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Chapter 13: Regional office web page architecture and content of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.

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Regional office web page architecture and content

Audiences

The following audiences are suggested as appropriate for Regional Office web pages, for purposes of planning the content.

- Governments in the region
- Partners and allies, local and regional, implementing and otherwise.
- Regional development players who are not (or not yet) UNICEF partners, including international agencies, NGOs and the private sector

- Donors: government/institutional, individuals
- Journalists, in the region or around the world
- Education/teachers and students
- Global general public
- General public in the region
  - o Our ability to reach the general public in a given region via the Internet will be proportional to the rate of Internet access in the region. In many countries, this is still likely to be low.
- Young people in the region or around the world
- Researchers

Communication goals

The following are suggested as appropriate organizational goals, for purposes of strategic planning for Regional Office web pages.

- Draw more visitors to the UNICEF site as a whole and to Regional and Field Office web pages
- Educate/inform users about what UNICEF is doing in a specific region to achieve global goals related to:
  - o UNICEF's Medium-Term Strategic Priorities
  - o the Millennium Development Goals
  - o A World Fit for Children
  - o poverty reduction
- Encourage Field Offices to tell their stories (by linking to them and highlighting major developments on Field Office pages)
- **Promote friendly competition among governments in the region, in order to stimulate development**
- **Influence regional institutions and mechanisms for decision-making, policy-setting and cooperation that are crucial for progress at the national level**
- **Provide information on how to become a UNICEF partner;** recognize the vital contributions of UNICEF partners
- **At a future stage of development (once software becomes available): support 'interactive participation' by partners in regional initiatives**
- Engage young people
- Support programme communications: public education, behavioural change, etc.
- Empower programme specialists by providing them with information they can use in their work

- Promote good media coverage
- Get donations: government, institutional, individual
- Create positive/supportive attitudes towards UNICEF among members of the public
- Turn bystanders into activists.
- <u>Reduce publication costs</u>

Main content category	Subcategories	Content	Issues
What's new	[none]	A single page highlighting all recent updates to the regional office module and to Field Office modules from the region. <u>Obviously, highlight also the Field Office updates.</u> This could possibly be combined with the regional front page.	Some Field Offices will update their pages infrequently; having a regional What's New page will allow all the updates to be more prominent and easier to find (instead of going to a dozen individual Field Office modules, a user can visit a single Regional page).
UNICEF priorities	Select priorities from the following list (do not alter these terms- - a given priority should be represented by the same term for all countries:) MTSP priorities: • **Girls education** • **Immunization plus** • **Child protection** • **HIV/AIDS** • **Early childhood** Other issues:	For each priority: • Discussion of the issues in the regional context • Information on UNICEF actions to address the priority, written for the general public. • Links to Field Office web pages discussing the priorities. **Optional content:** If resources permit, additional content may include the following for each priority: • Information for governments, partners or donors. Programmatic details (location, partners,	<u>Publications could provide source.</u> <u>Medium priority.</u>

	• **Adolescence** • **Communities and families** In addition to the global priorities, regions may have additional priorities which arise from local conditions. Please contact the DOC web team in NYHQ to agree on the standard terminology for any priority not represented above.	desired results, duration, status, funding information, contact persons, etc.) • **Campaign information**, to support programme communications related to the priorities • Links to regional office press releases and other media information in an online Press centre (see below). • Good practices in *programme implementation* Most web content and updates can be placed in, or linked from, the 'UNICEF priorities' category. This should be the most active and extensive content category in a regional web module.	
The situation of children in [the region]???		Is this appropriate for a regional module?	<u>Medium priority.</u>
Partners		Descriptions of regional partnerships: names of partners, links to partner websites. <u>Optional:</u> Information on how to become a UNICEF partner. Links to Field Office partners' pages.	<u>Required.</u> <u>Names and links: high priority.</u> <u>Info on how to become: medium.</u>
Press centre	**Press releases**	• Press releases produced by the Regional Office. • Link to global UNICEF press centre on the web.	<u>High. Not necessarily a lot of content/updates.</u>
	Fact sheets		
	Contact information	Contact information specifically for journalists <u>Links to Field Office press pages.</u>	
For the young		• Content by and for the young in E/F/S and/or in local languages. • Links to Field Office content for the young.	Selected content for the young in English, French, Spanish could become part of the

		• Material from regional meetings: some meetings produce youth-oriented material, including **content by young people. (E.g. even MinCon.)**	global 'Voi Youth'.

Avoid using titles 'Voices of Youth' or 'Teen zone' here because they duplicate existing or planned global website modules of these names.

High, but needs more definition. |
Resources	**UNICEF publications**	• Ordering information or downloadable PDFs, not merely lists). Refer to the HO publications pages as an example	High.
	Official statements	• Speeches and other statements by UNICEF, UN or government officials which relate to UNICEF issues and programmes, where appropriate.	High.
	Events	• Information on conferences, campaigns, commemorative days.	High.
	Technical and policy documents	• Documents which are not UNICEF publications but which are relevant and approved for public release. These may include studies and evaluations	Medium.
Real lives	Use the same subcategories as 'UNICEF priorities' above	• Feature stories and first-person accounts.	High.
Support UNICEF		Campaign info; online donation links. Depends on PSD initiatives in the region.	

Regional web modules should coordinate closely with modules of Field Offices within the region.
Should be the primary place for publishing content that is region-specific: cuts across borders in the region.

Should not duplicate Field web content
Should not attempt to assume responsibility for publishing Field web content on behalf of Offices that do not yet have their own web modules.

Is there a need for the following
- Countries in crisis? Emergency updates. Will there be anything that EMOPS does not already post? (EAPRO: no.)

Optional
- Regional contact information pages. Should have link to global contact info page. Place in 'About UNICEF [region]', subcategory 'Contact us'. Link to main global contact info page.