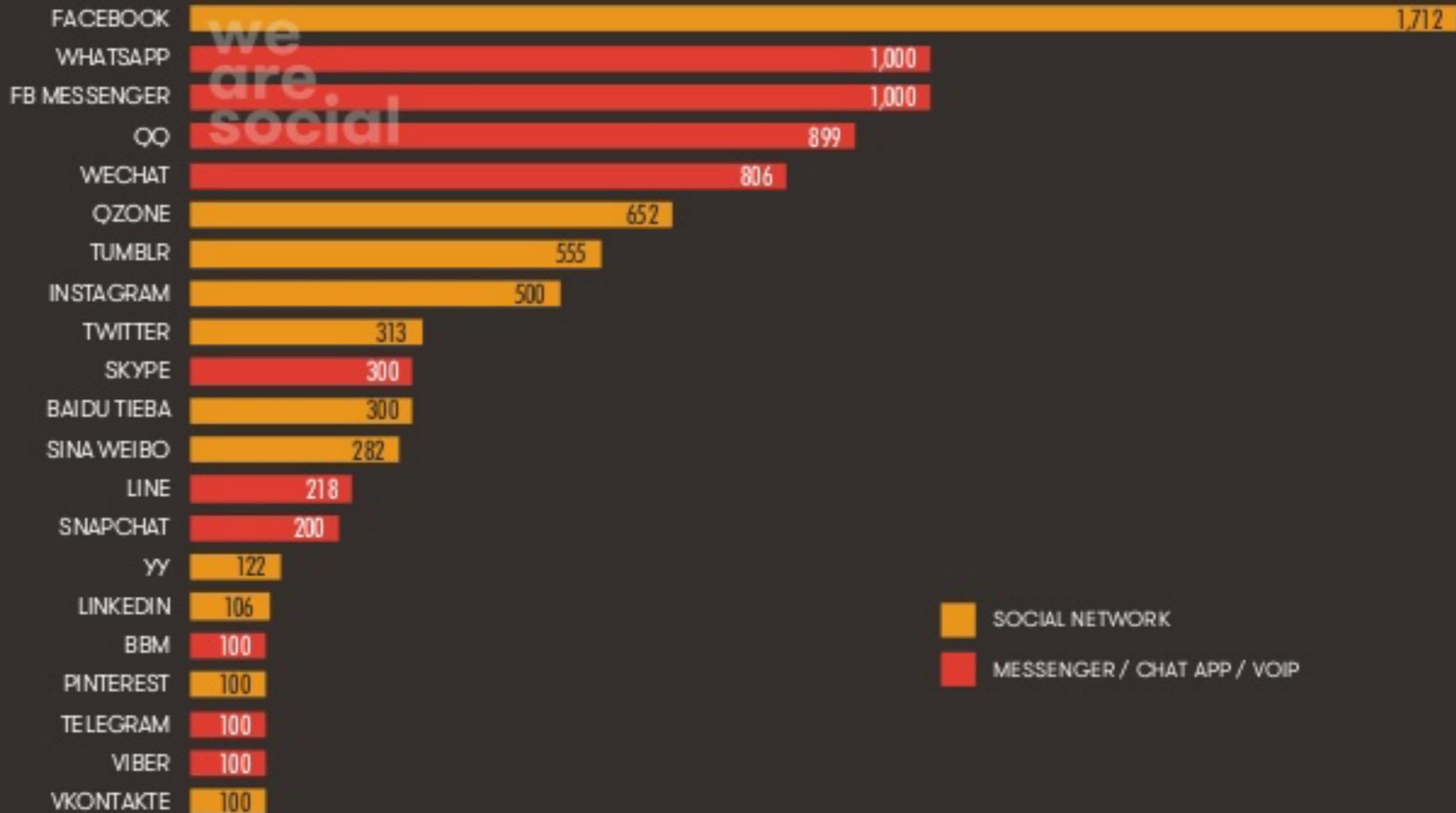


SEP
2016

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

02-SEP-2016



we
are
social

• Sources: latest company announcements, press statements and earnings releases, correct as at 02 Sep 2016

@wearesocial • 10

SEP
2016

DIGITAL IN CAMBODIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



15.7
MILLION

URBANISATION: 21%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



5.0
MILLION

PENETRATION: 32%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



4.2
MILLION

PENETRATION: 27%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS

MOBILE
CONNECTIONS



26.0
MILLION

vs. POPULATION: 166%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

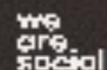
ACTIVE MOBILE
SOCIAL USERS



3.5
MILLION

PENETRATION: 22%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS



• Sources: UN; InternetWorldStats, ITU, CIA; Facebook, Tencent, LINE, Kakao; GSMA Intelligence

@wearesocial • 51

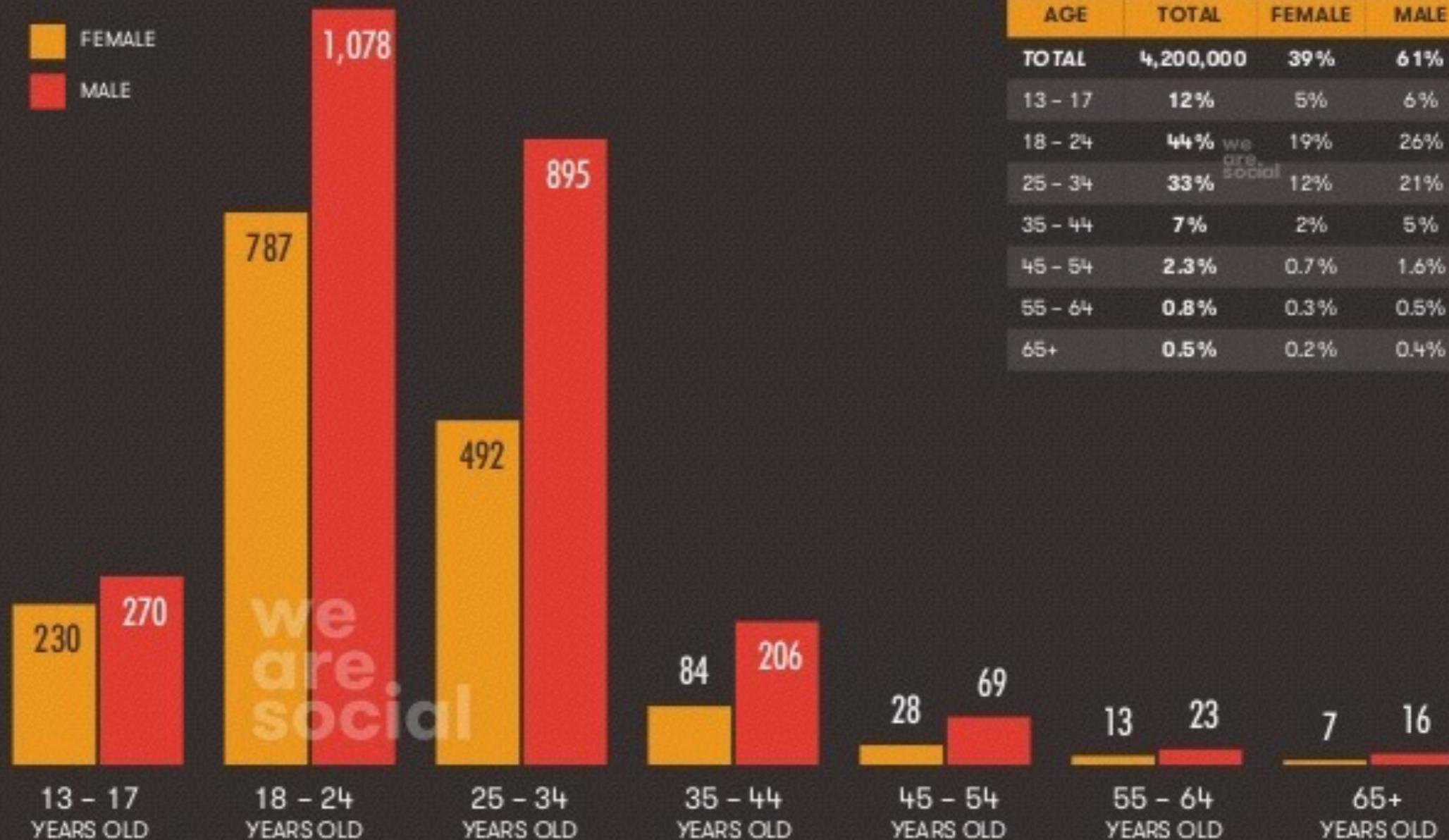
SEP
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN THOUSANDS



FEMALE
MALE



we
are
social

Sources: We Are Social's analysis of Facebook-reported data, Q3 2016. Note: table values may not sum to 100% due to rounding in reported data.

