

# CONTENT STRATEGY

## 12-Month Content Strategy:

### Focus on Key Initiatives

- 1.Highlight Core Red Cross Initiatives: Focus on specific programs and initiatives that embody the Red Cross mission, including disaster preparedness, migration support, community resilience, and humanitarian law.
- 2.Promote Engagement and Participation: Encourage donors, volunteers, and partners to get involved with specific initiatives by demonstrating their impact.
- 3.Align with Red Cross Values: Promote the organisation's values of humanity, impartiality, and inclusivity, and highlight how they drive each initiative.





## Emergency Services & Disaster Preparedness

- **Theme:** Prepare, Respond, Recover: Red Cross' Emergency Services
- **Content:** A deep dive into Red Cross' emergency services initiative, showcasing how communities can prepare for, respond to, and recover from disasters. Focus on initiatives like the Get Prepared App and the Pillowcase Project.
- **Format:** Testimonial video featuring community members who benefited from preparedness training and received aid during emergencies.
- **Audience:** General public, communities in disaster-prone areas, government partners.
- **Platform:** YouTube, Facebook, emergency response events.





## Migration Support Programs

- **Theme:** Helping Migrants Rebuild Lives
- **Content:** Focus on the Migration Support Programs, highlighting refugee resettlement, humanitarian services, and employment support initiatives like the Work Right Hub.
- **Format:** Documentary-style video featuring real-life stories of migrants and refugees who have rebuilt their lives with Red Cross support.
- **Audience:** Donors, migration-focused organisations, potential volunteers.
- **Platform:** YouTube, LinkedIn, social media, migration-focused events.





## First Nations Initiatives

- **Theme:** Walking Together for Reconciliation
- **Content:** Showcase Red Cross' reconciliation efforts and the First Nations Centrality Initiative. Highlight partnerships with Indigenous communities and co-designed programs addressing specific needs.
- **Format:** Interview-driven video featuring First Nations leaders and Red Cross staff discussing initiatives and cultural collaborations.
- **Audience:** Aboriginal and Torres Strait Islander communities, government bodies, Red Cross staff.
- **Platform:** YouTube, Facebook, internal channels, reconciliation events.





## Mental Health & Psychosocial Support

- **Theme:** Supporting Mental Health After Disasters
- **Content:** Highlight Red Cross' psychosocial support initiatives, including programs that provide psychological first aid during and after disasters.
- **Format:** Short testimonial videos featuring individuals who received psychological first aid after disasters, explaining how it helped them cope.
- **Audience:** Disaster-affected communities, mental health professionals, volunteers.
- **Platform:** Instagram, Facebook, community events.





## Blood Donation & Lifeblood Initiatives

- **Theme:** Lifeblood: Donating to Save Lives
- **Content:** Promote Red Cross' Lifeblood Initiative with a focus on the life-saving impact of blood, plasma, and platelet donations.
- **Format:** Hero-style video showing the journey of a blood donation from the donor to the recipient. Include interviews with regular donors and recipients.
- **Audience:** Donors, general public, medical partners.
- **Platform:** YouTube, Instagram, TikTok, blood donation centers.





## Restoring Family Links

- **Theme:** Reconnecting Families Across Borders
- **Content:** Highlight the Restoring Family Links initiative, showcasing how Red Cross helps reconnect families separated by conflict, disaster, or migration.
- **Format:** Emotional, narrative-driven video telling the story of a family who was reunited through the Red Cross' efforts.
- **Audience:** Donors, international organisations, communities affected by displacement.
- **Platform:** YouTube, Facebook, LinkedIn.





## International Humanitarian Law

- **Theme:** Protecting Humanity in Times of Conflict
- **Content:** Focus on the Red Cross' work promoting International Humanitarian Law (IHL). Showcase Red Cross' role in educating and advocating for the protection of people in conflict zones.
- **Format:** Interview with legal experts, Red Cross staff, and human rights advocates explaining the significance of IHL and its impact globally.
- **Audience:** Government bodies, legal professionals, international NGOs.
- **Platform:** YouTube, LinkedIn, legal and international events.





## Community Resilience & Social Programs

- **Theme:** Strengthening Communities Through Connection
- **Content:** Feature community resilience initiatives such as Meals on Wheels, Telecross, and Community Resilience Programs that build social connections and help vulnerable individuals.
- **Format:** Video following a day in the life of a volunteer, showing the impact of delivering meals and providing support to isolated individuals.
- **Audience:** Potential volunteers, community members, donors.
- **Platform:** Instagram, Facebook, YouTube.





## Sustainable Humanitarian Aid

- **Theme:** A Greener Approach to Humanitarian Work
- **Content:** Highlight Red Cross' sustainability efforts, including eco-friendly humanitarian aid initiatives, the Circular Economy for donated goods, and waste reduction programs in Red Cross shops.
- **Format:** Infographic video showing the impact of sustainable humanitarian work, including statistics on waste reduction, recycling, and reusing clothing through Red Cross shops.
- **Audience:** Environmentally conscious donors, volunteers, partners.
- **Platform:** YouTube, Instagram, TikTok, sustainability events.





## Supporting Vulnerable People in Emergencies

- **Theme:** Standing with Vulnerable Communities
- **Content:** Showcase Red Cross' emergency support programs tailored to vulnerable populations, including elderly care, disability support, and targeted assistance for those experiencing homelessness.
- **Format:** Testimonial-driven video highlighting how Red Cross' specialised support makes a difference during emergencies.
- **Audience:** Government, social services, healthcare partners, donors.
- **Platform:** YouTube, Facebook, community events.





## Donor & Volunteer Recognition

- **Theme:** Celebrating the Power of Giving
- **Content:** A thank-you video celebrating the impact donors and volunteers have made through their contributions to Red Cross initiatives throughout the year.
- **Format:** Highlight reel featuring success stories from Red Cross programs, with special recognition for donors and volunteers.
- **Audience:** Donors, volunteers, corporate partners.
- **Platform:** YouTube, Instagram, LinkedIn, fundraising events.





## Reflecting on a Year of Impact

- **Theme:** Red Cross Year in Review
- **Content:** A year-in-review video summarising the impact of Red Cross initiatives, highlighting key achievements across disaster preparedness, migration support, community resilience, and health services.
- **Format:** Fast-paced montage video summarising clips from each month's initiatives, with key statistics and impact data overlaid.
- **Audience:** General public, donors, partners, Red Cross staff.
- **Platform:** YouTube, social media, end-of-year events.





### Key Metrics to Track

- **Engagement:** Social media interactions (likes, shares, comments).
- **Reach:** Video views across platforms.
- **Impact:** Increase in donations, volunteer sign-ups, and partnership engagement.
- **Conversion:** New donors and volunteers signing up through call-to-action links in the videos.
- **Community Impact:** Data on improved disaster preparedness, volunteer hours, and community support services.





# THANK YOU