

Communications and Media

Purpose

The purpose of ACT Alliance humanitarian operations communications and media is to clearly speak, quickly, appropriately and accurately, in one unified ACT Alliance voice to impacted communities, partners, donors and the international humanitarian community. Communications and media are key tools to raise awareness and funds in support of the ACT Alliance response while also promoting local members and advocating on key issues of importance to those the Alliance serves.

Roles & Responsibilities

Requesting Member: Requesting Members communicate as ACT Alliance members at a local level. While maintaining their individual organisation's identity, it is required that members clearly brand themselves as a part of the ACT Alliance when participating in an ACT Alliance response. Members should co-brand their facilities, vehicles, working environment, websites, reports, etc. with the official ACT Alliance logo in accordance with the ACT Alliance Branding Policy. ACT Members should identify themselves in every instance (unless for security reasons) as members of ACT and must highlight the ACT identity and activities in their media work.

Communication with the Secretariat to report on the details of emergency conditions, response efforts, and financial management is also a responsibility of Requesting Members. While taking into account their own resources, ACT Requesting Members may also assist other member communications in their information gathering and distribution.

Funding Member: While maintaining an individual identity, funding members must give prominence to the ACT name and/or logo in their external and internal communications and fundraising, regardless of whether they are involved in the funding or implementation of an ACT alert and/or appeal. As appropriate, this includes gathering relevant communications materials (photos, video, stories), coordinating press/media visits to emergencies covered by ACT appeals, exchanging relevant information products with the ACT Secretariat, and crediting information derived from ACT sources to the ACT Alliance.

ACT Secretariat: To serve the ACT Alliance's goals and ambitions the Secretariat must produce regular, consistent and informed communication. The Secretariat is responsible for communicating with global stakeholders about ACT Alliance responses. Raising international attention and awareness about ACT Alliance responses, the funding needs of requesting members, and the utilisation of donor funds are all of particular importance. The ACT Secretariat's role includes working to coordinate communications efforts among members, to provide appropriate communications products in a timely manner to aid in fundraising and communications work, and to build communications capacity among responding members. These responsibilities are to be carried out through a variety of media outlets, through supporting members with communications materials, as well as the ACT Alliance website.

Guidance

ACT Alliance Communication Policy should be referenced and applied as related to all data and information management. The ACT Alliance Branding Policy should be referenced and applied as related to co-branding and ACT Alliance visibility.

All ACT members are expected to ensure compelling, effective, and timely communications. Key principles to follow in all ACT Alliance communications are found below.

- The ACT Alliance commits to base communication on journalistic values of timeliness, accuracy, and high quality, and communicates in ways that respect the dignity, uniqueness, human rights and intrinsic worth of every person.
- The ACT Alliance does not portray people as helpless victims but recognizes their immense capacity for resilience and action with strong community, cultural, and human resources.
- The ACT Alliance commits to promoting gender-inclusive language, diverse representations and to counter gender stereotypes in images
- ACT Alliance communications will be clear, concise, use plain language, and use established journalistic criteria to be understood by as broad an audience as possible.
- The key goals of ACT Alliance communications are to transmit emergency news from the affected communities to ACT members, answer questions about emergencies, supply context, report on ACT responses, gain media coverage, raise awareness, coordinate ACT members' communications responses, build capacity among responding members, and inspire.

Photos, videos and stories

The ACT Alliance website includes journalistic stories about ACT's work. They must be about 300-500 words and contain news that is urgent, timely, and relevant. Stories must contain descriptive detail and focus on a subject and must feature an ACT response as a main focus. It should consider its audience and take them on a journey, providing relevant context along the way. The purpose of the story should be made obvious by the headline and lead sentence and remain clear throughout the piece. Quotes from eyewitnesses are essential to fleshing out a story. Further guidance on what ACT Alliance looks for can be found in the Communications Policy in Section 7.1.10.

Pictures and videos are a powerful tool to augment an audience's understanding of an emergency and response. For this reason, stories cannot be uploaded to the ACT Alliance website without at least one photo that shows the ACT Alliance's response or someone affected by the emergency. Photos must be taken at your camera's highest resolution, must be sent as separate jpeg files, be in focus and composed. The name of the photographer and the name of the organisation they work for (if applicable) are necessary in order to give credit for the images or video. Captions accompanying photos must be complete and informative. Specific captioning guidance, metadata requirements, and delivery information is given in the ACT Communication Policy.

Photo releases are required for photos of individuals or small groups of subjects except in immediate humanitarian situation onset. Photos of individual children will never be used without accompanying parental/guardian consent. Contact the ACT communications department with any questions related to media releases.

References and Templates

[ACT Alliance Communication Policy](#)

[ACT Branding Policy and Guidelines](#)

[ACT Public Information Disclosure Policy](#)

[ACT Social Media Policy](#)

[Communication With Communities Across the Project Cycle Management](#)