@wearesocial • 53

SEP
2016

DIGITAL IN LAOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**6.86
MILLION**

URBANISATION: 40%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**1.40
MILLION**

PENETRATION: 20%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**1.30
MILLION**

PENETRATION: 19%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS

MOBILE
CONNECTIONS



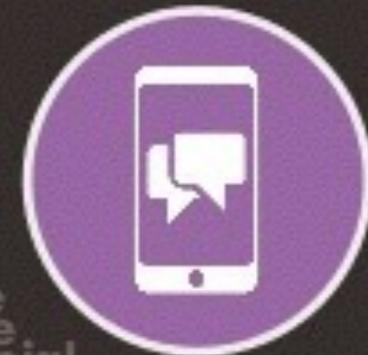
we
are
social

**5.03
MILLION**

vs. POPULATION: 73%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS

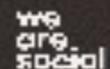


we
are
social

**1.10
MILLION**

PENETRATION: 16%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS



Sources: UN; InternetWorldStats, ITU, CIA; Facebook, Tencent, LINE, Kakao; GSMA Intelligence

@wearesocial • 78

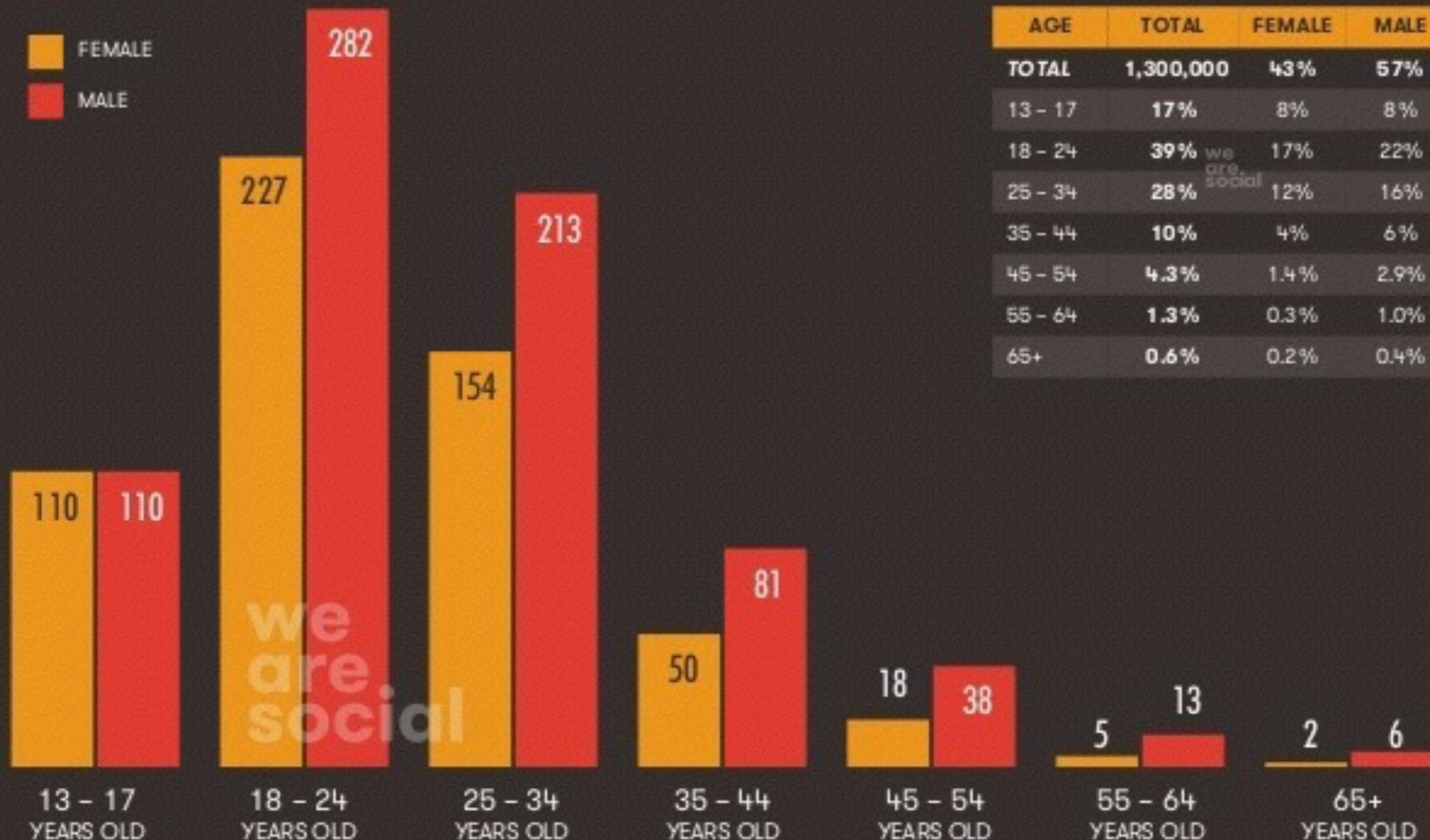
SEP
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN THOUSANDS



FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	1,300,000	43%	57%
13 - 17	17%	8%	8%
18 - 24	39%	17%	22%
25 - 34	28%	12%	16%
35 - 44	10%	4%	6%
45 - 54	4.3%	1.4%	2.9%
55 - 64	1.3%	0.3%	1.0%
65+	0.6%	0.2%	0.4%



Source: We Are Social's analysis of Facebook reported data, Q3 2016. Note: table values may not sum to 100% due to rounding in reported data.

@wearesocial 80

SEP
2016

DIGITAL IN MYANMAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



54.1
MILLION

URBANISATION: 35%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



11.8
MILLION

PENETRATION: 22%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



11.0
MILLION

PENETRATION: 20%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN THE COUNTRY, NOT UNIQUE USERS

MOBILE
CONNECTIONS



36.6
MILLION

vs. POPULATION: 68%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



9.0
MILLION

PENETRATION: 17%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN THE COUNTRY, NOT UNIQUE USERS

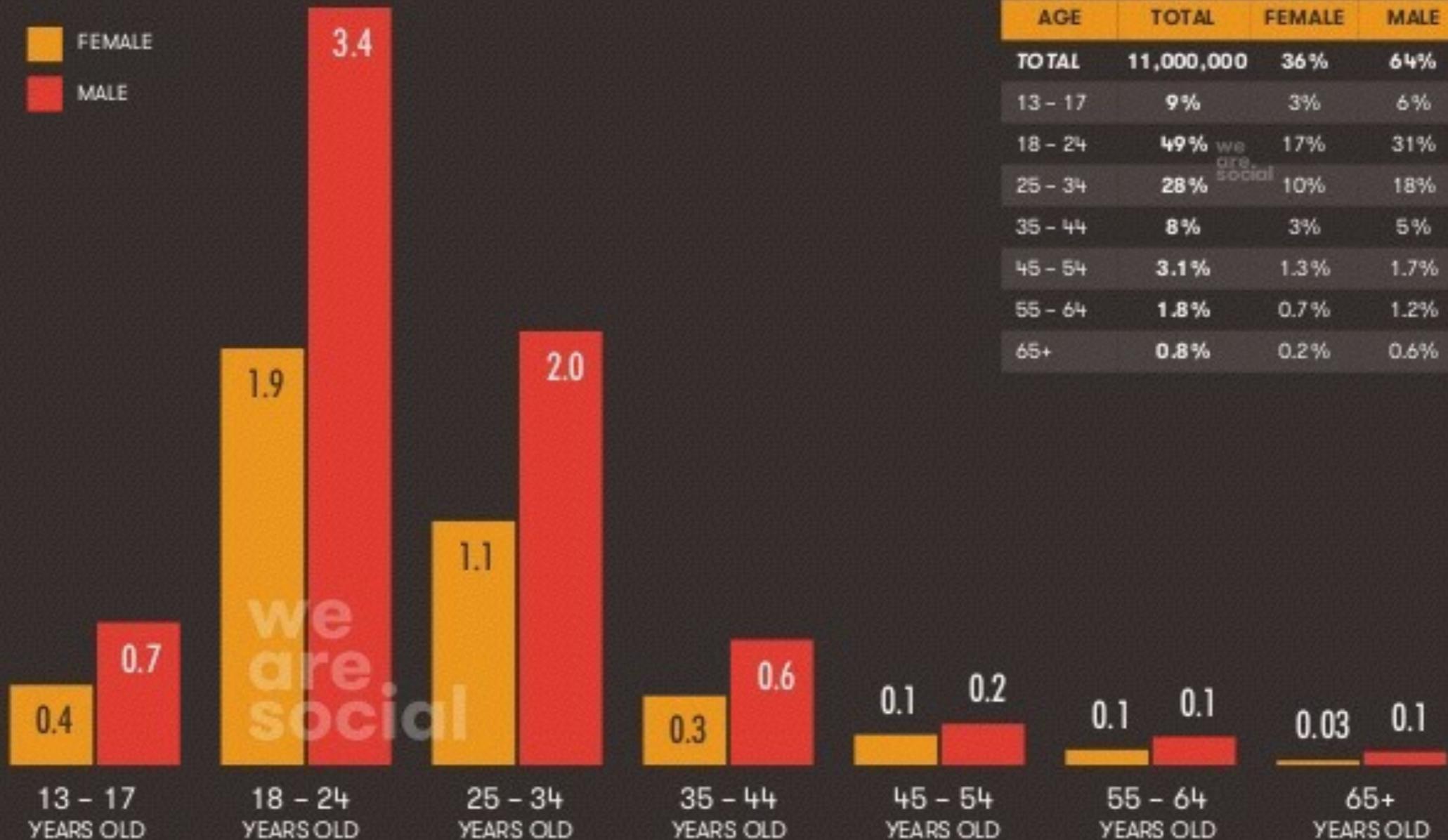
SEP
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



we are social

Source: We Are Social's analysis of Facebook-reported data, Q3 2016. Note: table values may not sum to 100% due to rounding in reported data.

@wearesocial • 100

SEP
2016

DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**101.5
MILLION**

URBANISATION: 44%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



**54.0
MILLION**

PENETRATION: 53%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**54.0
MILLION**

PENETRATION: 53%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS

MOBILE
CONNECTIONS



**119.2
MILLION**

vs. POPULATION: 117%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



**47.0
MILLION**

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE
COUNTRY, NOT UNIQUE USERS



Sources: UN; InternetWorldStats, ITU, CIA; Facebook, Tencent, LINE, Kakao; GSMA Intelligence

@wearesocial • 121

SEP
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



we
are
social

Sources: We Are Social's analysis of Facebook-reported data, Q3 2016. Note: table values may not sum to 100% due to rounding in reported data.

