



COMMUNICATIONS & SOCIAL MEDIA





WHO WE ARE

The Joint SDG Fund supports countries to accelerate their progress towards the Sustainable Development Goals (SDGs) and to deliver on the commitment of the 2030 Agenda to leave no one behind. Providing a new generation of Resident Coordinators (RCs) and United Nations Country Teams (UNCTs) with a critical instrument to incentivize the adoption of new solutions for longer-term sustainability.

The Guide is a living document that outlines the communications messages, audiences, content, channels, partnerships, branding, resources, monitoring and evaluation, and reporting requirements for the Joint SDG Fund communications plans.

All regional and country-level should develop a Communications Strategy according to country context. The Joint SDG Fund is here to support in the development of the plan.

All guidance and tools referenced in the Guide are available in the [Branding Guidelines](#) and the [Style Guide](#).



WHAT ARE COMMUNICATION GUIDELINES?

Communicating joint programme progress, challenges, practices and results is integral to success. Effective communication plays a critical role by:

- **Improving participation levels and empowering stakeholders** (particularly by linking them to global frameworks like the SDGs and 2030 Agenda).
- **Lobbying behind and/or promoting initiatives that are efficient, effective, inclusive, and sustainably shape or transform development policies and financial practices.**

Our mission is to accelerate SDG achievement through collaborative, context-relevant, and transformative efforts that change the way the United Nations “**does**” development.

Strong communication practices lead to improved collaboration, mapping, and strategic programme planning.



WHY COMMUNICATION GUIDELINES ARE IMPORTANT

1

Guidelines **clarify** and **organize** related processes and tasks, makes them consistent, and is useful in course charting or redirecting efforts.

2

They prevent stakeholders (RCOs, UNCTs, government, or country/regional levels) from wasting time speculating how to communicate progress and results. Guidelines can **improve** communication and programme functions.

3

The Procedures **organize workflow, monitoring and feedback processes, break down tasks** according to what is relevant/needed at the country level, lead to **dedicated comms budget lines**, and **prioritize/assign responsibilities** for implementation, **troubleshooting, course correction, and follow-up**.



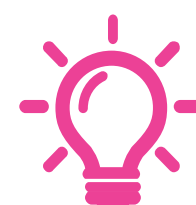
HOW TO CREATE COMMUNICATION GUIDELINES IN COUNTRY



Dedicate focal point(s) for communication



Designate responsibilities



Develop a communication action plan



The Joint SDG Fund **Allocated** a budget for communication





CREATING A COMMUNICATION PLAN

1 **MISSION STATEMENT** (1 PARAGRAPH)

Summarize purpose of programme/initiative. What is the intended effect/reach? issues covered? How will comms prime stakeholders for success?

2 **AIMS/RESULTS** (1-3 PARAGRAPHS)

Summarize expected outcomes/results of programme communications and advocacy.

3 **BACKGROUND** (MAX 1 PAGE)

Brief narrative about the current situation and why the joint programme is being implemented.

4 **AUDIENCES** (1/2 PAGE)

Who are your audiences? Identify and categorize.

5 **CHALLENGES** (1/2 PAGE)

List anticipated challenges when implementing communication and advocacy activities.

6 **OBJECTIVES + AIMS/GOALS** (1 PAGE)

How will communication and advocacy tactics help achieve joint programme aims at local and national levels (and, possibly, beyond)?



CREATING A COMMUNICATION PLAN

7 **ACTIVITIES** (2-3 PAGES)

What materials, tools, tactics, and instruments will be employed to report on, promote, and share information about the programme?

8 **DATA AGG, ANALYSIS + USE** (MAX 1/2 PAGE)

Where (if at all) are the data gaps? Can new ways of data collection be used to boost results?

9 **KNOWLEDGE MANAGEMENT** (1/2 PAGE)

Basic outline of how information will be collected, indexed, accessed, and shared?

10 **VISIBILITY STANDARDS** (1/2 PAGE)

Joint programmes must adhere to Joint SDG Fund visibility and brand standards, as well as those of participating donors.

11 **MONITORING & EVALUATION** (1 PAGE)

How will you monitor and evaluate the effectiveness of communication/advocacy actions?

12 **NETWORKS** (1/2 PAGE)

List partners for communication and advocacy functions with assigned roles + responsibilities.

A high-angle, close-up photograph of a diverse group of children, mostly of African descent, gathered together. They are all smiling broadly and giving a thumbs-up gesture towards the camera. The children are wearing various colorful clothing, including a green shirt, a yellow shirt, and a blue patterned shirt. The background is a blurred outdoor setting with dry ground and some greenery.

STORIES, ESSAYS & PHOTOS

Photos Courtesy of: UN Women; World Bank Photo Collection; UNDP Photo Collection.

