**UNV WEBSITE EDITORIAL STRATEGY**

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**Key related resources**

[Website performance measurement and benchmarking exercise 2020](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/UNV%20Website/Editorial%20planning%20%26%20management/2021.01.22_Editorial%20Performance%20Measurement%20and%20Benchmarking%20Exercise%20.docx?d=w09a5e44706714115bbc5696279b943e6&csf=1&web=1&e=gNhQB1)

[Editorial Content Planning Outline 2022](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/_layouts/15/Doc.aspx?sourcedoc=%7B6E24100A-54DB-4540-B8E4-F70E5186BA11%7D&file=2022.04.10_Content%20Planning%20Outline%202022.docx&action=default&mobileredirect=true), and [funding partner communications needs](https://eur03.safelinks.protection.outlook.com/ap/w-59584e83/?url=https%3A%2F%2Fundp.sharepoint.com%2F%3Aw%3A%2Fr%2Fsites%2FUNVERCS%2FShared%2520Documents%2FPartner%2520comms%2520in%25202021.docx%3Fd%3Dw7e2cec5b0a304ac3bb5c649d1449058e%26csf%3D1%26web%3D1%26e%3DI3KOrx&data=04%7C01%7Camina.said%40unv.org%7C0e9a9f631ab044fb3a8908d9f6a8eeda%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637812027685078462%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=cEu5S1RRGbA42UUV9nuHnaqTqJvIeW89dgZ7aGUugeg%3D&reserved=0)

[Content Guidelines](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/UNV%20Website/Content%20Guidelines%202020/2021.04.25_UNV%20Content%20Guidelines_Rev.1.docx?d=w9640ccd4c15246bb9bc371bb73d9b9cd&csf=1&web=1&e=1JFSXs)

**EDITORIAL AT UNV**

The *Website Editorial Strategy* guides the planning and production of content for the corporate website and regional pages, prepared at country, regional and headquarters level.  Annexes I and II contain the Editorial Planning Outline 2022 in general, and specifically for UNV funding partners.

An integral part of UNV online communications, website editorial planning is guided by our UNV Strategic Framework, [Communications Strategy](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/ERCS%20strategies%20and%20guidelines/UNV%20Communications%20Strategy.docx?d=wcc9935aca1c248c4b5cc52ec9876d115&csf=1&web=1&e=IqJaXq), and consultations with the regional offices on their priorities for content in delivering their goals for 2021. The current Website Strategy 2022 is complemented by the [Content Guidelines](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/UNV%20Website/Content%20Guidelines%202020/2021.04.25_UNV%20Content%20Guidelines_Rev.1.docx?d=w9640ccd4c15246bb9bc371bb73d9b9cd&csf=1&web=1&e=1JFSXs) and [Social Media Strategy](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/_layouts/15/Doc.aspx?sourcedoc=%7B36AC1D27-38B1-4CAB-8FA6-3FD7A214C834%7D&file=social-media-strategy-draft_05.05.2021.docx&action=default&mobileredirect=true&CID=32C86E33-8D33-4B01-9C72-079B5B9C14B6&wdLOR=c91B2B885-3448-46E9-831A-F61293D8BFE3).  We also align to the UN Global Communication Strategy, issued annually by the UN Secretariat.

The corporate website, [www.unv.org](http://www.unv.org), is our visiting card as an organization and the institutional memory of UNV. It is home to all our external substantive and partnership reporting, including executive and annual reporting, embellished with business intelligence, statistics, photos and videos, as appropriate. Our website content has a longer shelf-life than social media and feeds social media conversations and further engagement with followers.

We aim to collaborate with UNV internal stakeholders – our experts at all levels – in strategizing our content and crafting our organization’s messaging, reporting, case studies, testimonials and evidence.  Articles on the website serve our internal stakeholders in brokering partnerships, marketing, reporting and outreach for advocacy and mobilization – in effect, for building the reputation of UNV.

At UNV HQ, the Web Manager within ERCS is responsible for corporate website editorial content sourcing, planning, editing/review and publishing – managed alongside website technical management, development and editorial/Drupal training of colleagues. The Web Manager is supported by an intern and, from June 2021, a Website Assistant. At regional level, six communications associates work closely as part of the global communications team on editorial and social media. This Strategy has been developed with existing resourcing in mind.

**WEBSITE EDITORIAL PERFORMANCE**

The UNV corporate website continues to grow in the number of users, page views and sessions, indicating its importance and influence as a communication engagement tool.