@wearesocial • 123

SEP
2016

DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



93.9
MILLION

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



49.5
MILLION

PENETRATION: 53%

FIGURE INCLUDES ACCESS VIA WIRED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



40.0
MILLION

PENETRATION: 43%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN THE COUNTRY, NOT UNIQUE USERS

MOBILE
CONNECTIONS



143.0
MILLION

vs. POPULATION: 152%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



34.0
MILLION

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN THE COUNTRY, NOT UNIQUE USERS



Sources: UN; InternetWorldStats; ITU; CIA; Facebook, Tencent, LINE, Kakao; GSMA Intelligence

@wearesocial • 149

SEP
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



we
are
social

Source: We Are Social's analysis of Facebook reported data, Q3 2016. Note: table values may not sum to 100% due to rounding in reported data.

@wearesocial • 151

SOCIAL MEDIA

It is a big part of the human and humanitarian landscape

Challenge and opportunity

“Journalists” and “broadcasters” are everywhere and everyone

You can also tell the story and be a champion*

Community listening and feedback

SOCIAL MEDIA

It is a big part of the human and humanitarian landscape

Challenge and opportunity

“Journalists” and “broadcasters” are everywhere and everyone

You can also tell the story and be a champion*

Community listening and feedback

An emergency is an opportunity



SOCIAL MEDIA

It is a big part of the human and humanitarian landscape

Challenge and opportunity

“Journalists” and “broadcasters” are everywhere and everyone

You can also tell the story and be a champion*

Community listening and feedback

SOCIAL MEDIA

It is a big part of the human and humanitarian landscape

Challenge and opportunity

“Journalists” and “broadcasters” are everywhere and everyone

You can also tell the story and be a champion*

Community listening and feedback

SOCIAL MEDIA

It is a big part of the human and humanitarian landscape

Challenge and opportunity

“Journalists” and “broadcasters” are everywhere and everyone

You can also tell the story and be a champion*

Community listening and feedback

We use SOCIAL MEDIA to:

Tell the story of what we are doing

 **Trung ương Hội Chữ thập đỏ Việt Nam (Vietnam Red Cross Society)**
October 17 at 4:13pm · 🌐

Trong những ngày qua, mưa lũ diễn ra nghiêm trọng trên diện rộng, gây thiệt hại nặng nề về người, nhà ở, mùa màng và sinh kế, ảnh hưởng trực tiếp đến đời sống của hàng triệu người dân. Tính đến ngày 16/10/2016, 100,4 nghìn căn nhà bị ngập và hư hại, 1,6 nghìn hecta lúa và 9,1 nghìn hecta màu bị ngập, chết và mất tích hàng chục người, trong đó ảnh hưởng nặng nhất là tỉnh Quảng Bình, Hà Tĩnh, Nghệ An và Quảng Trị.

Nhằm giúp đồng bào các địa phương bị ảnh hưởng nặng nề bởi mưa l...

[See More](#)
[See Translation](#)



 **Trung ương Hội Chữ thập đỏ Việt Nam (Vietnam Red Cross Society)**
October 17 at 4:17pm · 🌐

Địa chỉ tiếp nhận và ủng hộ đồng bào miền Trung bị ảnh hưởng bởi #lũlụt:

a) Trung ương Hội Chữ thập đỏ Việt Nam: 82 Nguyễn Du Hà Nội; Tel. 043 822 4030 (số lẻ 131); 043 942 2201; Fax: 043 942 4285; E.mail: vnrcdq@netnam.org.vn hoặc tranquochung187@gmail.com; Mobile: 098 908 2911 (đ/c Trần Quốc Hùng).

b) Cơ quan Đại diện phía Nam - Hội Chữ thập đỏ Việt Nam... [See More](#)
[See Translation](#)



We use SOCIAL MEDIA to:

Share infographics and numbers

ICRC Retweeted

 **ICRC Syria** @ICRC_sy · Sep 8

In only 1 week, 100000 people were displaced from Northern Rural #Hama. Some of them for the 2nd or 3rd time! #Syria

👤 SARC Hamah and Syrian Red Crescent

The humanitarian situation in Hama



100,000
internally displaced persons due to the fighting in Northern Rural Hama

ICRC

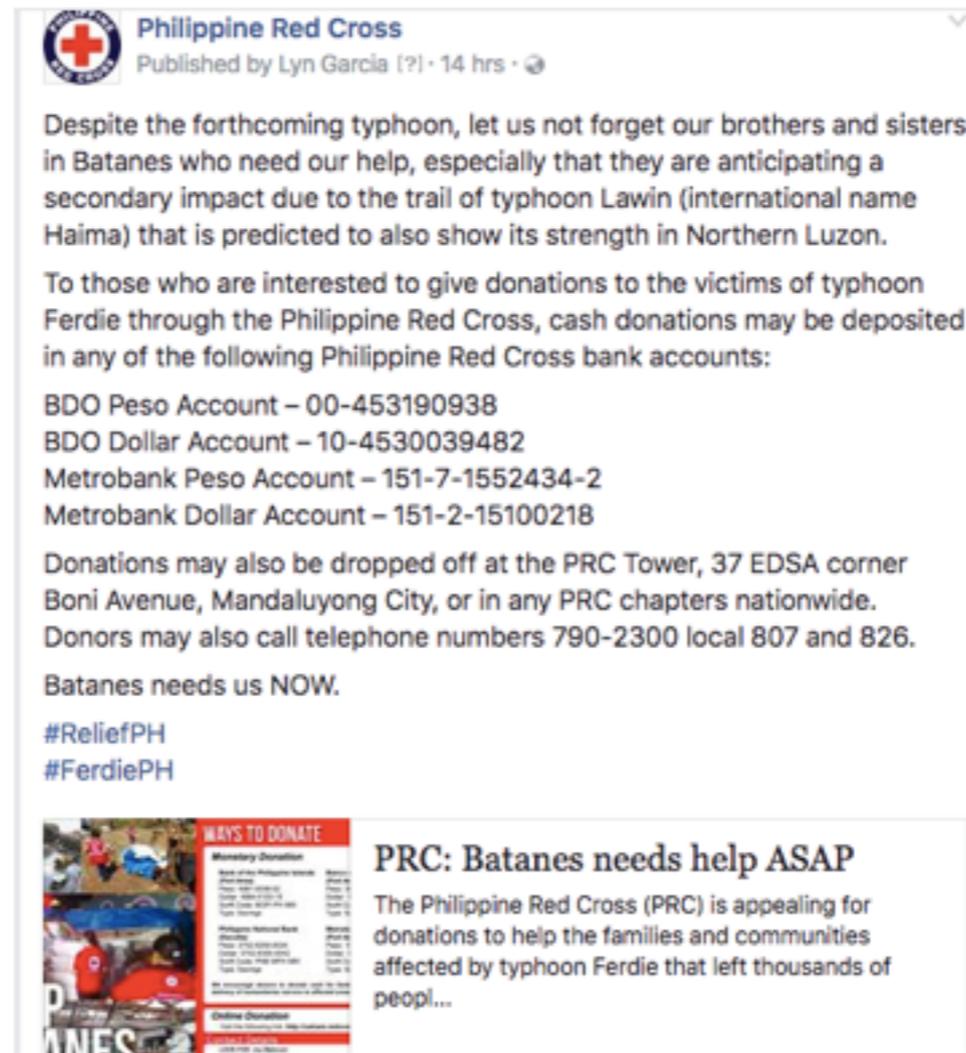
WHAT WE DELIVERED SO FAR WITH THE SYRIAN ARAB RED CRESCENT

	11,000	FOOD AND CANNED FOOD PARCELS
	3,000	HYGIENE KITS
	3,000	KITCHEN SETS
	7,590	MATTRESSES
	12	SHELTERS RECEIVED WATER DELIVERED BY TRUCKS
	21	WATER TANKS DELIVERED TO COLLECTIVE SHELTERS

🔄 89 ❤️ 61 ⋮

We use SOCIAL MEDIA to:

Ask for public support



 **Philippine Red Cross**
Published by Lyn Garcia (?) · 14 hrs · 🌐

Despite the forthcoming typhoon, let us not forget our brothers and sisters in Batanes who need our help, especially that they are anticipating a secondary impact due to the trail of typhoon Lawin (international name Haima) that is predicted to also show its strength in Northern Luzon.

To those who are interested to give donations to the victims of typhoon Ferdie through the Philippine Red Cross, cash donations may be deposited in any of the following Philippine Red Cross bank accounts:

BDO Peso Account – 00-453190938
BDO Dollar Account – 10-4530039482
Metrobank Peso Account – 151-7-1552434-2
Metrobank Dollar Account – 151-2-15100218

Donations may also be dropped off at the PRC Tower, 37 EDSA corner Boni Avenue, Mandaluyong City, or in any PRC chapters nationwide. Donors may also call telephone numbers 790-2300 local 807 and 826.

Batanes needs us NOW.

#ReliefPH
#FerdiePH

 **WAYS TO DONATE**

Monetary Donation

Bank of the Philippine Islands	Account No.
Philippine Red Cross	00-453190938
Philippine Red Cross	10-4530039482

Metrobank National Bank

Bank	Account No.
Metrobank National Bank	151-7-1552434-2
Metrobank National Bank	151-2-15100218

Online Donation

[Click here to donate online](#)

PRC: Batanes needs help ASAP

The Philippine Red Cross (PRC) is appealing for donations to help the families and communities affected by typhoon Ferdie that left thousands of peopl...

