



Harnessing the Power of Social Media



Background:

The Pakistan Resilience Partnership (PRP) is a multi-stakeholder partnership formed under the aegis of the Asian Preparedness Partnership. PRP is one of the prominent national chapters of the APP and primarily serves as the national platform for coordinating local actors, preparing for, responding to and recovering from disasters. The National Disaster Management Authority (NDMA) of Pakistan, the National Humanitarian Network (NHN), and the Federation of Pakistan Chamber of Commerce and Industries (FPCCI), are serving as co-chairs and conveners of the PRP. The Higher Education Commission (HEC), representing the academia, and the Press Information Department (PID), representing the media, are also part of the PRP. The PRP was expanded to also include the Provincial and the District Level Disaster Management Authorities as well as Pakistan Red Cross Society and Rescue 1122, which will assist in strengthening the locally-led emergency response actions in the country.

PRP in Pakistan is striving to strengthen locally led emergency response and early recovery actions to reduce the devastating impact of floods on affected communities. The main aim of the intervention is to strengthen the flood emergency response and early recovery actions by the local actors working in synergy under the umbrella of PRP to help reduce the impact of the recent floods on the affected and vulnerable communities and alleviate their suffering. The strengthening of the capacity of local actors will result in their active engagement leading to more effective and efficient emergency response and early recovery of the flood-affected areas and the communities.

Social Media Presence for PRP:

With nearly 4 billion social media users worldwide, it's safer to say that there's a large online audience today and enormous space to showcase PRP's growth, regular activities and advocacy for a resilient Pakistan. The advantages of free accessibility to social media for PRP are immense and with a proper strategy, it can enormously boost its visibility in development and humanitarian field in Pakistan and globally.

PRP will use social media for its campaigns and project activities, awareness on humanitarian response in Pakistan, connect with other humanitarian actors within the country, at regional and global level, and enhance the visibility of fabulous work PRP is carryout in Pakistan.

Since the changing dynamics of traditional media and shrinking space for unpaid/free news and stories of nonprofit/development sector require CSOs to adopt and adapt with new and digital mediums of information sharing. Currently, there's an incredible opportunity for PRP to connect with more supporters online by simply sharing its stories and strategically engage with the right audience on different social media platforms.

PRP will create and acquire best available options for the Usernames on all digital forums. First step will be to create accounts on three major social forums Facebook, Twitter and Instagram and in next step a YouTube channel will be acquired and it will be registered as Nonprofit category with TechSoup Global to access promoted visibility, free fundraising features and receive unlimited free access to premium products like Google Ads and Workspace and Google programme.

Protocols:

Responsible person to manage social media forums will take due and special care while handling digital presence of PRP and follow fundamental principles of

- Demographics
- How Often and Best Times to Post
- Character Limits and Recommended Image Sizes
- What to Post and Best & Unique Practices Of Every Digital Forum
- Latest Trends to Keep an Eye on
- Important Hashtags to Join
- Branding Of PRP/ADPC in Colours, Logos, Credits, and Representation

While there will be an almost overwhelming amount of information, it will be broken down by these channels to make it easy according to the need of every channel.

Names:

Suggested names for Twitter, Instagram, Facebook and YouTube are following:

Twitter: PRP_Pakistan, PRP-Pakistan. The complete name of Pakistan Resilience Partnership will reflect with the username and in Bio.

Facebook: Since Facebook has plenty of space to create full name address, "Pakistan Resilience Partnership (PRP)" is suggested.

Instagram: PRP_Pakistan

YouTube: Pakistan Resilience Partnership (PRP)

Pakistan Resilience Partnership (PRP) name shall not be italicized on any caption/subtitle on image, video or infographic on any social media channel.

Logos:

- Official logo of PRP will be the profile picture of all social media channels. For the header/banner on twitter, Facebook and YouTube a suitable graphic/image will be used.
- The logo shall not be altered with any digital effect or stretched in different angles.

Official Email:

- A separate official email of PRP will be created which will be further used to create and link all social media channels.
- To ensure the secrecy, the email and its password will be in custody of the person assigned by the Manager/Team Lead to avoid any mistake or blunder.

Content:

- All text content for social media shall be reviewed and approved by the Team Lead/Manager before posting.
- Person responsible to post on social media may not alter, add or remove anything shared/approved by the Manager/Team Lead while posting
- All project staff, in provinces, or at national level shall timely inform the communications focal person well before any special event to develop the content, hashtags or explore relevant post/repost content options on social media.
- All PRP social media channels shall be completely areligious and apolitical in content posted online.
- All content will be completely aligned with the branding guidelines as approved by the ADPC/APP