



INTERNATIONAL
COUNCIL
FOR SCIENCE



international social science council



The United Nations Office for Disaster Risk Reduction



RADI

IRDR Communication Strategy

In following up of 2016 Review Recommendations



2016 Review and Recommendations

Review

- * Interview and survey respondents assessed IRDR's visibility as low and its reach as inadequate given its potential.
- * With the lack of resources and, until recently, suitable capacities in the IPO, communication suffered from a lack of focus on multiple media (conventional and social media, blogs, webinars)

2016 Review and Recommendations

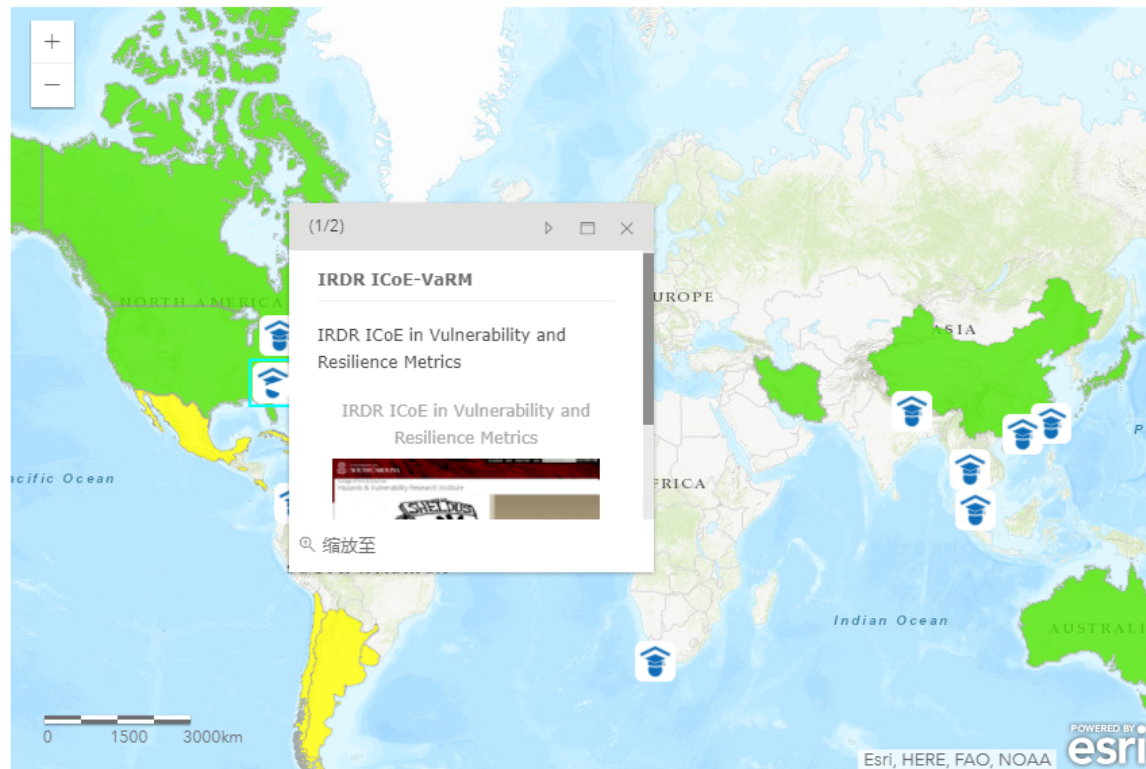
Recommendations

- * Launch a communications strategy
- * Serve different stakeholders groups in the research, policy and practice domains by different forms of publication and communication .
- * Reflect the work of the ‘IRDR family’
- * Develop the Website to become the most visited resource for DRR science and scholarship related news.

Website and Social Media Update

* Interactive Map of IRDR network

Please review the [Terms of Reference](#) governing NCs and RCs within the IRDR programme. If you have any questions send us an email at connect@irdrinternational.org.



Website and Social Media Update

* Facebook Group for Young Scientists

IRDR Young Scientists Programme
Closed Group

Discussion
Members
Events
Photos
Files
Manage Group

Search this group

Like Comment

RECENT ACTIVITY

Shyamli Singh
November 7 at 2:04pm

Two Weeks Faculty Development Programme (4-15 December) for faculty. Kindly see the details in the proforma ...