We use SOCIAL MEDIA to:

Listen to the impacted community

Listen to the concerned non-impacted people



We use SOCIAL MEDIA to:

Monitor trends and issues and rumours

Worldwide Trends · [Change](#)

- #MasterChefBR**
47.3K Tweets
- #SDLive**
54.9K Tweets
- #FreixoNaRedeTV**
14.4K Tweets
- #MTVScreamSpecial**
37.3K Tweets
- #Supermax**
5,508 Tweets
- Bruna Marquezine**
11.8K Tweets
- Rich Hill**
8,095 Tweets
- Caniggia**
3,850 Tweets
- Yasmani Grandal**
4,064 Tweets
- Ellsworth**
10.8K Tweets

Philippines Trends · [Change](#)

- #ALDUBMarriedSoon**
@inquirerdotnet and @MaineAlden16 are Tweeting about this
- #TIMYUncertain**
26.9K Tweets
- #MBAngelZanjoe**
3,713 Tweets
- #BakitHindiKitaMapalitan**
1,295 Tweets
- 505 Manila-Tuguegarao-Manila**
- #GAGF2016**
@AusAmbPH and @peacegovph are Tweeting about this
- Northern Luzon**
2,296 Tweets
- Calayan Group of Islands**
- Signal No. 1**
1,334 Tweets
- Bruna Marquezine**
11.5K Tweets

Quezon City Trends · [Change](#)

- #LawinPH**
@cnnphilippines, @dzrhnews and 43 more are Tweeting about this
- #ALDUBMarriedSoon**
@inquirerdotnet and @MaineAlden16 are Tweeting about this
- #UAAPSeason79**
- #TIMYUncertain**
27.4K Tweets
- 505 Manila-Tuguegarao-Manila**
- #MBAngelZanjoe**
3,778 Tweets
- Northern Luzon**
2,331 Tweets
- Calayan Group of Islands**
- Signal No. 1**
1,345 Tweets
- Rich Hill**
8,095 Tweets

We use SOCIAL MEDIA to:

Two way conversation

 洪青雲 @chrysalislex · Oct 16
@philredcross Hi PRC! What's the difference between calling 143 vs. 911?

 Philippine Red Cross @philredcross · Oct 17
@chrysalislex Hi, Chrys. Red Cross hotline is 143 while 911 is under government. Thank you.

 洪青雲 @chrysalislex 

@philredcross Both are for emergency numbers then, but seemingly, PRC is more disaster-specific. Thanks, PRC! :-)

LIKE 1 

4:01 PM - 17 Oct 2016

 **anna piramide** @goldabanana  

#thanksforallthehelp

 Philippine Red Cross @philredcross
Our #RedCross143 volunteers in Isabela are alerted to report any untoward incidents brought by weather disturbances. #LawinPH #TyphoonHaima

7:00 AM - 19 Oct 2016

We use SOCIAL MEDIA to:

Connect with stakeholders



Singapore Red Cross ✓
@SGRedCross



Following

SRC has contacted [@philredcross](#) and is monitoring the situation closely. We are ready to be deployed if need be.



Philippine Red Cross @philredcross

EARLIER: #LawinPH briefing at NHQ. Teams on the ground are in full alert and ready to be deployed in case further assistance will be needed.

RETWEETS

2

LIKES

13



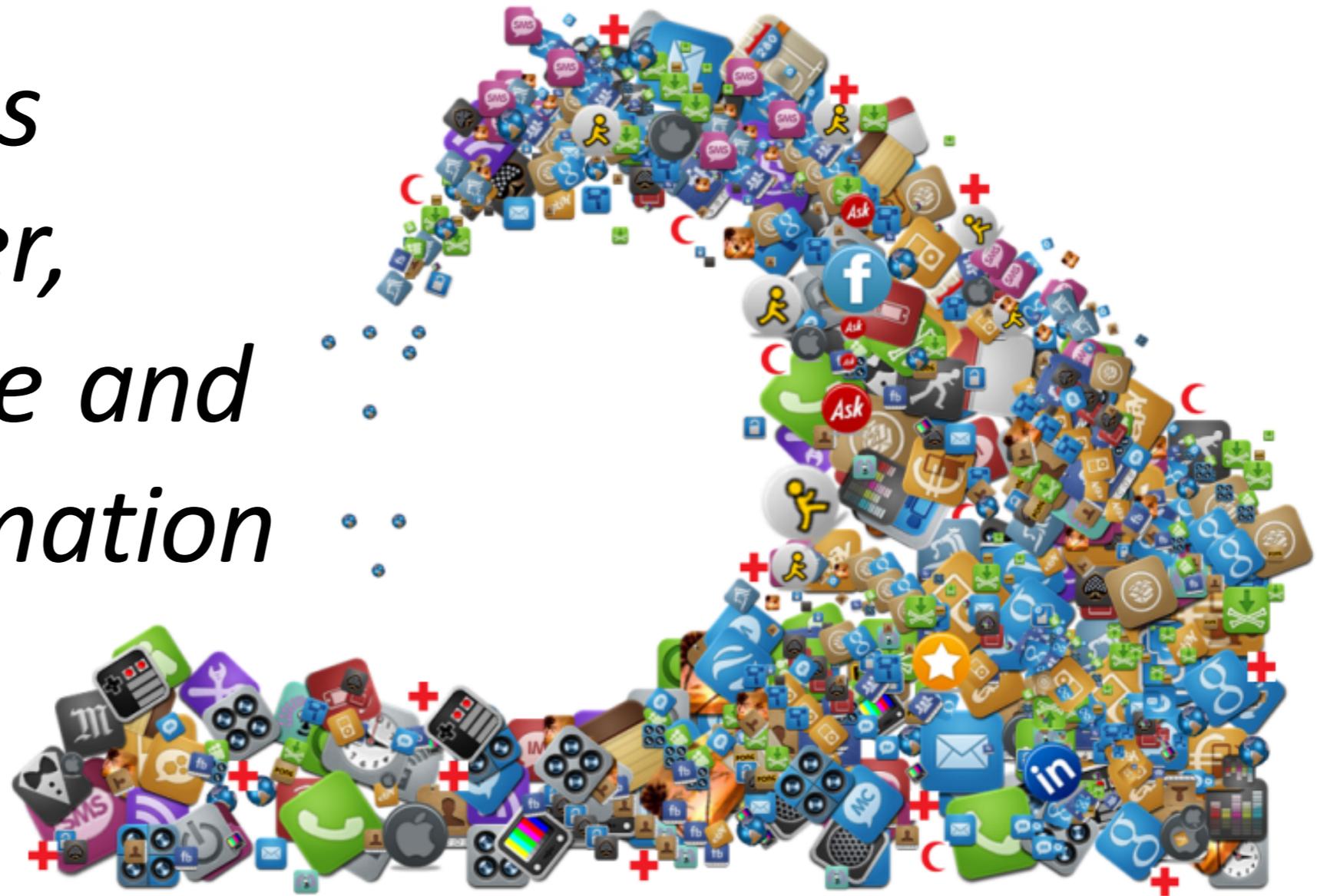
1:14 PM - 18 Oct 2016

In disaster, SOCIAL MEDIA is about:

- trying people directly
- improving your awareness of what is happening
- enabling the affected people help themselves

#CommsIsAid

“People need information as much as water, food, medicine and shelter. Information is aid.”



#CommsIsAid

SAMPLE ONLINE CAMPAIGNS

Our role is to bridge the gap between scientific and the local knowledge. We make information understandable to the public.



#BeRedCrossReady

#RC143

Information from Red Cross 143 volunteer

#RescuePH

When you need to be rescued, include your name, location, contact number

#TracingPH

When you are looking for relative separated because of a disaster or emergency

#ReliefPH

Information on relief operations

#BloodPH

When you are in need of blood

#hashtag HOTLINES IMPORTANT HASHTAGS TO REMEMBER

#FloodPH

Information on flooded areas including time, place, and height of flood

#WalangPasok

Information on school and work suspensions

#SafeNow

When you have been rescued

#EarthquakePH

Report and monitor earthquake-related events

CALL FOR HELP

Philippine Red Cross

Hotline: 143

Trunkline: 790-2300

Operations Center: 790-2341-45

phredcross @phredcross

@philredcross www.redcross.org.ph



TYPHOON

WHAT TO DO

BEFORE

- Store some food and clean water.
- Prepare candles, flashlights and extra batteries.
- Listen to the radio or watch TV for news updates.

DURING

- Stay indoors and listen to the radio for updates.
- If you need to evacuate, stay calm. Close the windows, turn off the main electricity switch, and bring your survival kit.

AFTER

- If your house was affected, make sure that it is safe before you enter.
- Report any fallen posts or open cables to the authorities.

FLOOD

WHAT TO DO

BEFORE

- If your house is in a flood prone area, research on the tides, and weather updates.
- Store clean water, food, flashlights, extra batteries, matches and candles.
- Store items higher up off the floor.
- Decide on a place if you will be evacuating from your house.

DURING

- Listen to news updates.
- Disconnect appliances in your house which may be reached by the flood.
- Eat foods which were cooked well.
- If you will evacuate from your house, close all doors and windows, turn off the electricity and bring your survival kit.
- Do not go into the flood water to avoid diseases and accidents.

AFTER

- Report any fallen posts, broken cables and phone lines to barangay authorities.
- Do not turn on the electricity switch, not unless you are sure it is dry and safe to do so.

