

# Targeted social media posts to increase reach of technical guidance:

Shelter Cluster Vanuatu Facebook example during the 2018 Ambae Volcano  
response

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Global Shelter Cluster  
Coordination Workshop, Geneva,  
7-8 Oct 2019

# About Shelter Cluster Vanuatu (SCV)

- Vanuatu Government requested IFRC to setup the Shelter Cluster for preparedness, 3 weeks before the impact of TC Pam in 2015. Public Works Department (PWD) was designated as Shelter Cluster Lead, and IFRC co-Lead.
  - During the TC Pam response, SCV identified **4 Building Back Safer key messages** to be disseminated, through text and talkback radio.
  - During the Ambae Volcano response in 2018, SCV developed **new Information Education and Communication (IEC)** material to be **disseminated through various media**.
  - These campaigns aims to **support unfolding response**, but also **strengthening SCV preparedness**
- **How to use social media to reach more people with Safe Shelter Awareness key messages?**

# SCV Building Back Safer awareness medias

2015

## BLONG MEKEM HAOS BLONG YU I SAVE STANAP AKENSEM ENI NATURAL DISASTA, EMI IMPOTEN BLO

1. Bildim haos blong yu long wan ples we yu save se i sef gud mo yu tram blong kipim yu aot long ol Nara hazad we i stap happen long ples we yu lif long em mo yu save stanap strong akensem.
2. Mekem gud faoundesen blong house blong yu i strong, traonem ol pos blo haos at lis 1 Meta i KO daon long kraon.
3. Mekem sua se yu kat wan strong connection long every join, long ruf kasem ruf timba, ruf kasem wol mo ol wol kasem faoundesen, ol strong koneksen oisem yu save mekem wetem ol Saeklon strap, rope blo stoa mo kokol rop
4. Blong cross bresem ruf mo wols blong haos blong yu at lis yu mas mekem ol traeanckles between long ol corners blong haos blo yu.



2018

**Blong mekem haos blong yu**  
I save stanap akensem eni najural disasta, emi impoten blong

Shelter Cluster Vanuatu  
Coordinating Humanitarian Shelter

1. Bildim haos blong yu long wan sef ples blong save kipim yu aot long denja  

Amerijen blong di haos long wan viti (hukuk blong antip)
2. Mekem gud faoundesen blong haos blong yu i stanap strong  

Haos blong beseem strong haos long graon

Besem gud haos mekem:  
- Koneksen ol pos blo haos akensem  
- Beseem ol wols long kraon  
- Blong beseem ol traeanckles
3. Mekem wan strong koneksen long evri join blong haos blong yu  

Koneksen ol pos blo haos akensem: Traejan strap, rope, mo ol wols kasem faoundesen  
Koneksen ol pos blo haos akensem: Traejan strap, rope, mo ol wols kasem faoundesen
4. Blong bresem gud evri ruf mo wols blong haos blong yu  

Beseem andatim blong ruf - Beseem long evri wot

Beseem ol pos blo haos akensem blong bresem gud haos blong yu  
- Wols long kraon i Traejan strap, rope

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Coordinating Humanitarian Shelter

Coordinating Humanitarian Shelter supported by:

Shelter Cluster Vanuatu  
Coordinating Humanitarian Shelter

International Federation  
of Red Cross and Red Crescent Societies

Public Works Department

SAPREHE KOMUNITI BLONG BILDIM SEF MO STRONG HAOS BLONG SAVE FEEM DISASTA

# Shelter Cluster VANUATU

Coordinating Humanitarian Shelter supported by:



Vanuatu Shelter Cluster

**Blong mekem haos blong yu**  
I save stanap akensem eni najural disasta, emi impoten blong

- 1 Jusum wan sef ples
- 2 Mekem gud faoundesen
- 3 Mekem strong koneksen
- 4 Bresem gud ruf mo wol

Vanuatu Shelter Cluster  
@vanuatusheltercluster

Home  
Jobs  
Events  
Reviews  
Videos  
Community  
Groups  
Offers

Create | Live | Event | Other | Job

Write a post...

Vanuatu Shelter Cluster  
Published by Aeron Quilty on November 14, 2019  
Blong mekem haos blong yu i save stanap akensem eni najural disasta, emi impoten blong

## Setting up a SCV Facebook page...

- Decision was made to **setup a Shelter Cluster Vanuatu page on Facebook to update partners and the general public during response, and also preparedness.**
- The SCT could use the Facebook **free service to monitor reach of free, and paid ‘boosted’ posts**, in this case a post on the **4 Building Back Safer key messages**
- **Vanuatu has a population of 282,117 people with 63,000 Facebook users** (22.33% penetration rate) (*Source Internet world stats 2017*).
- **With a budget of 60 AUD (43 CHF), the Shelter Cluster could reach up to 13,199 people through a boosted post, with people further sharing the information through community groups** that would normally be difficult to reach

# ...to boost dissemination of key messages

- One main post with, in text, the 4 key messages in 3 languages (Bislama; English and French) with # tagging all islands and cities in Vanuatu
- 5 images framed in 16/9 format for better display on smartphone of the 4 key messages. This would allow monitoring of dissemination and relevance of each message, and feedback from those who access them.

