



**EDUCATION
CANNOT
WAIT**

The global fund for education in emergencies

VISIBILITY GUIDANCE NOTE

December 2021

Contents

Overview	1
This Visibility Guidance Note	1
ECW Advocacy and Communications Team	1
ECW Overview Messages	2
Photos	3
Videos	3
Smartphone Video Guidance	4
Media Engagement	4
Social Media	5
Our Channels	5
Additional Resources	6
Standard Operating Procedure	6
ECW Visibility and Acknowledgement	7
ECW Boilerplate	8
Communications and Visibility Plan	9
Communications for Development	12

Overview

Education Cannot Wait (ECW) is the United Nations global fund for education in emergencies and protracted crises. We support and protect holistic learning outcomes – so no one is left behind.

ECW works through the multilateral system to both increase the speed of responses in crises and connect immediate relief and longer-term interventions through multi-year programming. ECW works in close partnership with **governments, public and private donors, UN agencies, civil society organizations, and other humanitarian and development aid actors** to increase efficiencies and end siloed responses. We urgently appeal to public and private sector donors for additional funding to reach even more crisis-affected girls and boys.

ECW is administered under UNICEF's financial, human resources and administrative rules and regulations; operations are run by the Fund's own independent governance structure.

This Visibility Guidance Note

This guidance note serves as an **overview for our grantees on how to provide visibility to ECW contributions and incorporate ECW messaging into ECW-funded programmes and grantees' communication products.** It aims to ensure cohesive and coordinated use of shared media assets while also providing a sample visibility and communications plan template and other key resources. This note is to be used in conjunction with the [ECW Brand Guidelines](#).

ECW Advocacy and Communications Team



Kent Page
Chief
Advocacy and Communications
kpage@unicef.org
[@KentPage](#)



Anouk Desgroseilliers
Manager
Advocacy and Communications
adesgroseilliers@un-ecw.org
adesgroseilliers@unicef.org



Bahaa Elias
Communications Consultant
Advocacy and Communications
belias@unicef.org



Estefanía Jiménez
Digital Media Officer
Advocacy and Communications
ejimenez@unicef.org



Jelena Borak
Associate
Advocacy and Communications
jborak@unicef.org



Greg Benchwick
Communications Consultant
Advocacy and Communications
gbenchwick@unicef.org



Victoria Mullin
Administrator
Advocacy and Communications
vmullin@unicef.org

ECW Overview Messages

As ECW evolves as a fund, so do our messages. Overview messages are included below. When in doubt, connect with the ECW Advocacy and Communications Team for the latest messaging and refer to the [ECW Website](#). ECW messaging aligns with global messaging on the Sustainable Development Goals (SDGs), the [Decade of Action](#) and [Tackling Inequality: A New Social Contract for a New Era](#).

- **Education Cannot Wait (ECW)** is the United Nations global fund for education in emergencies and protracted crises.
- **ECW urgently appeals** to public and private sector donors for additional funding to reach even more crisis-affected children and youth caught in armed conflicts, forced displacement, climate-change induced disasters and protracted crises.
- **ECW supports and protects** inclusive and holistic learning outcomes for refugee, internally displaced and other crisis-affected girls and boys, so no one is left behind.
- **ECW works** through the multilateral system to both increase the speed of responses in crises and connect immediate relief to longer-term interventions through multi-year programming.
- **ECW works** in close partnership with governments, public and private donors, UN agencies, civil society organizations, and other humanitarian and development aid actors to increase efficiencies and end siloed responses.



Girls showing their new schoolbags at an ECW supported school in Chad.

Child safeguarding is at the heart of ECW's work and any involvement of children in advocacy and communications activities must be done in line with international best practices. Before photographs or videos are taken, children and their caregivers should be consulted and made aware that images could be used on the internet and social media platforms, as well as in print publications. Written consent should be obtained from caregivers and children should be given the opportunity to refuse to participate in any advocacy and communications activities (including photos and videos) even if their caregiver has given consent. Images should depict children with dignity and be contextually accurate. If you have any doubts about whether a child is comfortable about the use of their image that you have captured, best practice is to delete the image/footage.