LANDSLIDES

WHAT TO DO

BEFORE

- Find out if your area is prone to land slides.
- Know your evacuation area and routes.
- Prepare the contents of your survival kit (flashlights, candles, matches, first aid kit, etc).

DURING

- Get as far away as possible from the land slide area.
- Follow the barangay evacuation plan.

AFTER

- Only use the phone in case of emergency so as not to interrupt communication lines for rescue and relief operation.
- Stay away from the land slide affected area.
- Keep safe distance.

EARTHQUAKE

WHAT TO DO

BEFORE

- Find out if your area is prone to earthquakes.
- Prepare the contents of your survival kit (flashlights, candles, matches, first aid kit, etc.)
- Know your evacuation area and routes.
- Participate in drills and simulations.

DURING

- If inside your house, duck under a sturdy table or stay under a doorframe, and keep away from glass windows and possible falling objects.
- If outside, go to a safe place, away from collapsing buildings, electrical poles and trees.
- If inside the car, keep away from bridges and overpasses.
- If you are near the coastal area, head to higher ground to avoid tsunamis.

AFTER

- Stay away from the coastal area.
- Only use your phone in cases of emergency so as not to interrupt communication lines for rescue and relief operations.
- Be prepared for after shocks.

Now, all this information is at the tip of your fingertips with the

PRC Hazards App

Download the app for free at Google play and App Store today. Learn how to plan, prepare for, and reduce your risks for any disaster. Receive alerts for hazards in your area. Disaster preparedness and readiness is now just one click away on your smartphone!

WHAT TO DO DURING DISASTERS

PHILIPPINE RED CROSS 143

PHILIPPINE RED CROSS
Philippine Red Cross Tower
27 EDSA corner Blvd Avenue
Mandaluyong, Metro Manila 1550

Always **FIRST**. Always **READY**. Always **THERE**.

SAMPLE ONLINE CAMPAIGNS

WHAT TO DO AFTER A TYPHOON?

- Return home only when local authorities have declared that your area is safe.
- Stay away from power lines and electrical wires.
- Before entering your homes, look for loose power lines and other damage.
- Look out for wild animals, especially snakes.
- Throw away or empty containers that have accumulated water as this is a breeding ground for mosquitoes.

HOME SWEET HOME

Hiss! Hiss! Hiss!

Volunteers + Logistics + Information Technology = A Philippine Red Cross that is Always First, Always Ready, Always There!

WHAT TO DO BEFORE A TYPHOON ARRIVES?

- Store food and clean potable water.
- Make sure that you have emergency battery operated light source and transistor radio ready and handy.
- Monitor TV, radio stations and social media for weather updates. Listen to early warning systems.
- Check your house for structures that need retrofitting or repair and retrofit or strengthen it when necessary to withstand the wind speed.
- Harvest domesticated animals to safer grounds. If you have agricultural crops that can already be harvested, harvest them before the typhoon strikes.
- Small fishing boats or vessels should be well anchored on safer areas.
- If you are living in an area that is frequently flooded, near mountain slopes, or near shorelands, or near the sea, you must have your survival kit ready for grab should an evacuation be required.

Volunteers + Logistics + Information Technology = A Philippine Red Cross that is Always First, Always Ready, Always There!

WHAT TO DO WHEN A TYPHOON IS ALREADY BREWING?

- Stay indoors at all times unless you are told to evacuate to the nearest evacuation center.
- Monitor the news, weather forecast on radio, TV, and social media to get the latest information.
- Boil tap water.
- Keep candles or lanterns away from flammable objects or materials when using them.
- Never walk or expose yourself unnecessarily in floodwaters.
- If you need to evacuate, be calm and move in an orderly and safe manner.
- Avoid roads or routes that are near the river. Never cross rivers or streams at the height of a typhoon.

Volunteers + Logistics + Information Technology = A Philippine Red Cross that is Always First, Always Ready, Always There!

#BeRedCrossReady

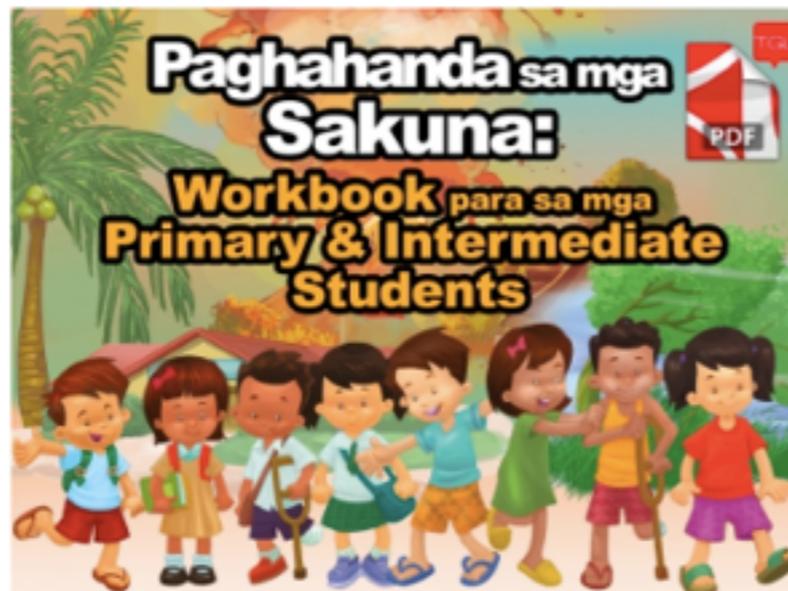
Make disaster preparedness a way of life

ONLINE RESOURCES



Philippine Red Cross
37 EDSA corner Boni Avenue, Mandaluyong City 1550

HOME > ONLINE RESOURCES



MAY 19, 2015

Workbook: Paghahanda sa mga Sakuna - Tagalog (Primary & Intermediate)
Read more



MAY 19, 2015

Workbook: Get Ready for Disasters - English (Primary & Intermediate)
Read more

<http://redcross.org.ph/online-resources>

ONLINE RESOURCES



The screenshot shows a webpage for a learning platform. At the top, there are two buttons: "Register for the course" and "Email to a friend/colleague". Below these is a red circular icon with the text "Learning platform". The main heading is "Climate Change – an introduction for staff and volunteers". Underneath, it says "A Red Cross Red Crescent Learning platform course". A paragraph of text describes the Learning Education and Training (LET) Hub, stating it provides access to personal and professional development opportunities, grounded in the 150 years of Red Cross Red Crescent knowledge, insights and experience. The text mentions that these opportunities are free or highly cost effective, multilingual and available to every volunteer and staff member in the Red Cross Red Crescent Movement as well as partners and the general public. The LET Hub provides a learning community for peer-to-peer exchange globally and locally.

eLearning Platform:

- Webinar
- Climate Change - an introduction for staff and volunteers
Take course here: bit.ly/IFRCClimateChange

