



# FIELD GUIDE

*Social Media*



# HOW TO USE THIS GUIDE

*Heading out*

## A QUICK NOTE

**Days in the field fly fast.** So much is going on that it's hard to balance finding a story, capturing the background information, and gathering multimedia assets – all while navigating sometimes dangerous, chaotic, and new locations.

Our goal is to make sure you can **maximize whatever time you have** to deliver content that drives engagement and generates awareness & advocacy.

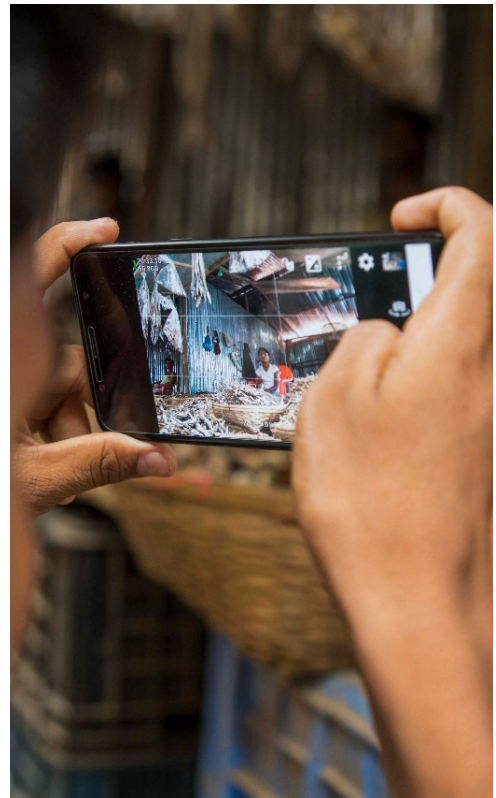
We hope this serves as a **source of inspiration and ideas** when you're on mission; but also, that it **provides a bit of clarity on what we're looking for and what drives success** on WFP social channels.

Remember – this is simply a 'guide'. Use it as that! A mere fount of suggestions and ideas to make the content collection process easier for you!

We're eager to see what you create!

Sincerely,

*the social team* 😊





*Don't forget.*

EMAIL THE SOCIAL TEAM TO TALK THROUGH IDEAS, GET CONTENT TIPS, AND RECEIVE HELP CREATING LARGER CONTENT PIECES

# BEFORE YOU GO CHECKLIST

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## SEVERAL THINGS TO CONSIDER BEFORE LEAVING

### Review Content Types

- Get inspired and see what type of content you could create. More examples are on Trello
- Gather ideas & make a list of potential content formats to work on
- Figure out what equipment you need to gather the raw content

### Understand the Mission's Goals

- Is the goal to gain donor visibility, increase funding or raise awareness?
- Knowing the goal can help determine what type of content to create & where to place it
- Clarify what deliverables are expected upon return. Examples: photos of donor logos, interviews with beneficiaries, footage for upcoming video...

### Nailing the Story Down

- Research the programmes you're going to see before you arrive. This helps to 'find the story'.
- Draft a basic story-line with the information you have available. Remember, it can change, this will just help you to direct what you capture.
- If you want to create something more advanced or don't have the tools, reach out to the social team ahead of your mission



## Field Equipment Suggestions

These are three potential content gathering tools. Keep in mind these - not everyone has the budget for these. In fact, the HQ social team just has cell phones - the only essential!\*



Our #1 recommendation is to invest in a smart phone. With this you can capture everything



If money allows, get a DSLR. But remember, a good lens is more important than the body. Aim for a low aperture



If your office has budget & it's permitted in your area, invest in a drone. You can find some DJI drones under USD1,000

\* For the complete list, be sure to check out the **Social Media Suggested Equipment Guide 2019**. This can be found on the Get Social: Content Creation Trello Board

## Get capturing

Here are some samples of imagery and stories you can gather while on your trip. For a well-rounded content collection, try to capture at least 3-4 examples

