

# UNV COMMUNICATIONS STRATEGY

2014 - 2017



UNV Youth Volunteer Fanny Declercq (Belgium) prepares and shares information on human rights with local volunteers in Bolivia

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On International Volunteer Day (IVD) 2013, UN Volunteers organized activities to raise awareness on youth volunteering in Cote d'Ivoire

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## Brand

UNV is a forward-thinking organization with a focus on outcomes and results, able to provide well-trained UN Volunteers with a range of skills and expertise.

The organization's characteristics include openness, flexibility, knowledge and diversity. UNV promotes the catalytic role that volunteerism plays to engage people from all walks of life in national, regional and international development and peace. UNV Communications upholds the integrity of the brand and in the new strategic period develops it further.

## Messages

The essential messages UNV communicates in this UNV Strategic Framework period are:

- UNV is a partner of choice in peace and development;
- Volunteerism delivers results that make a significant development impact; and
- Volunteering in peace and development activities is a catalyst for participation and social inclusion.

*The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming and mobilizing volunteers. UNV is administered by the United Nations Development Programme (UNDP). For more information about UNV, please visit [www.unv.org](http://www.unv.org).*



UNV's key communication deliverables in this strategic period are grouped into three areas of outcomes. These work areas reflect the conclusion of the Communications Section review (2013) and the subsequent Modern Corporate Communications project.

The areas are:

### 1. Fit-for-purpose Partnership Communications:

- raise the profile of UNV so it is seen as a partner of choice - whether in programming, advocating for the universal value of volunteerism or integrating volunteerism into development and peace at the national, regional and/or global levels;
- inform and give guidance to all UNV personnel on communication themes and messages so they can be confident advocates and ambassadors for UNV and volunteerism;
- support the Senior Management Team of UNV on corporate communications in its representation of UNV to our main stakeholders;
- support the implementation of UNV's Partnerships Strategy;
- provide targeted information (publications and online content), in a timely manner, for specific events and partnership interactions.

### 2. Innovative Marketing Concept for UNV:

- create a marketing approach (including examples of stories and evidence base) directed to UN partners and other external partners;
- support, through innovative communications channels/ tools, the promotion of the UNV Strategic Framework, programmes and funding schemes.

### 3. Modern Content Management – with an emphasis on Online Communications:

- allow for the most efficient multi-purposing of communications content – stories, visuals, voices, evidence base – to support UNV strategic direction and priorities;
- develop a flexible and dynamic online strategic approach so that UNV web presence acts as interactive hubs for information and a resource on volunteerism;
- carry out a social media plan that utilizes contemporary channels to mobilize synergies and recognition from audiences;
- ensure the consistent delivery of contemporary visual and audio materials for use in communications tools.

In current communication practice there is a wide range of **communications channels and tools** at UNV's disposal. These include many already well-embedded in UNV Communications; such as online communications, the Annual Report and other publications, the State of the World's Volunteerism Report (SWVR) and participation in global fora. UNV will also maximize the potential of new initiatives in modern communications, such as social networking, video and multimedia.

It is essential to make UNV's messages well targeted by understanding audiences' needs for information and delivering our messages through relevant channels and tools. Due to the nature of its work, UNV has a wealth of inspiring human stories to tell.

In order to be seen as a serious actor in the international development community, UNV must be present in relevant discussions and dialogue on development at all levels - from interacting with the general public in social media campaigns with a wide reach, to participating in specialized debates on volunteerism with our partners and counterparts.

### Communications Values:

The following key values underpin communications across UNV:

<p><b>Accessibility</b></p> <p>Information is available in the three official UNDP languages (French, English and Spanish). There is also provision for translation into local languages at the field level and when possible and corporately relevant in Chinese, Russian and Arabic.</p>	<p><b>Evidence</b></p> <p>Evidence-based reporting and communication attest to the results and development impact delivered by UNV, UN Volunteers and volunteerism.</p>
<p><b>Clarity</b></p> <p>Clear language and simple terms keep audiences interested and engaged. Jargon should be avoided and acronyms used sparingly and, if used, always explained.</p>	<p><b>Inclusivity</b></p> <p>Communications recognize the benefits of diversity among volunteers and personnel, and acknowledge the role and contributions of UNV's partners. Use gender neutral language. Avoid stereotyping.</p>
<p><b>Confidence</b></p> <p>The tone of UNV communication materials reflects confidence about the organization through using an active rather than passive voice.</p>	<p><b>Integration</b></p> <p>Internal and external communications are consistent. Sharing of information is supported throughout the organization.</p>
<p><b>Consistency</b></p> <p>Messages are delivered in a coordinated, robust fashion without contradictions.</p>	<p><b>Professional</b></p> <p>UNV communications are of a high standard, and are professional in format and tone, without diminishing personal enthusiasm.</p>