MOBILE APP - PRC HAZARDS APP

HOW TO DOWNLOAD THE APP*



PRC Hazards App

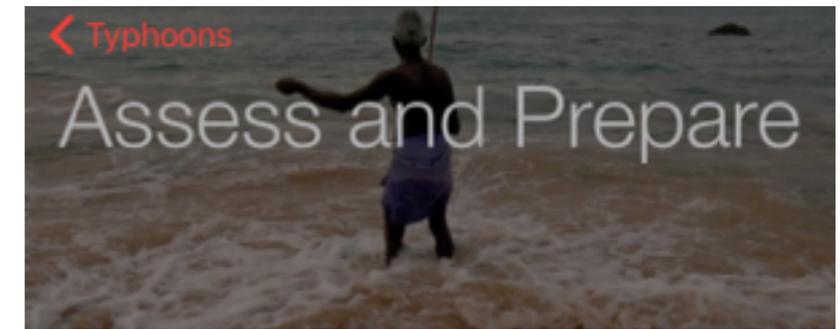
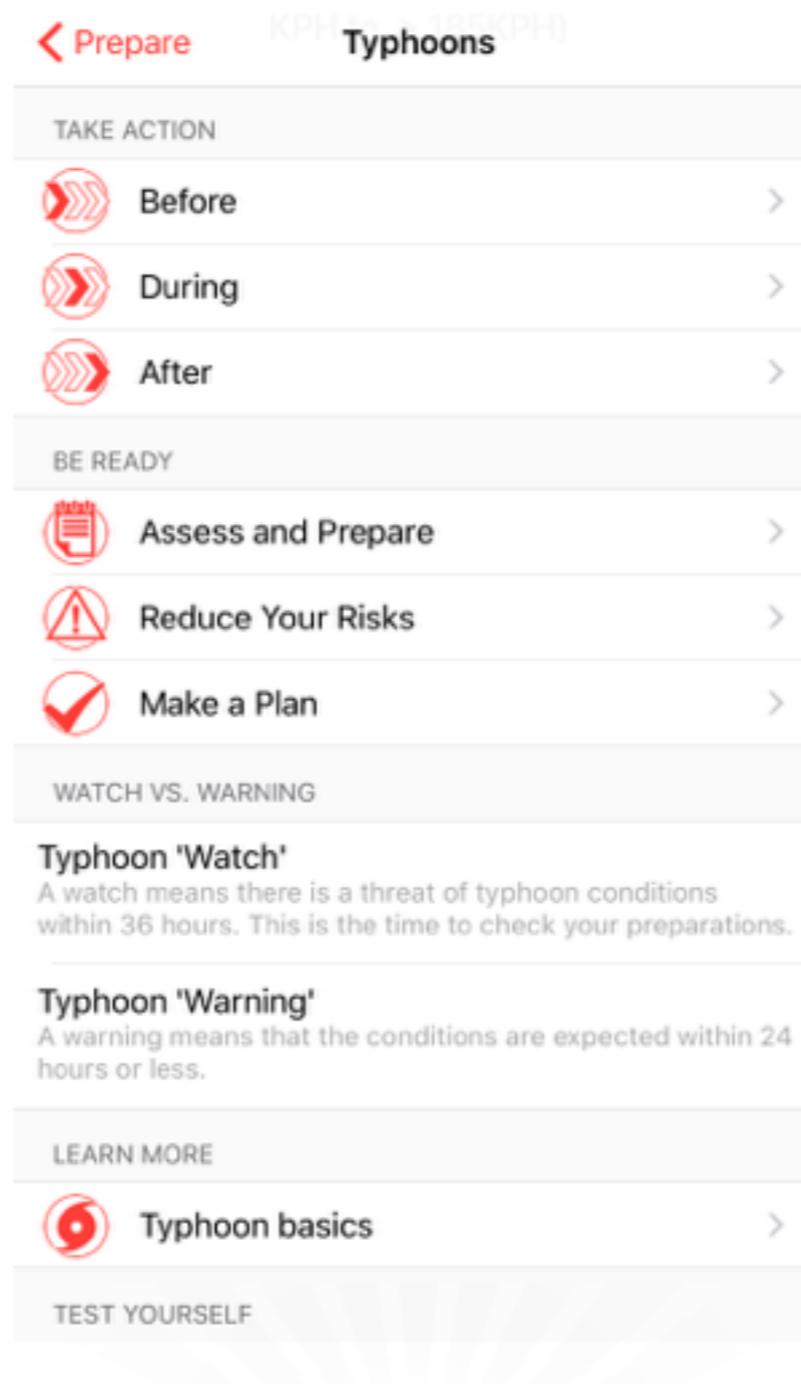
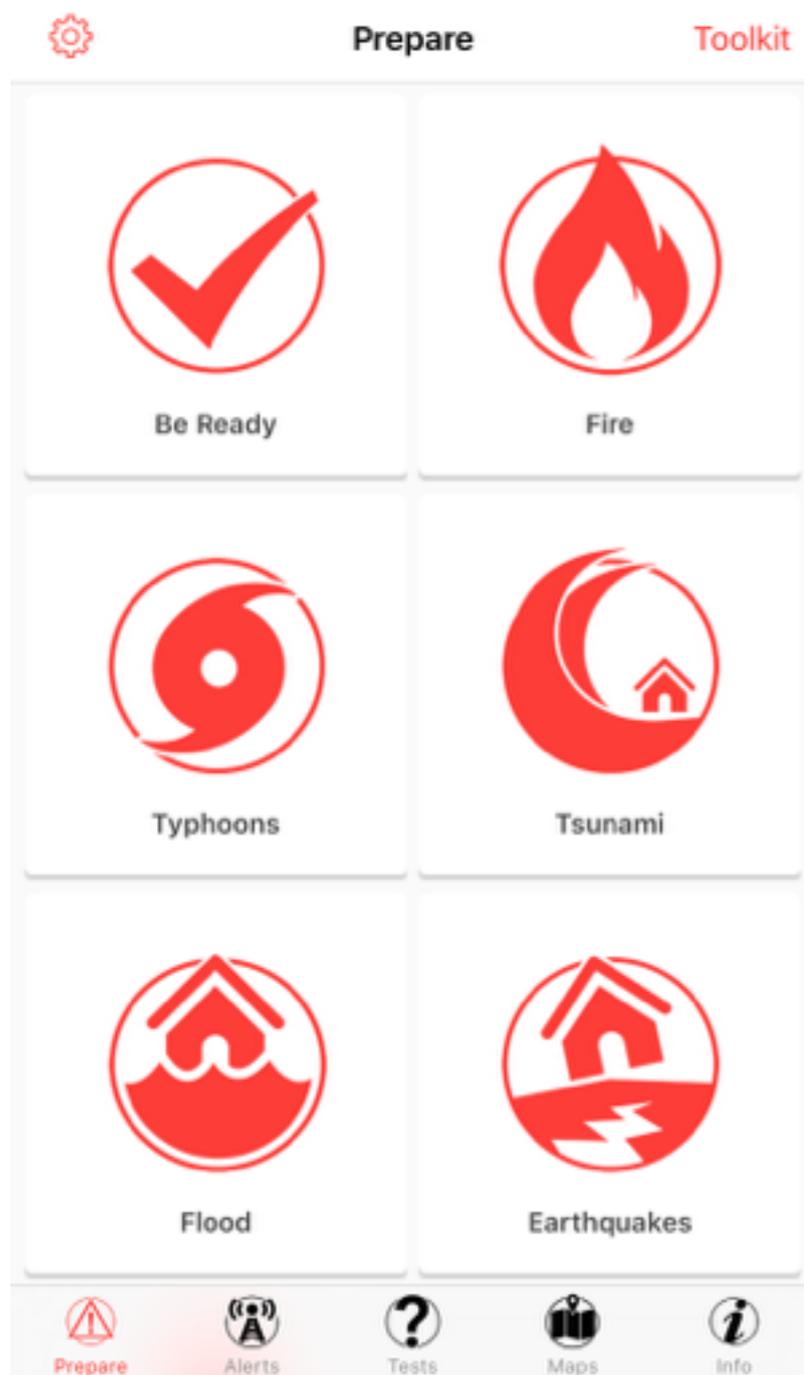


This new app from the Philippine Red Cross (PRC) is the complete disaster-readiness tool for every Filipino. Get accurate information on how to prepare for disasters and receive alerts about current hazards in your location.



Always FIRST. Always READY. Always THERE.





Know your area's risks for typhoons

Learn more about the risks

Learn about the risks and potential impacts of severe tropical storms that can impact your location (especially winds, storm surges and flooding).

Make an evacuation plan: know your evacuation center, evacuation route and transportation method.

If evacuation is necessary, work with your network to determine various transportation options.

Make sure everyone in your household knows where to go if they have to leave the area.

MOBILE APP - FIRST AID PH APP



#ZIKALertPH

How to Download

STEP 1
GO TO GOOGLE PLAY
OR APPLE STORE.

STEP 2
SEARCH:
"FIRST AID PH".

STEP 3
CLICK THE
DOWNLOAD
BUTTON.

STEP 4
INSTALL AFTER
DOWNLOADING.



Available in



www.redcross.org.ph
prc@redcross.org.ph
(+63 2) 790.2300

VOLUNTEERS + LOGISTICS + INFORMATION TECHNOLOGY =

ALWAYS FIRST

ALWAYS READY

ALWAYS THERE

HOW IS ZIKA TRANSMITTED?

- It can be transmitted by the Aedes Aegypti, the same mosquito that transmits Dengue and Chikungunya.
- It can be spread by a man to his sex partner.
- It can be passed from Zika infected pregnant woman to her fetus, causing severe birth defects to babies called microcephaly.



To know more about Zika virus even when you are offline, download the First Aid app now for free.

Both available on:



phredcross



@philredcross



www.redcross.org.ph



“Everyone is not your customer”

- Seth Godin

Table 22: Advantages and Disadvantages of Social Media

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">• Low overhead cost leverages large-scale distribution channels such as Facebook and Twitter• Shareable — engages volunteers, and uses word-of-mouth and reputation to snowball• Has the power to drive traffic to other resources, such as campaign sites, web pages, blogs and articles• Enables regular communication, which builds relationships• Enables short messages to be pushed regularly, in bite-sized chunks	<ul style="list-style-type: none">• Content must be updated regularly• Needs feedback system to interact with audience• Needs to keep pace with technology• Requires commitment of time and creativity

SOCIAL MEDIA CONTENT PLAN

A content plan allows you to map out what type of content will you serve your target audience on your social media assets.

ELEMENTS OF A CONTENT PLAN

Who is your brand persona?

What is your campaign big idea?

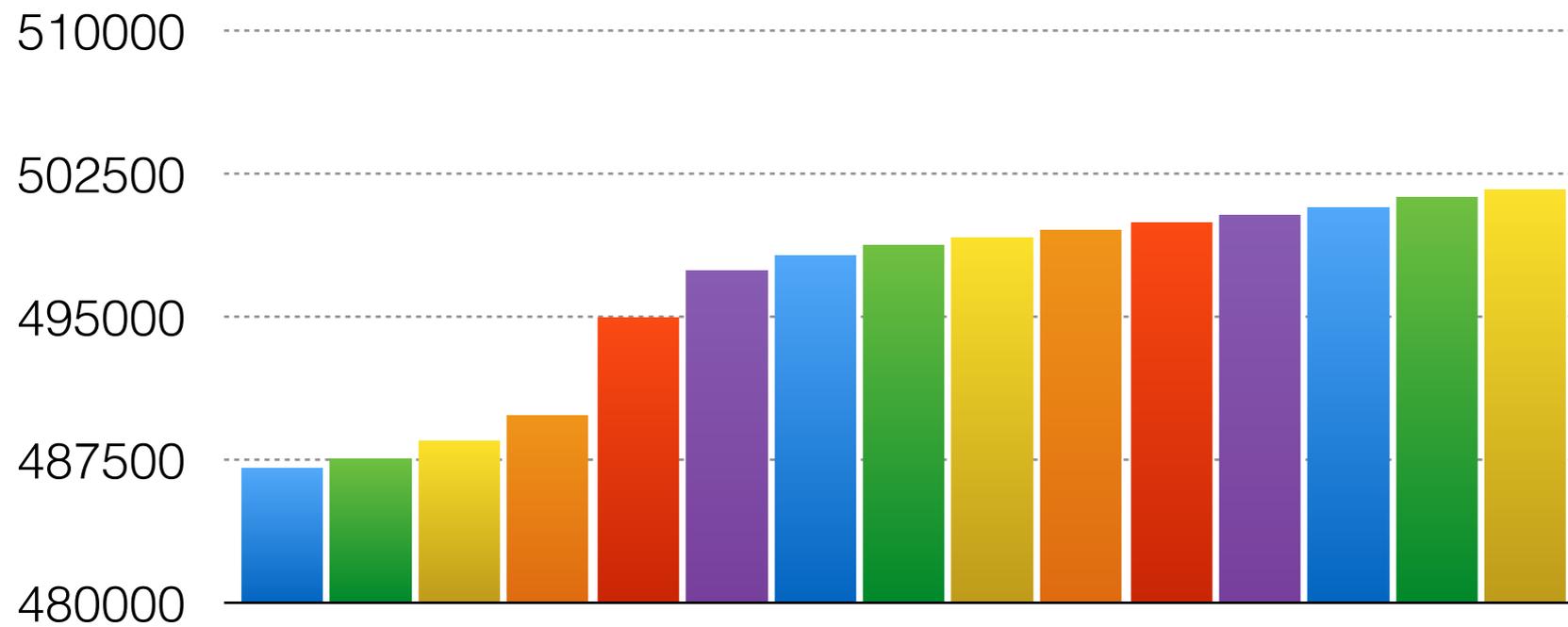
Who is your target audience and what is the goal of the content towards this audience?