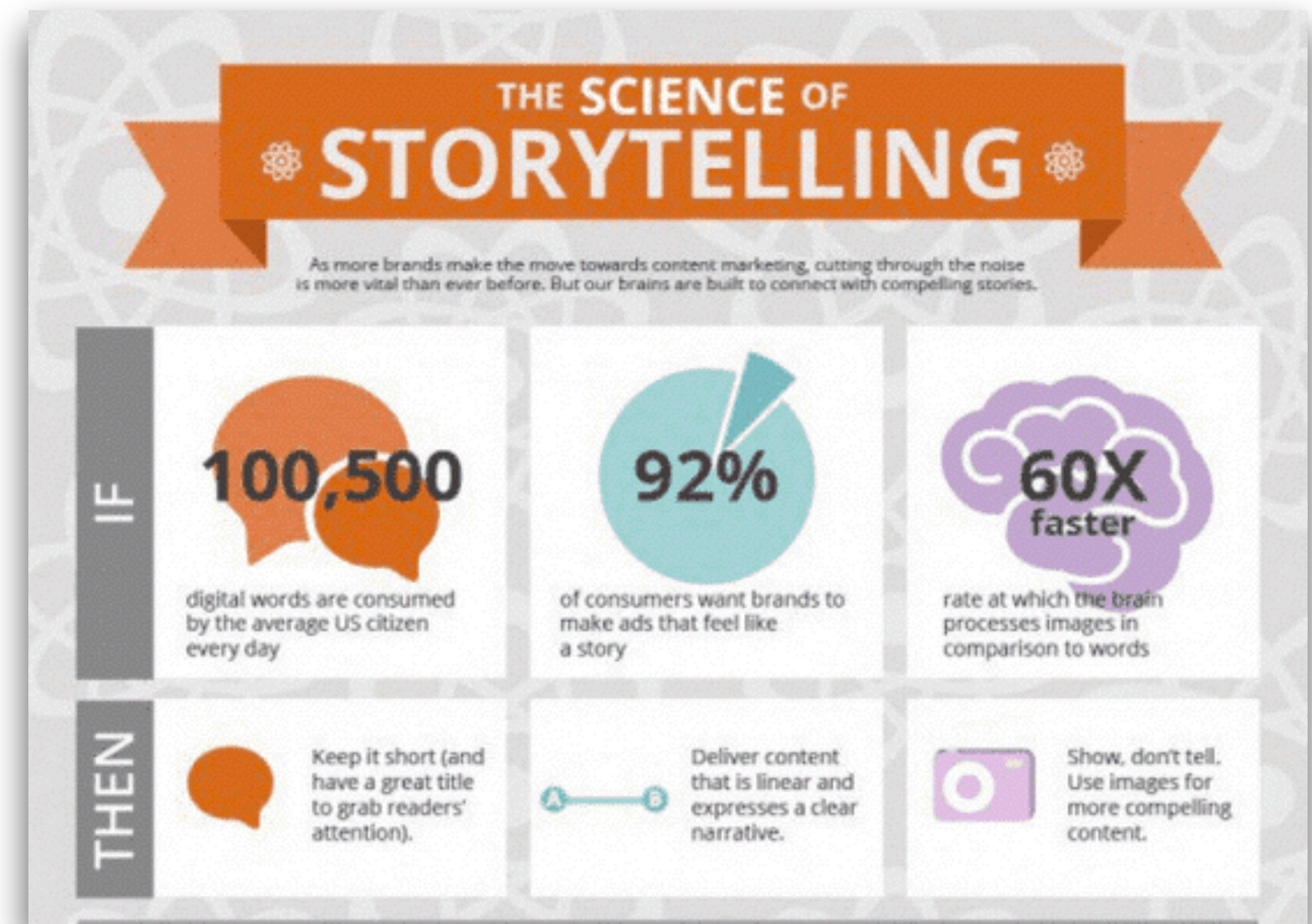


STORIES

THE SCIENCE OF STORYTELLING

Storytelling and authentic messaging is at the centre of some of the world's most successful business practices. When information and messages are **crafted/tailored for different audiences and contexts it:**

- Improves transparency and accountability.
- Establishes communities of practice.
- Manages expectations.
- Boosts innovation.
- Allows us to rethink how we catalogue, store and use data and information.
- Incentivizes stakeholders to take ownership of processes that foster transformative, comprehensive, and durable change.