[See UNICEF Ethical Reporting Guidelines for further guidance.](#)

Photos

Photos are an essential piece of storytelling – after all, a picture is worth a thousand words. ECW-financed programmes are encouraged to share compelling, high-quality, [high-resolution \(300 DPI\)](#) images with the ECW team on an ongoing basis. Photos should feature beneficiaries, key activities or key outputs of ECW-funded programmes. When using photos from other agencies and implementing partners, ECW strives to provide citation. Please refer to the following points about taking/sharing photos:

- **Share your photos** with the Advocacy and Communications Team in [high-resolution format](#) using original jpg files. As the files may be too large to send by email, we encourage you to use a file transfer platform such as Dropbox or WeTransfer. Images should not be embedded in Word, PDF or PowerPoint documents.
- **Each photo** should be accompanied by captions, including relevant information on the subjects, activities depicted, date and the context where the photo was taken. Grantees should also include the name of the photographer for credit attribution.
- **Grantees should apply** child protection principles and children data privacy responsibilities when including identifying details on the subjects in the captions (such details include the name, age, location, etc.) Grantees should align their use of storytelling and photos of children to the [UNICEF Ethical Reporting Guidelines](#).
- **Consult the [UNICEF branding toolkit](#)** for tips on taking compelling quality photos.



Videos

If a picture is worth 1,000 words, then a video is worth (at least) 1,000 pictures! Implementing partners are encouraged to produce and share videos featuring the testimonies of ECW-funded programmes and key activities and outputs. When using video footage from other agencies and implementing partners, ECW strives to provide citation.

- **If considering video as a communications output**, feel free to contact the ECW Advocacy and Communications Team to discuss format, storyline, distribution plan and cross-promotion on ECW channels. A distribution plan could include, inter alia, social media channels (including paid promotions), partnerships with existing media houses and partnerships with local television channels.

- **Grantees producing videos** featuring ECW-funded beneficiaries and activities are encouraged to develop these as co-branded products.
- **Share your videos** with the Advocacy and Communications Team using a file transfer platform such as [Dropbox](#) or [WeTransfer](#).
- **To promote videos on social media**, please note that videos must be no more than 90-120 seconds (maximum) and should ideally include captions and/or subtitles.
- **Grantees are also encouraged to send B-Roll** (including a shot list) and video rushes to the ECW Advocacy and Communications Team.
- **Here are some useful video tips** on best practices from Hootsuite for [Instagram, Twitter and Facebook](#).

Smartphone Video Guidance

- **Shoot in landscape**, not vertical format. Turn your phone sideways.
- **Hold the camera steady**. If you can get a tripod or selfie stick, even better.
- **To hold the camera steady yourself**, cross one arm across your tummy and rest the elbow of your camera arm in this “tripod” with your elbows held in close to your body.
- **Get close enough** to your subject so you can hear them.
- **Try to find** a venue with limited ambient noise.
- **Don't talk over your subject**. Let them speak, then ask questions.
- **Some easy tips** from the [Wall Street Journal](#).

Media Engagement

ECW grantees are highly encouraged to solicit and engage with local, national and international media. When discussing ECW investments, please mention the programme is funded through Education Cannot Wait, the United Nations global fund for education in emergencies and protracted crises. While implementing partners are primarily spokespeople for their organization, ensuring proper visibility for ECW (including ECW-branded materials) will build toward our global movement and ensure donor acknowledgement.

For international and high-profile interviews, media field visits or paid media, please discuss your plans in advance with the [ECW Advocacy and Communications Team](#).

Social Media

Social media is a key component of ECW's global advocacy and communications strategy.

- **Grantees should provide visibility** to ECW-funded activities and programme outcomes on social media, tagging @EduCannotWait, through a minimum of four posts per month; though more posts are welcome!
- **Grantees are encouraged to follow** ECW social media channels and retweet and like our posts. We'll return the favor with retweets to our growing global audience of influencers.
- **Contact the ECW Advocacy and Communications Team** with any significant social media campaigns so we can promote and amplify.
- **Tag @EduCannotWait** and use the #EducationCannotWait or #ECW hashtags.
- **Key ECW staff to tag** on Twitter: @YasmineSherif1, @KentPage

Our Channels

	Website	www.educationcannotwait.org
	Twitter	www.twitter.com/EduCannotWait
	Facebook	www.facebook.com/EduCannotWait
	LinkedIn	www.linkedin.com/company/EducationCannotWait
	Instagram	www.instagram.com/EduCannotWait
	Exposure	www.ecw.exposure.co
	YouTube	www.youtube.com/ECWEducationCannotWait
	Flickr	www.flickr.com/EduCannotWait
	Linktree	www.linktr.ee/EduCannotWait

Additional Resources



ECW Branding Guidelines
December, 2020

[DOWNLOAD](#)