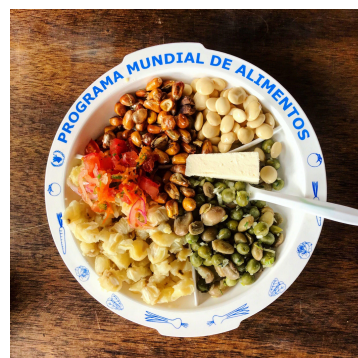
### Format can be either:

- Photos
- Videos (vertical cell)
- Video, DSLR



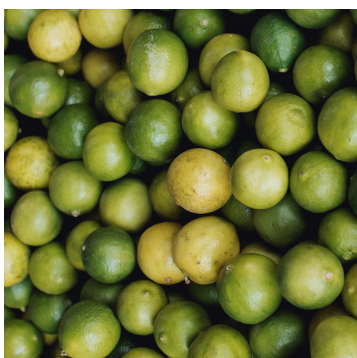
#### Enjoying a Meal

Show the end goal of our work: people enjoying a healthy meal



#### Plate from Above

Show us recipes, what families or children are eating. Use a 'flat-lay'



#### Food Closeup

Fresh. Colourful. Healthy. Show us what people can buy at markets



#### Landscapes

We're truly everywhere. Let's show it! Bonus points if you see WFP in the pic



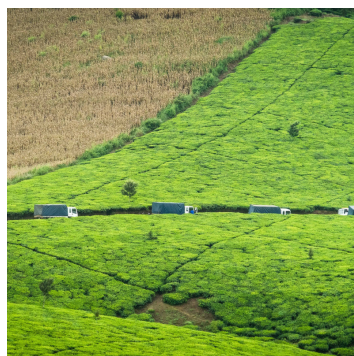
#### Mealtime

What are people eating? Show us family & friends gathered around a meal



#### Cooking

What's it like in the kitchen? How / what are beneficiaries cooking. Ask about recipes



#### Drone Shot

Days are some of our most e shared content. Showcase the best images/photos



#### WFP Staff

Give us the background on one of WFP's projects, offices or thematic content





### Beneficiaries at Work

Show how our programmes are changing lives across the globe. Grab a singular story



### Gender Empowerment

Showcase strong women: staff or beneficiaries. Write down their complete story



### Logistics

WFP gets the job done! How is it doing so where you're working?



### Market Scenes

Focus on fresh, healthy food & how WFP's work is enhancing the community



### Plants Growing

Illustrate how we're changing lives by building resilience & independence



### Family Moments

Family is a strong trigger of emotions & memories and can help our audience relate



### 360 Degree Photo

You can easily do a 360 picture with your phone camera app



### Donors in Sight

Avoid posed photos & try to capture a moment in action in front of a donor sign

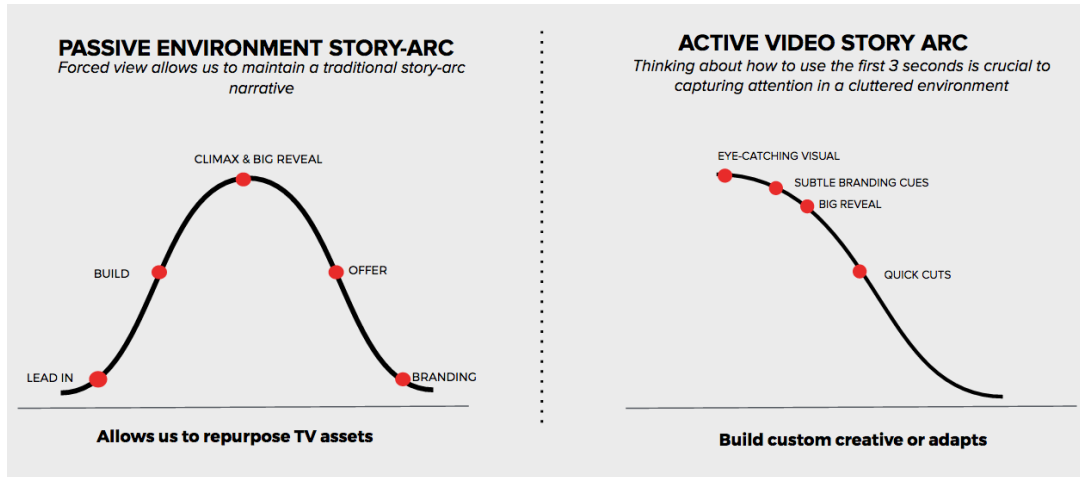


### Innovation

WFP is on the cutting edge. Capture what we're doing & give us text to go with it!