**What format of content will you create?
(e.g. photo, video, GIF, etc)**

How wil your actual post look like?

When will you post this and/or how frequently?

FACEBOOK PAGE DATA REPORT



Facebook Page Likes - September 1-15, 2016

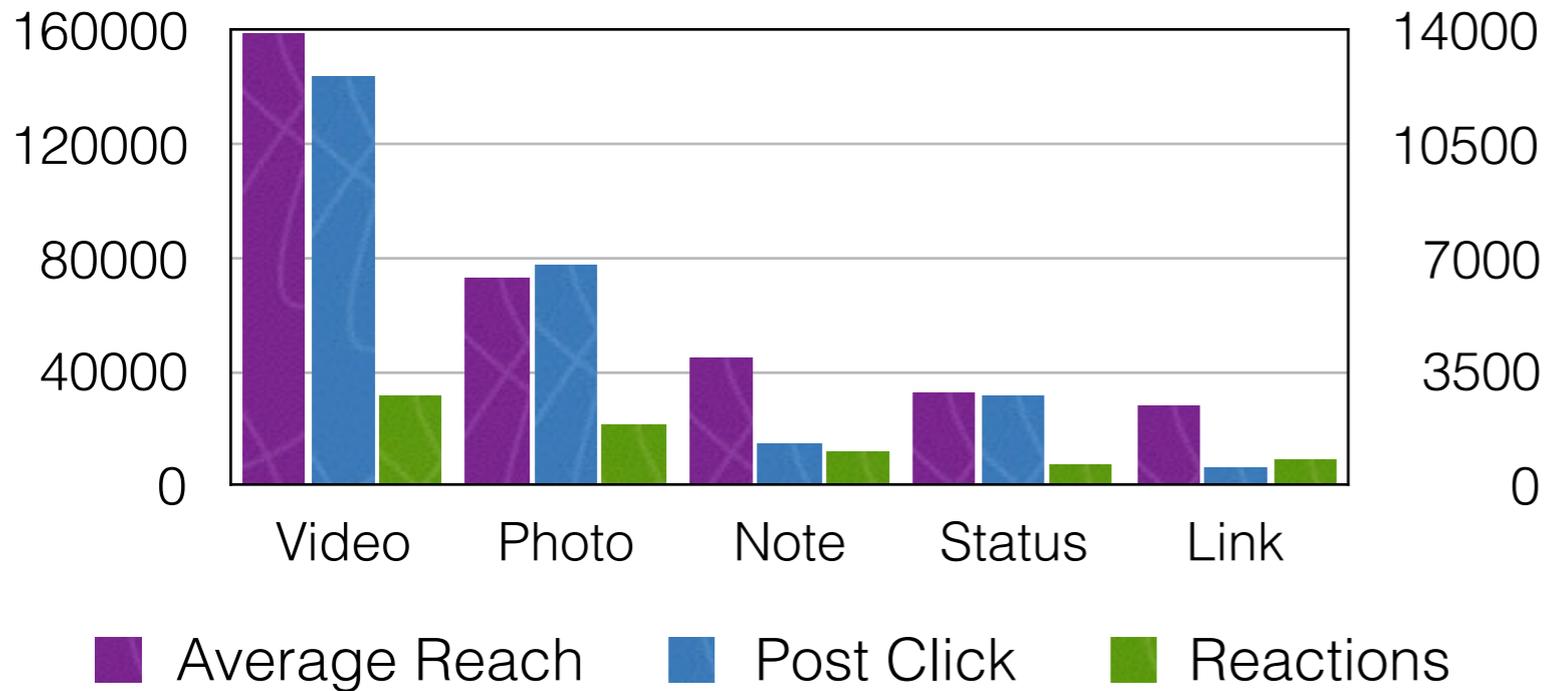
1	487063	8	498778
2	487616	9	499081
3	488479	10	499572
4	489831	11	499932
5	494971	12	500332
6	497444	13	500756
7	498225	14	501275
		15	501634

Observations

- There is a significant increase in the number of followers from September 4 to 6, 2016.
- All are organic page posts and “LIKES”

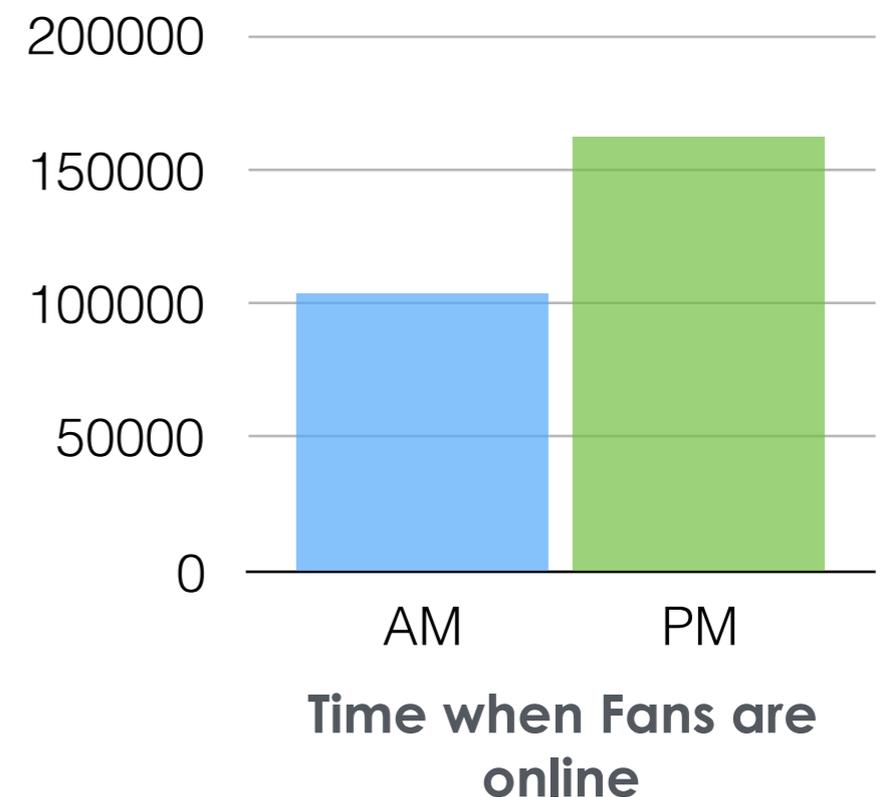
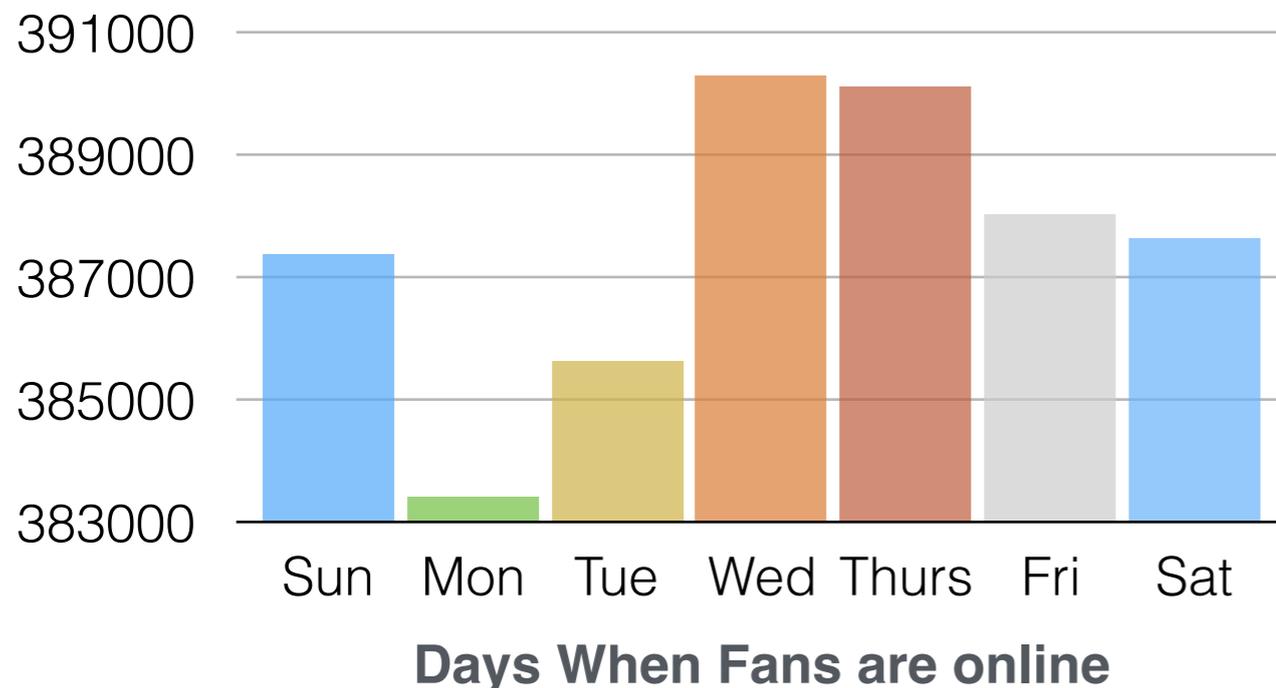
FACEBOOK PAGE DATA REPORT

