

UNCLASSIFIED

United Nations
Department of Public Information /
Department of Peacekeeping Operations /
Department of Field Support
Ref. 2016.11



Policy

Strategic Communications and Public Information

Approved by: USG DPI
USG DFS
USG DPKO
Effective date: 1 January 2017
Contact: DPI/SCD/PSS and DPKO-DFS/OCOS/PAS
Review date: 1 January 2020

**DPKO/DFS/DPI POLICY ON
Strategic Communications and Public Information**

- Contents:**
- A. Purpose**
 - B. Scope**
 - C. Rationale**
 - D. Policy**
 - E. Roles and Responsibilities**
 - F. Terms and definitions**
 - G. References**
 - H. Monitoring and compliance**
 - I. Contact**
 - J. History**

ANNEXURES

1. Guidelines (to be attached in 2017).
-

A. PURPOSE

2. The purpose of this policy is to set a common standard for how peacekeeping operations approach and manage strategic communications and public information.
-

B. SCOPE

3. This policy shall apply to all DPKO, DFS and DPI personnel charged with working on strategic communications and public information activities within peacekeeping operations. Compliance is mandatory and relevant personnel should be aware of the contents of this policy. This policy may serve as a guide for DPA-led missions.
-

C. RATIONALE

4. This policy was created to clarify the role, purpose and objectives of strategic communications and public information within peacekeeping operations. It sets standards and clarifies roles and responsibilities to facilitate a cohesive and complimentary approach to communications across UN peacekeeping operations.
5. This policy represents a major revision to the 2006 'Policy on Public Information for Peace Operations'. Following consultation with a steering group of field missions in 2015 and 2016, it was agreed to refer to 'Public Information' as 'Strategic Communications and Public Information', better reflecting the proactive, strategic nature of modern-day communications activities.
6. This policy strengthens the ability of UN peacekeeping operations to foster political and public support and carry out their mandates successfully.

D. POLICY

7. Strategic communications and public information are a political and operational necessity that directly influence the ability of UN peacekeeping operations to carry out their mandates successfully. UN peace operations must foster public support from the earliest stages of deployment. Strategic communications and community engagement are essential to establishing and maintaining the mission's effectiveness.¹

D.1 Role of Strategic Communications and Public Information

8. Strategic communications and public information (SCPI) must support the effective implementation of the mission's mandate. Under the authority of the Special Representative of the Secretary-General (SRSG), the Chief of Strategic Communications and Public Information is responsible for the development and delivery of the mission communications strategy, including narrative and messaging, and ensuring its integration with the Mission's overall Concept of Operations, Mission Directive, SRSG Compact and Mission Support plan.
9. The goals of strategic communications are to:
 - Support the peace process:
 - Increase confidence in the peace process by engaging and building trust among parties to a conflict and generating support for national reconciliation.
 - Understand and address the perspectives and opinions of key audiences.
 - Support the mission:
 - Foster support for the mission mandate and objectives from the host population from the earliest stages of deployment through the lifespan of the mission.
 - Manage the reputation of the mission, and in particular expectations from the host population and international audiences.
 - Secure and maintain political and public support for the mission from the peacekeeping partnership (includes Troop-, Police-, Technology- and Financial-Contributing Countries, the Security Council, General Assembly membership and other critical international organizations and NGOs).
 - Manage threats:
 - Protect personnel by countering inaccurate and/or antagonistic media, establishing relationships with local communities and providing timely information on potential threats.
 - Manage the impact of crises, ensuring information is readily accessible to those who need it, and minimizing any negative impact on the reputation of the mission.
10. The SCPI component should prioritize the timely, proactive and accurate dissemination of information to promote and advance the mission's mandate, while managing potential

¹ The Future of UN Operations: Report of the Secretary-General on the recommendations of the High-Level Independent Panel on Peace Operations A/70/357-S/2015/682

UNCLASSIFIED

threats to the peace process and the UN presence, particularly in times of crisis.