DST SPONSORED
Two weeks FDP
ON
"Climate Smart Governance"
(Use photocopy if necessary)
REGISTRATION FORM

Name: _____
Designation: _____
Organization: _____
Address for communication: _____

ORGANISING COMMITTEE

- Prof. Vinod K. Sharma
- Dr. Shyamli Singh
- Dr. Anshu Sharma, STS

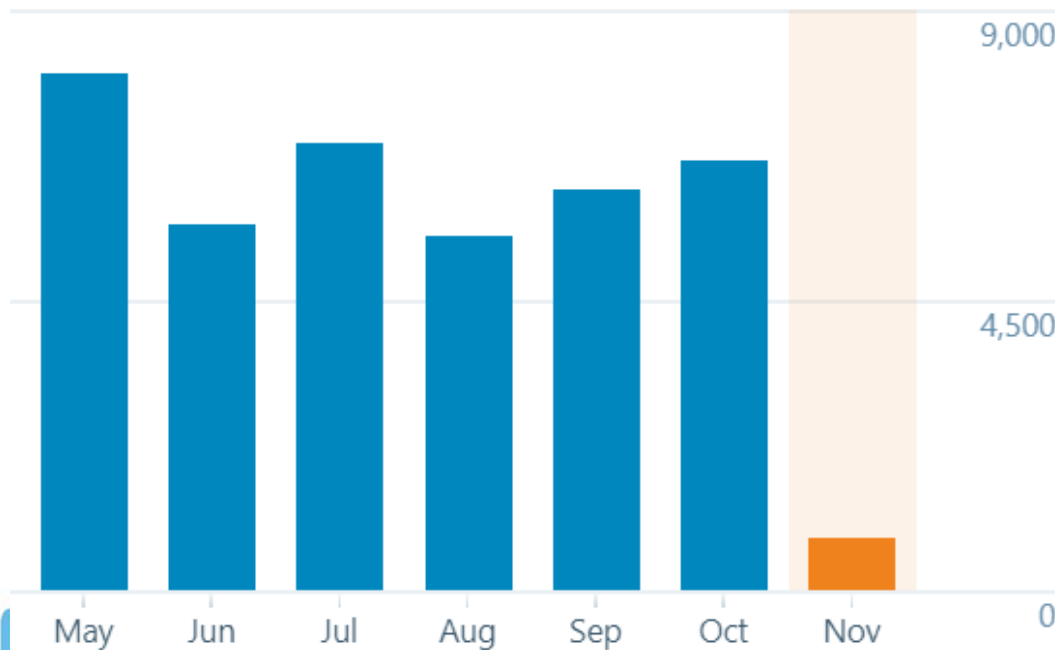
DST SPONSORED
Two Weeks FDP
ON
"Climate Smart Governance"
(December 4-15, 2017)

INSTITUTE OF PURE AND APPLIED MATHEMATICS
Department of Science and Technology
Ministry of Science and Technology
Government of India

Website and Social Media Data

IRDR Website

* Monthly views



MAY 2017

👁️ VIEWS	8,004
👤 VISITORS	3,948
> VIEWS PER VISITOR	2.03
☰ POSTS PUBLISHED	7

JULY 2017

👁️ VIEWS	6,897
👤 VISITORS	3,377
> VIEWS PER VISITOR	2.04
☰ POSTS PUBLISHED	8

Website and Social Media Data

IRDR Website








Stats for 90 days ending November 5, 2017 (Summarized)

Title	Views
World Risk Index	View 4,914
Home page / Archives	View 2,588
Call for Application: International Training Workshop on Integrated Risk Assessment Methods Using Spatial and Social Vuln	View 1,348
Call for application-Training Workshop on the Predictability of Extreme Weather Events	View 584
2017 News	View 463
IRDR Publications	View 445
Opportunities	View 395
Structure	View 309
About	View 265
Apply for "Young Scientists Programme" and Join IRDR Family!	View 234

Website and Social Media Data

IRDR Website

Stats for 90 days ending November 5, 2017 (Summarized)

Country	Views
 United States	2,701
 Philippines	1,141
 United Kingdom	1,081
 India	833
 Australia	687
 Japan	651
 China	596
 Nepal	569
 Canada	547
 Thailand	491

Website and Social Media Data

IRDR Facebook

- * Total reach: 39k
- * Total Impressions: 65k
- * New follower: 168

Website and Social Media Data

IRDR Facebook

Country	People Reached	City	People Reached	Language	People Reached
India	2,386	New Delhi, Delhi, India	331	English (US)	4,457
Philippines	971	Quezon City, Metro Ma...	246	English (UK)	1,577
Japan	468	Kathmandu, Bagmati Z...	238	Japanese	207
Nepal	352	Lucknow, Uttar Prades...	170	Indonesian	85
Pakistan	341	Bangalore, Karnataka, ...	153	French (France)	57
Thailand	261	Bhubaneswar, Odisha, ...	148	Spanish	50
Indonesia	231	Chennai, Tamil Nadu, I...	138	Italian	44
Australia	205	Bangkok, Thailand	133	German	44
United Kingdom	189	Calcutta, West Bengal,...	130	Thai	38
Malaysia	165	Hyderabad, Telangana,...	89	Traditional Chinese (Ta...	25