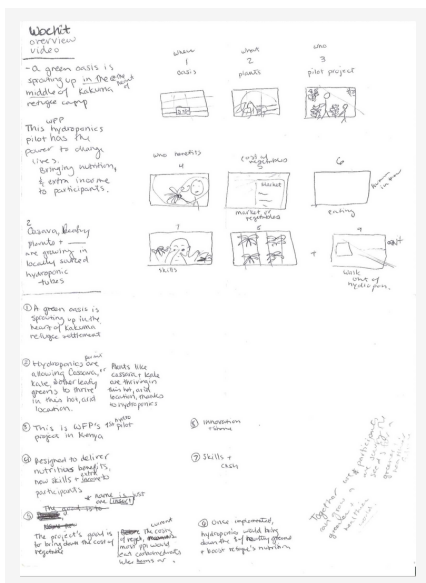
# Pre-planning for video

If you have more time to plan, set aside a moment to build out a storyline before your trip. Feature a project, give us a walk through, or **help us build a video** with your content (**refer to the WFP Social Video Guidelines**)



## Keep in mind: the Story Arc has Changed

We need to implement an Active Video Story Arc across social platforms. This means grabbing attention at the beginning. Please try to reflect this in any pre-planning. It will help you get the right shots



## Helpful tips

- Draft out scene-by-scene shot list & bring it with you
- This allows you to check you've captured all the shots before leaving
- You won't get exactly what you've planned for, but at least you'll have a guide

\*Oftentimes, it's impossible to know exactly what you'll expect, but even just a few notes in advance can help you maximize your time in the field

Here are some examples pulled from the Social Media Video Templates. With just your cellphone you can easily gather content to send to us (or for you to work on ) and produce a video. This is to also encourage you to **think of a story-line broken into scenes**

### STAFF LEAD STORY



Show us the location & tell us what you're showing us today

What is WFP's work? Give a particular example

Let the scene talk for itself. People love 'behind the scenes' authentic footage

Continue the journey... but be sure to send a closing scene!

Introduce yourself. Who are you? Where are you?

### FOOD JOURNEY



Record the beginning of the process (factory, boxing.. etc)

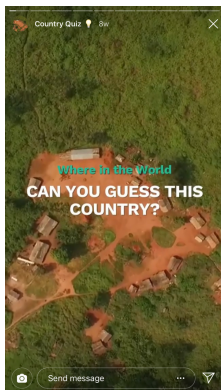
Transport or production of the food

Handing it out...

Finally in the hands of a family!

Show us the origin of the food

### Country Information



Give an agriculture fact. Show us the main crops...

What's the most popular dish?

Show a bit of b-roll (people like to see the country!) and let us know more facts

What projects are being implemented by WFP? Capture people we serve

Capture landscape footage

# CAPTION THIS.

## *Social Media Copy*

Social media is a visual medium. However, good copy can make your visual assets stand out and provide much needed context. In a world where people consume content on their mobile phones, we need to reimagine storytelling and find ways to create an emotional connection with our audience. Just like any part of your social media content, your caption has to *inspire, educate and build brand*.

### Checklist

- ✓ Always make the opening line personable and captivating
- ✓ Use colours, senses, emotions and memory to draw people in and establish an emotional connection
- ✓ Make captions interactive by asking a question, inviting reflection or asking for a clear action
- ✓ Use emojis to make your caption more visual and help with readability
- ✓ Use first-person quotes (staff or beneficiaries) where possible
- ✓ Space out ideas to make your post more readable.
- ✓ Storytelling: start with a short, strong opening and give people the option to expand to read more.
- ✓ Simple language, short sentences, no acronyms
- ✓ Try to sound like a person, not like a brand.
- ✓ Consistency is key. Find your voice and stick to it.



## Senses & Emotions

Think about creative ways to use senses, feelings and memory to draw people in and establish an emotional connection.