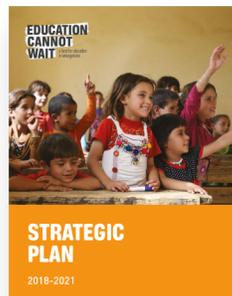
ECW Annual Results Report
2020

[DOWNLOAD](#)



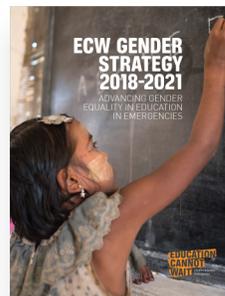
ECW Case for Investment
2021

[DOWNLOAD](#)



ECW Strategic Plan
2018-2021

[DOWNLOAD](#)



ECW Gender Strategy
2018-2021

[DOWNLOAD](#)



Healing and Recovery Through
Education Emergencies

[DOWNLOAD](#)

Standard Operating Procedures

When do we do what? Here's some basic guidance on various communication products and activities – when each of these are appropriate across the grant cycle. Please share communications outputs as they are generated with the ECW Advocacy and Communications Team.

Standard outputs include the following:

- **Press Releases.** At key points across the grant cycle, including at launch.
- **Human Interest Stories.** At least one per quarter, including high-resolution photos. Find examples at www.ecw.exposure.co.
- **Social Media Posts.** At least four per month tagging @EduCannotWait via various social media platforms such as Twitter, Facebook and Instagram.
- **Videos.** Refer to guidance above for videography best practices.

- **Infographics.** For sharing on web and social channels.
- **Factsheets.** One or two-page factsheets on issues, results and outcomes with compelling photos and infographics.
- **Blogs.** By subject matter experts.
- **Opinion Pieces and Question & Answer articles.** On relevant issues, profiling key stakeholders for media publication.
- **Journalist Visits and Engagement.** Including inviting national and international journalists.
- **ECW Field Visits.** Communications support for ECW senior staff field visits.

Visibility and Acknowledgement

ECW Acknowledgement.

Products and activities supported through ECW-financed grants (i.e. speeches, communications products, reports and publications) should include attribution to Education Cannot Wait as a funder. Where applicable, the amount of funds should be cited. Generally, the preferred verbiage would be “ECW-financed” or “ECW-funded” programme.

ECW branded visibility items.

ECW-funded programmes and activities should include ECW visibility branded items, such as signage, banners, stickers, collateral, posters, shirts, folders, etc. ECW-funded programme outputs – such as brochures, schools, infrastructure, WASH facilities and other educational materials such as books, folders and backpacks – produced and/or procured with ECW funding – should include the ECW logo and/or acknowledge the ECW contribution.

Logo Use.

The ECW logo is available in various formats suitable for use on the web and in print publications. It is available to download at: <https://www.educationcannotwait.org/home/brand-guidelines/>. All use of the ECW logo should follow the [ECW Brand Guidelines](#). Partners should share drafts and mockups of products featuring the ECW logo with the ECW Advocacy and Communications Team for clearance.

ECW Boilerplate



Displaced boy wearing his mask at an ECW supported school in Burkina Faso.

About Education Cannot Wait (Long-version Boilerplate):

Education Cannot Wait ([ECW](#)) is the United Nations global fund for education in emergencies and protracted crises. We support and protect inclusive, holistic learning outcomes for refugee, internally displaced and other crisis-affected girls and boys, so no one is left behind. ECW works through the multilateral system to both increase the speed of responses in crises and connect immediate relief and longer-term interventions through multi-year programming. ECW works in close partnership with governments, public and private donors, UN agencies, civil society organizations, and other humanitarian and development aid actors to increase efficiencies and end siloed responses. We urgently appeal to public and private sector donors for additional funding to reach even more crisis-affected girls and boys – including adolescents. ECW is administered under UNICEF’s financial, human resources and administrative rules and regulations; operations are run by the Fund’s own independent governance structure.

About Education Cannot Wait (Short-version Boilerplate):

Education Cannot Wait ([ECW](#)) is the United Nations global fund for education in emergencies and protracted crises. We support and protect holistic learning outcomes for refugee, internally displaced and other crisis-affected girls and boys, so no one is left behind. ECW is administered under UNICEF’s financial, human resources and administrative rules and regulations; operations are run by the Fund’s own independent governance structure.

Communications and Visibility Plan

The following sample communications and visibility plan is provided as a template to guide ECW grantees in developing their own customized plan. The content should be adapted to reflect key activities and outputs of your grant.