Website and Social Media Data

IRDR Twitter

- * Twitter impressions: 18k
- * Profile visits: 1.5k
- * New follower: 58

Website and Social Media Data

IRDR Twitter

<u>Country</u>	<u>Interests</u>		% of audience
Country name	Interest name		
United Kingdom	Business and news	88%	
United States	Science news	86%	
Australia	Politics and current events	85%	
Canada	Business news and general info	82%	
India	Government	74%	
Thailand	Tech news	69%	
France	Technology	61%	
Italy	Financial news	60%	
Germany	Books news and general info	58%	
New Zealand	Business and finance	58%	

Online Publication

IRDR Publication

- * Annual Reports and newsletter
- * Reports of Working Groups
- * Research outcomes of SC members and ICoEs
- * Outcome documents of Conference
- * Policy briefs and guide books (with co-sponsors or partners)
- * Brochures of IRDR network

Online Publication

Co-sponsors Publication

- * Annual Reports and newsletter
- * Outcome documents of Conference
- * Policy briefs and guide books
- * Brochures

Objectives

- * Increasing Public Awareness of IRDR's Impact
- * **Promoting Perceptions of IRDR for implementation of SFDRR**
- * Supporting Resource Mobilization and Partnerships among IRDR Network
- * Facilitating IRDR's Knowledge Management

Targeted Audiences

External

- * Key stakeholders: Academia, scientific and research entities and networks
- * Important stakeholders:
 - Civil society, volunteers, organized voluntary work organizations and community-based organizations
 - Local governments
 - Business, professional associations and private sector financial institutions
 - Media

Targeted Audiences

Internal

- * IRDR's co-sponsors and host: ICSU, ISSC, UNISDR, RADI, CAS
- * IRDR National and Regional Committees (RCs and NCs)
- * IRDR International Centres of Excellence (ICoEs)
- * Internal Staff
- * IRDR Science Committee Members, past SC members, Ex-Officio Members.

Communication Foci

News Broadcast

- IRDR relevant news
- DRR news

Individual Voices

- Experts from IRDR SC, NCs and ICoEs
- Young Scientists from IRDR YSP

Work Plan (2017-2020)

OUTCOMES	ACTIVITIES	PROGRESS INDICATORS
1. Redesigned and updated website	Website content management Use of social media	<ul style="list-style-type: none"> - Mapping of all IRDR and IRDR-related activities, especially activities of NCs and ICoEs. - Activity / news in the centre. - Different, bolder typeface, making it more visible. - Static information in the frames. - Blogs for popularization of DRR science
2. Publications	Publication of: <ul style="list-style-type: none"> - Annual report - Newsletters - Outcomes of events 	Release as scheduled
3. Visual Identity Standards (VIS) Guidelines incorporating elements of different IRDR bodies.	Creation of VIS Guidelines - Templates (letters, meeting documents, power point presentations; etc.)	VIS Guidelines
4. Co-ordinated work with ICSU, UNISDR and ISSC to leverage and mobilize network synergies.		

Work Plan (2017-2020)

5. Strategic support to IRDR Scientific Committee (SC) members, Regional and National Committees (RCs and NCs) and International Centres of Excellence (ICoEs).	Support and participation in workshops seminars, conferences, activities initiated by IRDR RCs, NCs and ICoEs, including presentations and representations by IRDR SC members to such events.	News Coverage of events IRDR templates for presentations and reports, sharing of blog sites
6. Improved Media Relations	Media database	Increased coverage and mentions of IRDR related works in the media at the end of the evaluation year.
	Press releases	
	Interviews, Press Conferences	
7. Photo/Video Documentation	Photo/Video documentation of IRDR and IRDR related events.	Photo and Video Library
8. Conferences, workshops and programmes	As organizer or host	With IRDR family and potential partners

Internal Communication

To strengthen communication within IRDR Network

- * IRDR IPO Report
- * IRDR Network Regular Update (NCs, ICoEs)
 1. A brief explanation for each main activity
 2. A brief description of the nature and outcome of any collaboration with other NCs/ICoEs.
 3. A brief work plan for next period.

External Communication (The foci)

To increase the visibility and influences of IRDR

- * Monthly or quarterly comments on the frontiers of DRR or thematic events
- * IRDR message on special days such as International Day for Disaster Reduction

Note: These content would need the engagement of Scientific Committee members, NCs, ICoEs, and IRDR Young Scientists

Use of IRDR name, emblem, and flag

- * Letterheads
- * Website
- * Brochures, presentations and published materials
- * Training diplomas and certificates



Thank you for your attention

connect@irdrinternational.org

www.irdrinternational.org