Humanitarian Information for Affected Communities
KNOW YOUR AUDIENCE
HOW DO THEY LIVE?
HOW DO THEY GET INFORMATION?
WHAT LANGUAGE (S) DO THEY UNDERSTAND?
YOU THINK YOU ALREADY KNOW HOW TO DO THE JOB?
THINK AGAIN: ASK THE PEOPLE
COMMUNITY LEADERS.... AND THOSE WHO ARE NOT
MEDIA = MULTIMEDIA
INNOVATION = SMART COMMUNICATIONS OR SMART DEVICES?
MESSAGING IS ONLY PART OF IT
THREE WAY COMMUNICATIONS STRATEGY

Communities

Media

Humanitarians
INVOLVING COMMUNITIES IN PRODUCING INFORMATION
COMMUNITY CONTENT DESIGN
TRAINING LOCAL JOURNALISTS
FEEDBACK
REAL TIME
LONG TERM