Website analytics 2021(% indicates change over 2020)

|  |  |
| --- | --- |
| **Users** | 4,548,751 users (30%) |
| **Sessions** | 7,043,856 sessions (21%) |
| **Page views** | 16,709,201 page views (7%) |
| **Session duration** | 02:37 minutes (-12%) |
| **Acquisition** | Direct 2,009,826 users (27%)  Organic search 1,411,611 users (29%)  Referral 1,001,588 users (39%)  Social media 532,976 users (7%) |
| **Most visited by number of page views** | Volunteer opportunities and search 5,885,483 (35%)  UNV front page 3,335,359 (20%)  Become a UN Volunteer 1,457,184 (9%)  Volunteer abroad 806,870 (5%)  Volunteer in your country 721,780 (4%)  Editorial content 669,0747 (4%) |

At the start of 2021, we conducted an extensive [website performance measurement and benchmarking exercise](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/UNV%20Website/Editorial%20planning%20%26%20management/2021.01.22_Editorial%20Performance%20Measurement%20and%20Benchmarking%20Exercise%20.docx?d=w09a5e44706714115bbc5696279b943e6&csf=1&web=1&e=gNhQB1).  In this, we did an analysis of editorial content production and performance, assessed successes and failures, and are recommending adjusted content goals and types. We also compared our website editorial practice with the websites of two volunteering organizations, Voluntary Services Overseas and Australian Volunteering International.

This accurately reflects the behaviour of the bulk of visitors to our website, potential candidates exploring volunteer opportunities, as the analytics of their path through our website confirms.

Short of doing a survey, we cannot analyse these visitors further using Google analytics to determine how many are partners.  This is where it is important to connect to the social media analytics to see how partners are reacting to and engaging with our content in the extension of our online communications. Please refer to the [Social Media Strategy](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/_layouts/15/Doc.aspx?sourcedoc=%7B36AC1D27-38B1-4CAB-8FA6-3FD7A214C834%7D&file=social-media-strategy-draft_05.05.2021.docx&action=default&mobileredirect=true&CID=32C86E33-8D33-4B01-9C72-079B5B9C14B6&wdLOR=c91B2B885-3448-46E9-831A-F61293D8BFE3) to see where the synergies are already being established.

Based on the above, the strategy followed and further developments in 2021, we continue to uphold the following conclusions:

1. We have a good range of editorial content types that cater to the needs of our priority audiences as defined in UNV’s Communications Strategy:  partners, potential UN Volunteers, media and the general public.  The intentional push in 2020 to produce more partner and results-focused content has been successful. However, volunteer voices remain the most frequently produced – and easy to source – content type.
2. The editorial content we feature covers global and regional results, partnerships and perspectives, with a range of 21-55 articles produced per year per region. Of our editorial content, the most popular pieces, beyond a doubt, are news items announcing partnerships, calls for volunteers, event announcements (Global Technical Meeting and International Volunteer Day), as well as volunteer experience articles.
3. We have procured translation services to keep our corporate website up to date in French and Spanish. This will enable translation of a selected backlog of static and dynamic content into French and Spanish.

In practice, Communications Associates in Latin America and the Caribbean and West and Central Africa produce content in English (also due to partner engagement needs at regional level) and translate some specific regionally relevant content into French and Spanish.

For comparison purposes, we produced 10 content pieces in French in 2019, 15 in 2020 and 15 in 2021, compared to 117 in 2017. We produced 11 Spanish content pieces in 2019, 1 in 2020 and 12 in 2021, compared to 130 in 2017. Static content was updated in QI 2022, using procured translation service providers (with no language quality assurance, due to lacking capacity at headquarters).

**EDITORIAL GOALS AND OBJECTIVES**

The overarching objective of the website editorial strategy is to guide how digital content should best communicate UNV’s strategic objectives, partnerships, and delivery, particularly the results delivered through UN Volunteers and volunteerism, for the 2030 Agenda.

*Key audiences*

The website is our visiting card as an organization and the institutional memory of UNV. The website is a key entry point for our key audiences which include:

* United Nations entities seeking to partner with UNV or already hosting UN Volunteers,
* UN Member States, whose nationals serve with UNV and who may fund UN Volunteers or UNV,
* Policymakers, civil society and academia engaging with UNV on advocacy for volunteerism,
* Aspiring, serving and former UN Volunteers, as well as colleagues at UNV and UNDP,
* Representatives of the media, private sector and other partners, and
* The general public.

*Website Editorial Strategy 2022 goals*

The goals have been developed on insights gained from the [website performance measurement and benchmarking exercise](https://undp.sharepoint.com/:w:/r/sites/UNVERCS/UNV%20Website/Editorial%20planning%20%26%20management/2021.01.22_Editorial%20Performance%20Measurement%20and%20Benchmarking%20Exercise%20.docx?d=w09a5e44706714115bbc5696279b943e6&csf=1&web=1&e=gNhQB1). Actions required to achieve the goals our outlined in the subsequent section below.