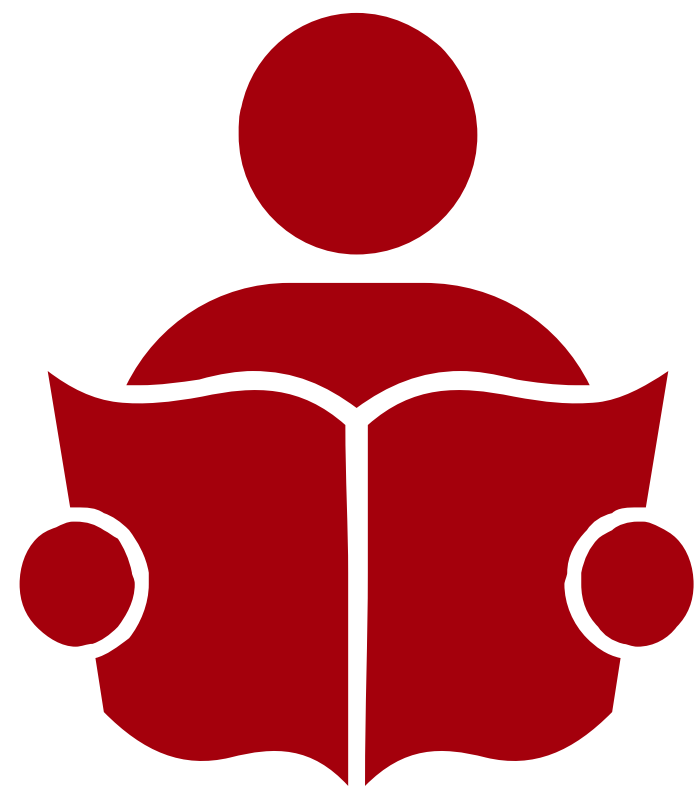


Learn more by watching a
Storytelling Webinar



STORIES

THE SCIENCE OF STORYTELLING



KNOW YOUR PLOT
AND PURPOSE



KEEP IT SIMPLE
AND (IDEALLY) SHORT



**PRIORITIZE
EXPERIENCES**
+WATCH YOUR
LANGUAGE (NO JARGON)



BE CREATIVE
IN YOUR PROCESS



PHOTO ESSAYS

PHOTOGRAPHY AND PHOTO ESSAYS

Quality, high resolution photographs show results, address development needs, highlight programme efficiency and effectiveness, and emphasize the accountability of stakeholders.

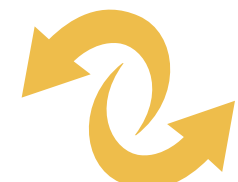


PHOTO ESSAYS

PHOTOGRAPHY AND PHOTO ESSAYS



Choose your subject(s)



Mix it up! (horizontal vs. vertical, people and animals)



Decide on the story you are telling



Ask permission



Focus



!SOCIAL MEDIA





SOCIAL MEDIA

CRAFTING CONTENT

Crafting your content strategy

Knowing your audience is key to creating content that they will like, comment on, and share. It's also critical for planning how to turn followers into supporters.

Use the social media content rule of thirds

- 1/3** of content **promotes and converts** audience
- 1/3** of content **shares ideas and stories** from leaders
- 1/3** is **original** brand content





SOCIAL MEDIA

To effectively communicate in a timely manner UNCTs should agree on, and include in their communication plans, **a minimum of six online and offline communication practices relevant to the local context**. Social Media content will be on **Trello** and shared with everyone as example Tweets, Facebook posts and Instagram.

Hashtags # to use: **#JointSDGFund #SDGFinancing
#LeaveNoOneBehind**



BE CREATIVE!

Examples of tools/approaches/practices may include, but are not limited to:

- Advocacy or liaison groups focused on strategic policy and/or “financing for social good.”
- Establish, promote, and maintain information-sharing platforms (e.g. Yammer) so stakeholders can share information in timely and efficient ways.
- Create audience engagement plans.
- Write or commission human interest stories for internal and external dissemination.
- Update/manage active blogs and websites or outsource these tasks.
- Build a photo library, and hold photo essays and contests.
- Create or commission spots for radio and TV.
- Vlog or enlist an “influencer” or ambassador to vlog on behalf of the project.
- Update/manage social media platforms (e.g. Twitter, Instagram, Facebook, Pinterest, etc.).
- Coordinate forums for engagement (around specific SDGs and/or cross cutting issues).
- Organize awareness-raising events, fairs, and festivals.
- Crowdsource (online or offline) data and information for project development and progression.
- Use tech like QR code generation (<https://www.qr-code-generator.com/>), data visualization, or other methods to amplify reach.
- Use qualitative and quantitative surveys (e.g. MyWorld) to collect data for analysis.

...and many more!



INTEGRATE COMMUNICATION ACROSS ALL AREAS OF PROGRAMME



**COMMUNICATION
PRACTICES IN M&E**



**REPORT ON
RESULTS**



**DATA AGGREGATION
AND ANALYSIS FOR
COMMUNICATION**



HAVE IDEAS? GET IN TOUCH



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