



Netherlands Enterprise Agency

Communication Tips, Tricks and Guidelines Before - during - after deployments

DSS water, DSS MHPSS and DRR-Team regularly deploy experts on field missions. Your experiences can inspire new experts, your stories can inform stakeholders. Which stories are relevant to share on social media? Can you make pictures of everything? How do you make sure you are visible in the field? These questions are answered in this document, intended to offer support during your deployment to keep everyone at home up-to-date on your experiences from the field.

We highly recommend to discuss the (social) media guidelines at your office with your communication advisor before departure.

1. Social media

Twitter, Facebook, Instagram and LinkedIn are the most used social media channels. If you use one of these (or any other social media) channels, please tag us so your messages can be found and shared.

Share an update

An update can be anything from a short impression by means of a photo or video (ideal for Instagram or Twitter) to a more extensive piece in which you share your expertise and experience (very suitable for LinkedIn and Facebook). If you are going to post something, think about who is reading it and why it is interesting for them. A text, photo or video speaks most if your audience finds it relevant and it is communicated in a way they find comfortable. For example, what works well on LinkedIn (just like on Facebook) is something you relate to yourself. Therefore always address your audience as you or your, this is more informal and creates a more personal connection. This makes it authentic and that appeals to them. Twitter likes things short and sweet; work with abbreviations and type your story in telegram style.

Don't forget to add the following tags in your message, by using a hashtag (#) or at sign (@) to make your message known to RVO, NWP, the Ministry of Foreign Affairs and the Ministry of Infrastructure and Water Management (in the case of DRR-Team) so that it can be found and shared.

Know your source

Make sure the information you share online is accurate. Substantiate your contributions and use references to other sources. Respect the image, copyright and citation laws. You cannot publish someone else's work without the permission of the author. Never just publish photos or videos of someone (victims, those seeking help) on social media. Always ask for permission first.

Not active on social media but you have a great story to tell? Let us know, we can help!

LinkedIn

@Netherlands Enterprise Agency
@Rijksdienst voor Ondernemend Nederland
@NWP (The Netherlands Water Partnership)
@Ministerie van Buitenlandse Zaken
@Ministerie van Infrastructuur en Waterstaat

Twitter

@RVO_Nederland
@RVO_Int_Ond
@NLEnterprise
@nwpnederland
@MinBZ / @DutchMFA
@MinIenW

Instagram

RVO.nl

Hashtags (#)

#dsswater
#MHPSS
#NLDRRTeam

Facebook

Internationaal Ondernemen

2. Photographs and videos

When making photographs or videos, please keep in mind the following guidelines:

- Focus on one **clear** subject, no disturbing features
- Images are **realistic** and therefore not clearly staged. Portrait people as they are.
- **Full colour** and high resolution
- Pay attention to **sensitive information**, be aware of people in **vulnerable situations**
- Keep the **health and safety measures** in mind
- **No visible** company names, license plates etc. in the shot.
- **Portrait right**
 - Always ask the person(s) in the shot for permission.
 - If necessary, have the people or companies involved sign a quit-claim agreement.
- Do **not manipulate** photos
- Use a **normal perspective**
- **Landscape** oriented is preferable

Some practical tips:

- Make the image **steady**, lock your elbows into your body
- Avoid **zooming** in, this increases the pixilation
- Pay attention to **lighting**, keep the sun in your back
- Use an external microphone if possible and avoid places with wind or intense ambient noise to get a **good audio**
- Make sure you have **enough memory** space
- Make sure your battery is **charged**
- Put your phone to **flight mode**

3. Blogs and stories

When you would like to write a blog or article on your field experiences, please use around 300-500 words, possibly with some photographs attached to the article. You can write a blog from your own perspective. Our communication team can help review and edit your article. On our website www.drrteam-dsswater.nl you can find examples of blogs and stories of other experts.

Ideas or questions?

Do you have questions about or ideas for communications on your work for DSS water, DSS MHPSS or DRR-Team? Please contact us via:

DSS water : dsswater@rvo.nl
DSS MHPSS : mhpss@rvo.nl
DRR-Team : drr-team@rvo.nl



Example of how not to do it



Examples of how it can be done

DSS Code of Conduct

DSS experts are required to sign the DSS Code of Conduct. This does not specifically apply to DRR-Team experts.

Please be aware of the following text from the DSS Code of Conduct concerning communication:

"In our information, publicity and advertising activities, we shall recognize disaster victims as dignified humans, not hopeless objects. Respect for the disaster victim as an equal partner in action should never be lost. In our public information we shall portray an objective image of the disaster situation where the capacities and aspirations of disaster victims are highlighted, and not just their vulnerabilities and fears. While we will cooperate with the media in order to enhance public response, we will not allow external or internal demands for publicity to take precedence over the principle of maximizing overall relief assistance. We will avoid competing with other disaster response agencies for media coverage in situations where such coverage may be to the detriment of the service provided to the beneficiaries or to the security of our staff."



Government of the Netherlands

DRR-Team is an initiative of the Dutch Ministries of Foreign Affairs and Infrastructure and Water Management. The programme is implemented by the Netherlands Enterprise and Development Agency in cooperation with the Netherlands Water Partnership (NWP).

DSS water is an initiative of the Dutch Ministry of Foreign Affairs. The programme is implemented by the Netherlands Enterprise and Development Agency in cooperation with the Netherlands Red Cross and the Netherlands Water Partnership (NWP).

DSS MHPPS is a programme of the Dutch Ministry of Foreign Affairs, implemented by the Netherlands Enterprise and Development Agency in cooperation with the Inter-Agency Standing Committee (IASC) Reference Group on MHPSS in Emergency Settings.