## Blong mekem haos blong yu

i save stanap akensem eni najural disasta, emi impoten blong

- 1 Jusum wan sef ples
- 2 Mekem gud faondesem
- 3 Mekem strong koneksen
- 4 Bresem gud ruf mo wol



Version 1.0 November 2018

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## Blong mekem haos blong yu

i save stanap akensem eni najural disasta, emi impoten blong


1. Bildim haos blong yu long wan sef ples blong save klipim yu out long denja



Aweksen blong of haos long wan vilaj (dikik blong entaj)

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## Blong mekem haos blong yu

i save stanap akensem eni najural disasta, emi impoten blong

2. Mekem gud faondesem blong haos blong yu i stanap strong



I no strong X I strong ✓ I moa strong ✓ I strong gud ✓

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## Blong mekem haos blong yu

i save stanap akensem eni najural disasta, emi impoten blong

4. Blong bresem gud evri ruf mo wol blong haos blong yu



I no strong X I strong ✓ I moa strong ✓ I strong gud ✓

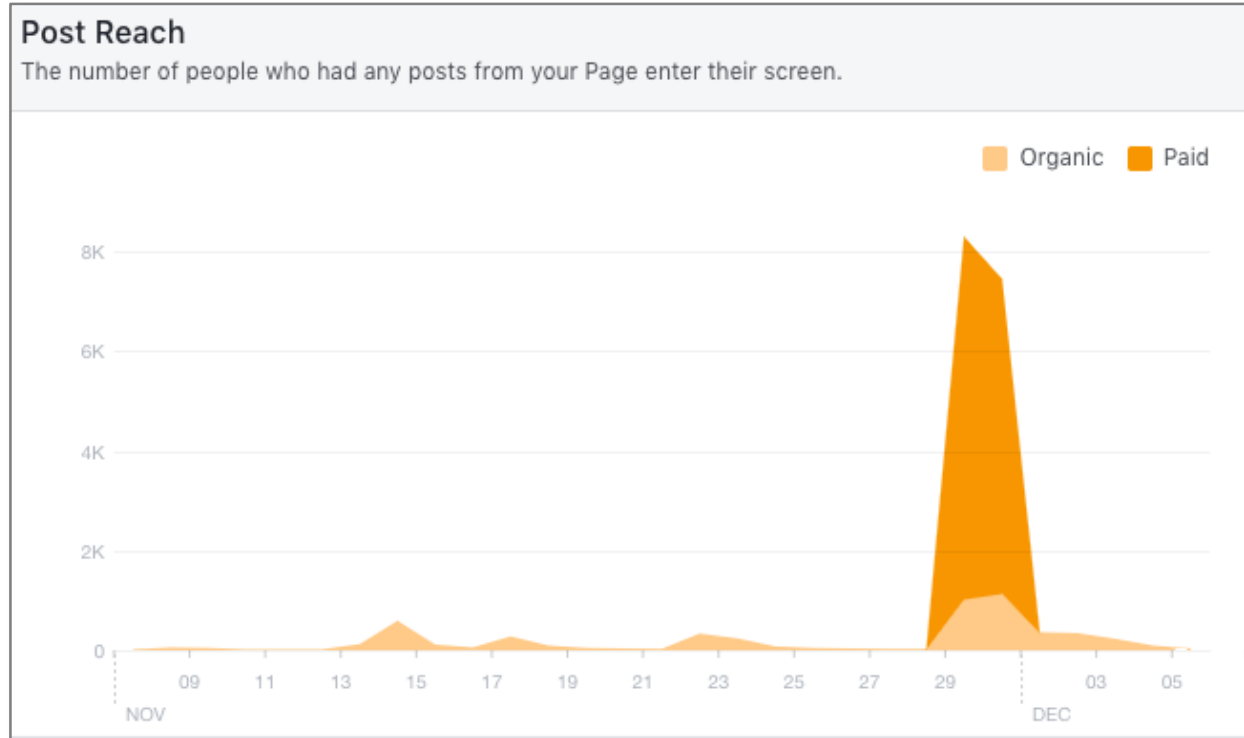
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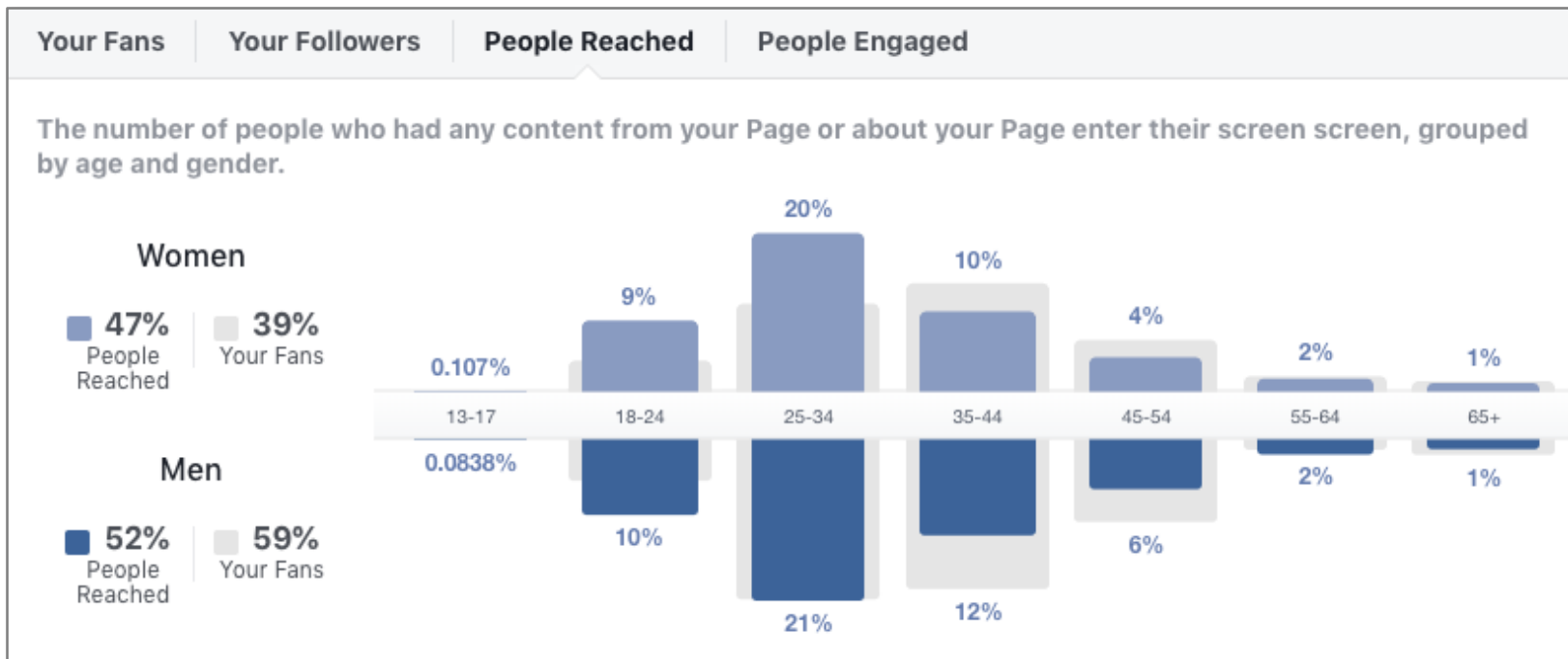
# ...to boost dissemination of key messages

## Monitoring of Post reach (organic vs paid)



# ...to boost dissemination of key messages

## Monitoring of People reached by Sex Age Disaggregated Data (SADD)



## ...to reach Facebook/community groups

Monitoring of Facebook/**Community group pages** on where people shared the **Safe Shelter Awareness** key messages:

1. **National Disaster Management Office.** (2,208 followers) *Government Organization*
2. **Women's TokTok Stret** (4,539 members) *Club - Community group on empowering Women*
3. **Vanuatu Saksess tetei,** (465 members) *Public group - around success*
4. **Vois Blong Penama** (2,840 members) *Public group - on Penama province*
5. **CCDRR Sharing of Info & Learning** (43 members) *Group school or class – Sharing information related to Climate Change of disaster in Vanuatu*
6. **Luganville Komuniti Resilience** (107 members) *Public group – Climate change and disaster preparedness in Luganville (Santo)*

## Further information

- ✓ For further information please contact [robert.dodds@ifrc.org](mailto:robert.dodds@ifrc.org)
- ✓ Or refer to the Pacific Shelter Cluster website at [www.sheltercluster.org/pacific](http://www.sheltercluster.org/pacific)