Bright colours, delicious flavours, healthy choices. 🍎🍇🍏 Who doesn't love a visit to the farmer's market?

### Senses

Feeling strong in mommy's arms 💕💪

Every mother's hope is to give children the best start in life.

### Emotions

Do you remember where you met your best friend? Ahmad and Mohamad met in a refugee camp in Lebanon.

### Memory

## Active Language

### Try to make your captions interactive by

Asking a question: *Do you remember where you met your best friend?*

Inviting reflection: *Home is where your siblings are*

Asking for a clear action: *Double tap if you believe...*

## Emojis

Using emojis can make your caption more visual and help with readability.

Emojis are also a great way to drive visual attention to CTAs and links.

On Twitter, emojis can be an easy way to save characters & make the most of your text.

**#Hydroponics** = growing plants without soil.

🌱 zero soil

💧 uses up to 90% less water

🌻 crops mature more rapidly

🚫 less susceptible to pests

**#DidYouKnow** In Malawi, a 1°C increase in temperature reduces overall food calorie intake per capita by almost 40%

New report 📄 [bit.ly/2PDLFHI](https://bit.ly/2PDLFHI)

🍏, 🍇, 🥒, 🥔 or 🍌 ... What do you buy at your local market?

WFP supports food retailers around the world by making supply chains more efficient.

# Storytelling

Long or medium captions can work on social media, as long as your story is strong enough.

## On Facebook

A great way to present this is to start with a **short, strong opening** and give people the option to expand and read more.

Use paragraphs and emoji to make your caption look cleaner and more readable and direct the reader.



Less than a year ago, Aysha's was working as a cleaner in other people's houses for very little money. Today she is a proud owner of a catering business.

Women in one of the most conservative parts of Bangladesh have been finding their voices and becoming leaders in their community. 🍀💖

Click to read more 🗨️ ... See more



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Click to read more 🗨️

In a small village in Cox's Bazar, a group of women sit in a circle, listening intently as the group leader discusses best business practices. Historically in this conservative region women have not been allowed out of their homes to earn money. But after receiving a cash grant and training in entrepreneurship from WFP, the community started to recognise the benefits of having women as income earners and leaders.

◆ Among this group is Aysha Begum. Less than a year ago her life was different. She was working as a cleaner and cook in other people's houses for very little money. Her husband didn't work and would spend his days with friends.

◆ "I wasn't happy with what he was doing and thought he needed to change. Previously he didn't work, but after I joined this programme and became more involved in my home, my husband now helps with my catering business by selling the food I make."

◆ After the training, Aysha became the main income earner in her household. Putting the power back in the hands of women through income is a key part of the programme in Cox's Bazar and has been supporting women as they become leaders in their homes and communities.

◆ "I feel empowered. I used to be very shy and scared of my husband's behaviour but now I'm not. I have money and I am imposing my decisions in the household."

#Rohingya #genderequality





# Storytelling

## On Instagram

Remember that followers will only see the first few words of your caption before they are asked to click "More"

Make that first line count!



**worldfoodprogramme** Triple cuteness 🥰🥰 🥰 It's naptime for Ester and her two-week-old triplets.

Born in Western Equatoria, South Sudan, Ester struggles with the concept of home. For her, home is where you can be safe. Tears well up in her eyes as she narrates her childhood. Unable to live anywhere for long, let alone attend school, Ester married for the first time at just 13 years old. She felt that this was her only choice.

"We had to move from village to village, sometimes living in the middle of the forest. Always in hiding. My father died when I was 9, trying to flee the fighting. After he passed away, life became even harder. I decided to get married. I thought all my problems would disappear."

Now in her second marriage and a mother of six, Ester is raising her children with help from WFP. Empowered with new knowledge, she plans to join income generating projects in her suburb.

## On Twitter

Storytelling is challenging with the character limit, but the same principles can be applied.

Tell someone's story, give the place, time, setting, and any relevant context.

Keep it factual, short, and sweet. Use active language and spice up your verb choices.

Choose a moment or object that becomes the "gleaming detail". Smth that embodies the essence of the story.