ECW-FUNDED PROGRAMME VISIBILITY AND COMMUNICATIONS PLAN

Sample

Programme Title {Insert GRANTEE programme's title here}

Period of Programme {Insert dates of programme implementation}

Overview

This Visibility and Communications Plan aims to guide GRANTEE and its implementing partners to increase advocacy efforts and visibility of the Education Cannot Wait activities in COUNTRY X. It also aims to clearly communicate this assistance and contribution in promoting access to quality education for crisis-affected children and youth.

1. Activities On-Site and Infrastructure Projects

GRANTEE intends to implement the following visibility activities at site-level:

Programme Deliverable (s)	Marking Materials Used, Placement and Timing
Secondary schools constructed	<ul style="list-style-type: none">- Temporary painted billboard with ECW logo located in front of the site during construction- Permanent billboard with ECW logo at entrance of facility indicating the type and number of structures constructed upon project completion
Primary school classrooms constructed and/or rehabilitated	<ul style="list-style-type: none">- Temporary painted billboard with ECW logo located in front of the site during construction- Permanent billboard with ECW logo at entrance of facility indicating the type and number of structures constructed upon project completion
Beneficiary schools and government offices	<ul style="list-style-type: none">- Banners with ECW logo prominently displayed in the main office
Learning Materials	<ul style="list-style-type: none">- Marked with PROVIDED BY <u>GRANTEE</u> WITH FUNDING FROM 'EDUCATION CANNOT WAIT' rubber stamp
Sports equipment and/or material	<ul style="list-style-type: none">- ECW logo prominently displayed on the material and equipment

Regional and National Education Sector Strategy Plans	- ECW contribution noted in Acknowledgement Section
---	---

2. Programme Events

GRANTEE intends to implement the following visibility activities at programme events:

Programme Deliverable(s)	Marking Materials Used, Placement and Timing
Programme Meetings	A banner with ECW logo displayed prominently at the front of the training site during the entire duration of the event
Programme Trainings	A banner with ECW logo displayed prominently at the front of the training site during the entire duration of the event
Sports/Play Events	Banner(s) with ECW logo displayed prominently at the sport/play event for the duration of the event
C4D Elements	Back to school campaign. Girls specific campaign. Children with disabilities campaign integrated into programme outputs

3. Communications Products

GRANTEE intends to develop the following communications products:

Programme Deliverable(s)	Marking Materials Used, Placement and Timing
Social Media Posts (ECW requirement: 4 posts/month)	<u>GRANTEE</u> 's Twitter and Facebook accounts will publish 4 posts per month highlighting activities and outputs achieved through ECW funding and tagging ECW
Human Interest Stories (ECW requirement: 1 story per quarter)	<ul style="list-style-type: none"> - ECW logo printed at the bottom of the cover page - Acknowledgement and boilerplate language printed across the bottom of the pages where the ECW logo appears - ECW acknowledgement made within the text of the story - Stories to be shared on ECW and <u>GRANTEE</u> website and social media
Press Release	- <u>GRANTEE</u> will issue one joint press release with ECW to mark the launch of the programme

Reports (assessments, evaluations, training, studies, program, etc.)	<ul style="list-style-type: none"> - ECW logo printed at the bottom of the cover page - Acknowledgement and boilerplate language printed across the bottom of the pages where the ECW logo appears
Videos	<ul style="list-style-type: none"> - ECW acknowledgement made at the end of each video - ECW logo printed on the packaging for DVDs - Acknowledgement and boilerplate language printed across the bottom of the pages where the ECW logo appears - Video to be shared on website, social media and other media outlets
Fact Sheets	<ul style="list-style-type: none"> - ECW logo printed at the bottom of the cover page - Acknowledgement and boilerplate language printed across the bottom of the pages where the ECW logo appears - ECW acknowledgment made within the text of the factsheet
Photography and Photo Galleries	<ul style="list-style-type: none"> - ECW acknowledgement made within captions of the photos - Photo gallery to be showcased at national high-level meetings and events, and other national and global UN events - Photos to be shared on GRANTEE's website and Instagram account - High-resolution photos and captions to be shared with ECW for use on ECW website, social media and other publications



ECW Visibility and Communications Plan (Sample)

[DOWNLOAD WORD DOC](#)

Communications for Development

Communications for Development (C4D) is an evidence-based process that utilizes a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts. It draws on learnings and concepts from the social, behavioral and communication sciences. C4D practices should be included within ECW-financed activities and integrated at grant design as a programme output. Some examples include:

- Back to school campaigns
- Campaigns to empower females and transform gender inequalities
- Behaviour change campaigns around holistic education, gender, MHPSS, disability, etc.