The UNV Website Editorial Strategy goals for 2022 are to:

1. Strengthen brand awareness and market UNV as a partner of choice and UN Volunteers as a powerful addition of dedication and talent to our partners’ personnel/teams.
2. Enhance writing and reporting on UNV and demonstrate the central role UN Volunteers play in supporting partners to achieve the 2030 Agenda.
3. Advocate for recognition of the value of volunteerism among partners and encourage people to take action through volunteering.
4. Optimize presentation of regional and country-level results/impact on the website, including improved website infrastructure and regional pages, while considering merit of country pages.
5. Get the corporate website in French and Spanish back up to date and maintain it.

On the technical side, we are pursuing a website refresh in 2022, to optimize user journeys and basic functionalities, and a website revamp in 2023, to enhance our design and ensure cohesiveness with UNDP’s relaunched website, which may impact on website editorial considerations.

*Actions to meet the Website Editorial Strategy goals*

**1. Strengthen brand awareness and market UNV as a partner of choice and UN Volunteers as a powerful addition of dedication and talent to our partners’ personnel/teams.**

**Actions:**

1. Increase collaboration with partners on co-branded results-focused content pieces and social media dissemination. These should be infused with volunteer experience elements, rather than having these as stand-alone pieces (refer to Content Guidelines).
2. Increase social media promotion/sharing frequency of website content pieces to up to ~five times per year, using different excerpts, testimonials and/or photos/graphics/cards on our different social media channels to drive likes, shares, comments and views, and, ultimately, drive traffic to the website.

**2. Enhance writing and reporting on UNV and demonstrate the central role UN Volunteers play in supporting partners to achieve the 2030 Agenda.**

**Actions:**

1. Focus on quality over quantity; reduce publishing frequency to the range of 12-16 content pieces per month, with two content pieces per region per month as a minimum. Our baseline from 2019 averaged out at 22 content pieces per month, with a marked discrepancy in production between the different regional offices/headquarters, ranging from 1-5 pieces per month (ref. benchmarking exercise). In 2021, we produced an average of 22 content pieces per month
2. Reduce the length of content pieces to 400-550 words and 5-7 slides for multimedia photo stories.
3. Increase the use of cross-regional articles, multimedia and video stories.
4. Use more infographics and data visualization and stories, targeting the production of 6-10 such content pieces per year.
5. Integrate Exposure for multimedia photo stories.
6. Explore new content types for UNV marketing and advocacy and streamline publishing standards to improve content performance metrics, for example podcasts and interactive stories using GIFs and animation, for integration from 2023.
7. Improve publishing of editorial content in three languages (English, French and Spanish); see recommendations below.

**3. Advocate for recognition of the value of volunteerism among partners and encourage people to take action through volunteering.**

**Actions:**

1. Collaborate with VASS on increased production of content on volunteerism, including co-branded pieces produced with civil society, academia and other partners.
2. Improve linkages between website and Knowledge Platform, including cross-publishing and promotion of selected content.

**4. Optimize presentation of regional and country-level results/impact on the website.**

**Actions:**

* 1. Gather feedback on optimizing regional pages at RO and country level and implement improvements.
  2. Collaborate with RO communications colleagues on publishing tailored partner pages/features – beyond editorial content – on their regional pages and promoting among partners.
  3. Regarding country pages, we are in consultation with UNDP to include dedicated pages for UNV field units on their country level pages, as they relaunch the UNDP website.

**5. Get the corporate website in French and Spanish back up to date and maintain it.**

**Actions:**

1. Procure translation service providers to:

* translate the backlog of static and dynamic content on the website into French and Spanish; and
* translate dynamic content one-to-one as this is published on the website.

1. Collaborate with RO communications colleagues in Latin America and the Caribbean and West and Central Africa on quality assurance of translation of terminology lists and spot-checking quality assurance of content published in French and Spanish.
2. Consider social media posting in French and Spanish from the corporate channels, as content translated into these languages on the dedicated sites will be beyond regionally relevant. Promotion from the regional social media accounts in French and Spanish will be a welcome addition, but cannot replace the corporate push.

*Tactics to support the achievement of the Website Editorial Strategy*

To achieve the goals and overall objectives, the following section outlines the key aims and collaborations required.

**1. Closer coordination among social media and web teams**

*Website content should complement the conversation on social media and vice versa.*

The two teams are coordinating publishing/promotion plans better to ensure streamlined content population on the website for social media campaigns, international days and other priority events, paid promotion and influencer engagement, as well as media outreach.  In future years, the preparation of website editorial and social media strategies/plans will be aligned and more closely integrated.

**2. Closer coordination with Regional Offices on target-setting and priorities**

*Quarterly ERCS coordination meetings with regional offices and the Office of New York have enhanced knowledge sharing and increased transparency on results and priorities.*

Through these, we have learned about:

* regional results delivered and achievements (which should feed into content and reporting),
* regional priorities in terms of partnerships, outreach and volunteer mobilization, as well as milestones, events and themes (which should guide prioritization of content production),
* specific support needs (technical, campaigns, languages etc.)