FACEBOOK POST TYPES



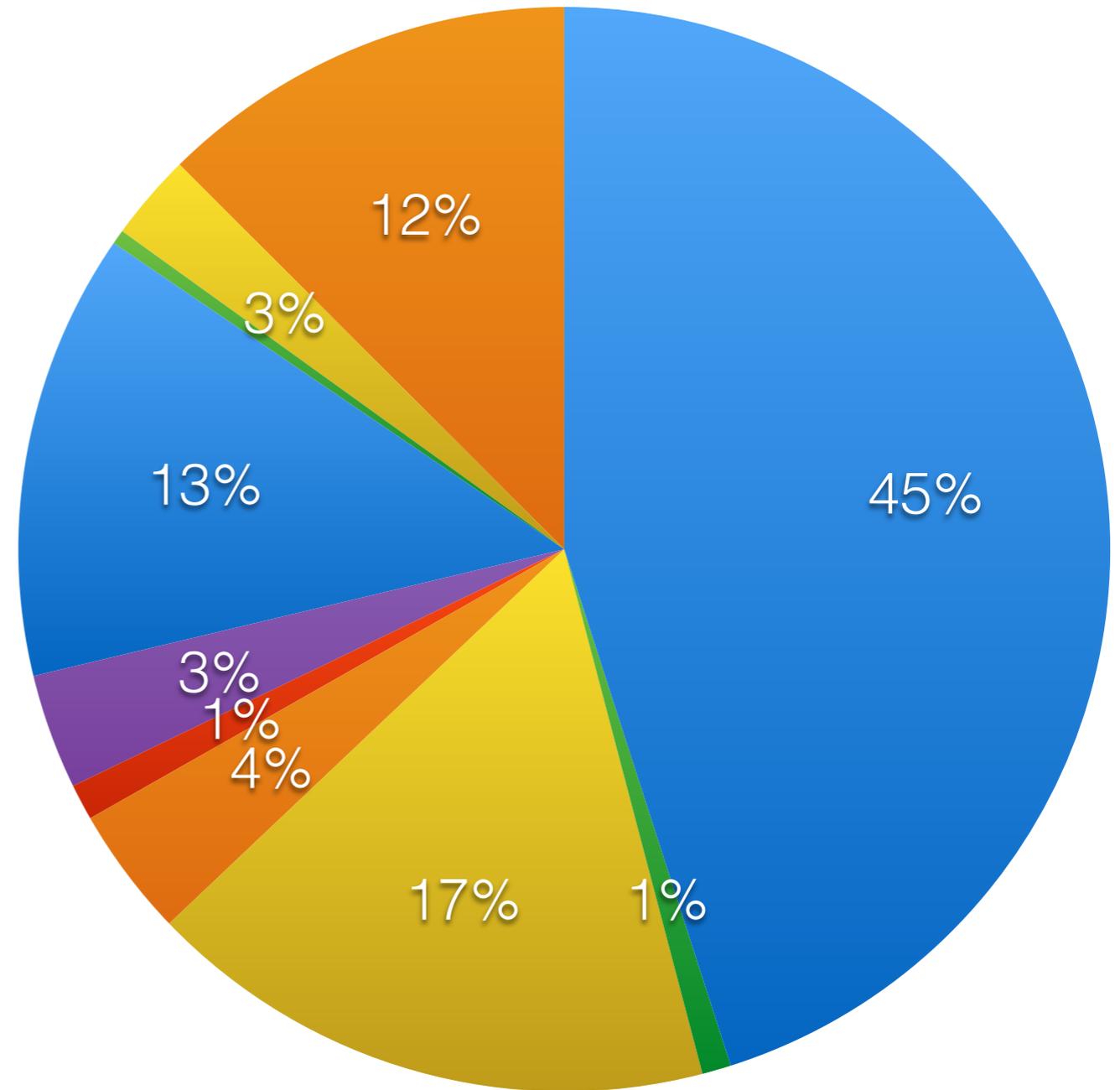
Observations

- All are organic posts only; both videos and photos got the best engagement
- Content posted on Wednesday and afternoon/evening got good engagement

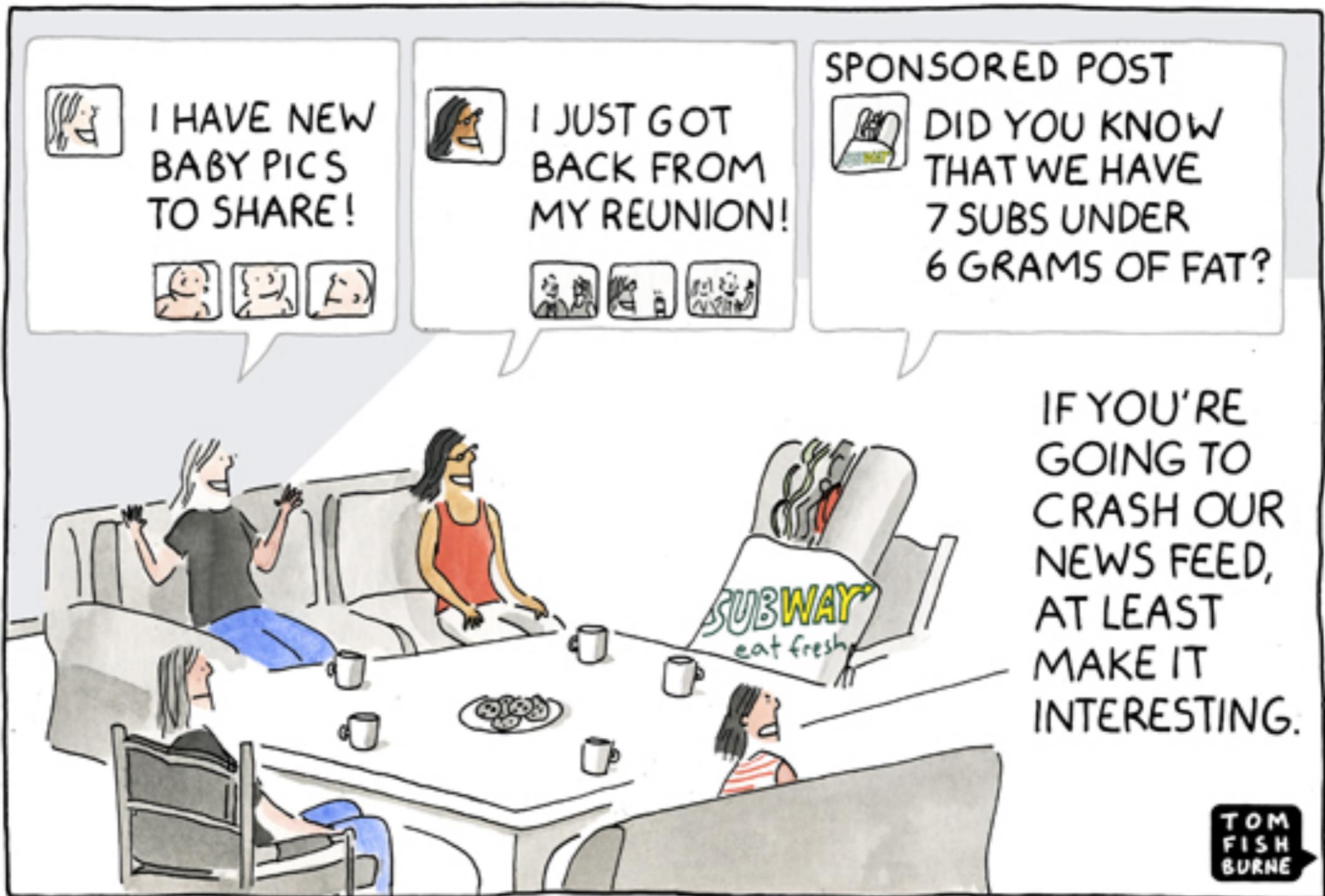


FACEBOOK PAGE DATA REPORT

A total of **468**
messages
received



NBS	Welfare	Safety Service	DMS	Health Service	FG/Membership	Volunteer/RCY	IHL	Careers	Others
210	4	79	18	5	16	62	2	12	58



© marketoonist.com

THE CHALLENGE

Everything we do on **social media** has to be **remarkable, attention-earning, and share-worthy.**

Questions?

Thank you!

LYN V. GARCIA

Social Media Officer, Philippine Red Cross
lyn.garcia@redcross.org.ph | **@lynvgarcia**