Resources

- [UNICEF C4D Course](#)
- [UN C4D guidelines](#)
- [UNESCO C4D](#)

We trust this Visibility Guidance is helpful and we look forward to working closely together with you to expand our evidence-based advocacy efforts and promote ECW's investments and our collective education outcomes!

Should you have any questions, please [contact us](#).

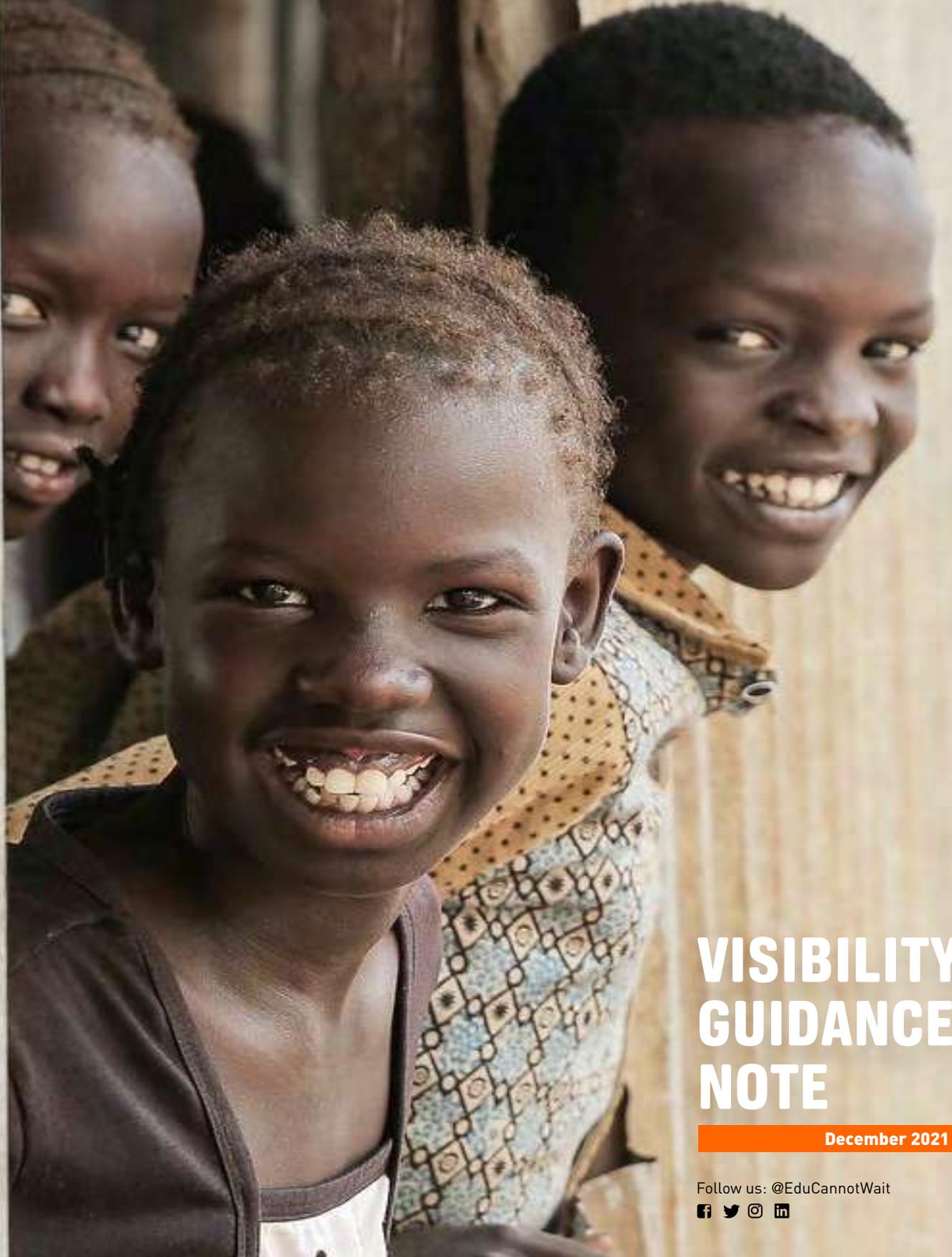
Thank you!

©ECW, 2021



**EDUCATION
CANNOT
WAIT**

The global fund for education in emergencies



VISIBILITY GUIDANCE NOTE

December 2021

Follow us: @EduCannotWait