In 2021, we consulted with the regional offices and different sections in house on the Website Editorial Strategy and Plan. In the annexes to this document, you will find the editorial content planning outlines for this year.

We will continue to work closely together through the global team (and communications focal points) and bi-weekly global editorial meetings to generate global and regional content that is more attuned to our communications needs.

**3. Adjustments to content types**

*We have a strong set of content types that facilitate targeted communication with our key audiences.*

We are, therefore, making slight adjustments to how we are using them:

* Cross regional content pieces: following the feedback received on the pilot production of cross-regional pieces for International Volunteer Day 2020, we recommend that we continue production of such pieces for cross-regional themes, milestones and priorities.  These can be global or relevant to selected regions, as the need arises.
* Multimedia:  with the integration of Exposure stories in the corporate website, we would like to increase production of these visually appealing multimedia stories, which allow integration of photos, graphics and videos.
* Infographics and BI data/visuals: increase data integration and visualization in marketing UNV to partners and assignments to potential candidates, and experiment with data stories.

As part of the planned website refresh 2022 and revamp 2023, we will be exploring new content types.

**4. Advanced planning and uploading of content**

*The main window of visibility for editorial content is the website front landing page block of six pieces.*

This block of six pieces is refreshed chronologically as content is published.  To maximize the shelf life and visibility, we should aim to have content visible for at least six days, which means not posting more than one article per day.  Should there be more content pieces in a given week, then some will not be promoted to the front page, just featured on the RO page.

For international day and thematic features, this would mean spreading out the publishing of content around a given theme, thus necessitates much earlier uploading, review and approval of content.  For coordination purposes, we will aspire to have campaign content spread out over 2-3 weeks in advance of an international day or other priority milestone, as appropriate.  This will also facilitate social media campaign planning.  For turnaround at headquarters, kindly calculate a minimum of five working days.

Advance planning and uploading of content is also essential to enable us to line up translation capacities, in order to have the corporate refreshed in English, French and Spanish as close to simultaneously as possible, ideally with not more than a one-week lag. For international days, the timeline for publishing in all languages will be bound to a milestone and social media campaign, hence the lag should be much shorter so that our content is more relevant.

**5. Co-branding of content at regional and global level**

*To encourage partners to share our collaboration and the results thereof, we will make a targeted push to publish/promote co-branded content.*

This will involve early consultation on content and testimonials, as well as agreement on timing for co-publishing or cross-promotion on social media. In addition, we will continue to work with regional offices to identify former UN Volunteers who are now high-level staff in the UN system or among partners, particularly those with large social media networks/presences, to interview or invite to blog.  Again, this will be an opportunity to request co-publishing.  This will involve continuous research to come up with a list of priority people to contact – at regional and/or global level – for potential cooperation in sharing their volunteer experience and its lasting impact, while amplifying our message about volunteerism and UN Volunteers in the process.

**6. Explore partnerships on communications campaigns**

*Enhance visibility of UNV and volunteers to drive mobilization through partner engagement.*

Partnering with Devex, DevNet, ReliefWeb, ImpactPool and similar platforms could help marketing UNV and volunteer engagement and help increase mobilization numbers, as well as complement VSC efforts to increase targeted professional profiles in the UNV talent pool.

This has not been budgeted for hence exploration will enable specific recommendations and budget requests for pilot efforts.

**7. Integrate better visuals and more graphics**

*Visuals and graphics are key content forms that increase engagement.*

In order to refresh the website in general and editorial content, we will work to integrate better visuals (a challenge in times of COVID-19!) and more graphics in multimedia and Exposure stories, as well as an improved video content type.  We will also use the crowdsourced images from photo competitions and missions to update website sections.

**8. Report, track and measure performance, in close collaboration with Regional Offices**   
*Our audience is dynamic and changing – not only do we have a high turnover of first-time visitors to our website interested in UN Volunteer opportunities, we also have a wide range of potential partners interested in exploring volunteers as a viable talent addition to their team.*

In order to measure our website performance, the web manager will

* Continue to use Google Analytics to maintain a record of **quarterly analytics** on the key performance indicators (users, page views by number and section and average time on page), including assessing, to the extent possible, the determinants of success.
* Conduct **longer-term website analytics** using Google Analytics to measure content page views within one year from publishing date.
* Publish a **website survey** to poll our visitors on their objective from visiting our website, and opinion of the same, or include some survey questions in a partnership survey, if planned by ERCS and/or ONY.

As for our internal collaboration, we will measure the success of this strategy through a survey of communications and other personnel to gauge our effectiveness in implementation.

- END -