11. Effective strategic communications can contribute to the positive image and reputation of each mission and impact the ability of UN peacekeeping (DPKO-DFS) and the wider UN family to carry out their mandates safely and successfully.
12. SCPI staff must engage with local populations and build ground-up support for the mission. UN peacekeeping operations must use contemporary and appropriate communication approaches to listen, engage and maintain dialogue with local, regional and international audiences, including the country's diaspora, going beyond official institutions to build support from the grassroots level.
13. UN peacekeeping operations should leverage digital communications and emerging technologies, taking advantage of what these platforms offer in terms of reach, engagement and evaluation. It is critical that the SCPI component is structured to focus on content production and the delivery of high-standard multilingual content and campaigns, disseminated via the most appropriate platforms, be it radio, TV, web, social media, photo, print or outreach events. The content strategy must support and demonstrate the activities of the mission.
14. It is essential that information reaches mission personnel so that national and international staff are aware of priorities and objectives and can accurately represent the mission's views. The responsibility for internal communications normally lies within the mission's leadership or support components, the SCPI component should ensure that all mission staff have access to mission communications, usually via a DFS-provided intranet.

D.2 Planning for a Strategic Communications and Public Information Component

15. Strategic communications and public information must be thoroughly integrated at all stages of the planning and deployment of a UN peacekeeping operation. From the outset consideration must be given to the role that strategic communications and public information will play in the peacekeeping operation and the structures and resources that are required to achieve this.
16. A strategic communications and public information assessment, as part of the Technical Assessment Mission, must be conducted prior to the launch of a field mission to determine the most effective ways of reaching the local population². This assessment will determine the principal means of communication used by the local population; the media and communications environment and infrastructure; languages spoken and the literacy level of the population and their access to information. The assessment mission will make recommendations on communications approaches, platforms, and the basic structure of the SCPI unit and ensure that this guidance is reflected in all basic mission documents.
17. The Chief of SCPI should be identified and deployed at the earliest possible opportunity to participate in the mission planning process. The Chief should produce an initial communications strategy, which will be coordinated with, and integrated into, the overall mission strategy and mission strategic directive.

² Mission Field Start up Field Guide (2010)

UNCLASSIFIED

18. The communications strategy should: (i) set clear communications goals that support the mission's objectives; (ii) provide an overview narrative; (iii) detail audiences to be reached and platforms to be used; (iv) allocate available resources; (v) outline how the achievement of these goals will be evaluated. The strategy must be reviewed and updated throughout the lifecycle of the mission. The SCPI component should ensure the impact of communications is regularly evaluated both qualitatively and quantitatively.
19. A spokesperson must also be among the first mission personnel deployed and should immediately engage the media. Simultaneously, surge staff from UN Headquarters or other missions should be brought in to supplement the early structure of the public information office, to identify the personnel and equipment needed, and to help prepare the initial strategic communications and public information budget.

D.3 Role of Mission Leadership in Strategic Communications and Public Information

20. The Head of Mission is the principal voice of the mission and must project the views, work and goals of the mission, through the media and other means, to generate support and understanding among the local population and the international community. The Chief of SCPI, supported by the spokesperson, should assist mission leadership with strategic advice and communications support. Other members of the mission leadership team including Deputy-SRSGs, Force Commanders, Police Commissioners and heads of relevant components (such as electoral, human rights, DDR, SSR, Mine Action) may also be called upon to speak to the media and various fora on behalf of the mission. Senior leaders should be assessed for their communications experience and skills and have access to both traditional media and digital media skills training, coordinated with the Peace and Security Section/DPI and Public Affairs Section/DPKO-DFS.
21. The Chief of SCPI serves as the main advisor to mission leadership on communications and is a part of the mission senior management team. The Head of Mission should ensure that other components of the mission work closely with the Chief of SCPI, as part of the overall mission communications strategy: these include the Chief of Staff, protocol, political, military, police, human rights, civil affairs, electoral, humanitarian, security, finance, logistics, human resources and conduct and discipline units.

D.4 Staffing and Responsibilities of a Strategic Communications and Public Information Component

22. A SCPI component must have highly skilled and experienced staff and be equipped with appropriate communications tools to address key audiences, through both traditional and digital platforms.
23. The structure of the SCPI component must be tailored to the mandate, size and scope of each individual mission. The component must work cohesively together and avoid siloed activities as separate units. This is particularly crucial in the area of multimedia and content production.
24. The SCPI component will typically need to have the following work streams and skills sets:
 - 23..1. **Chief of Strategic Communications and Public Information:** The Chief of SCPI is responsible for planning and managing the overall strategic communications and public information effort of the mission. He/she is responsible for developing a communications strategy, implementation plan

UNCLASSIFIED

and means for evaluating impact. The Chief of SCPI is a key advisor to the senior leadership's decision-making process and should be a member of both the senior management group and the UN Communications Group.

23..2. **Media Relations:** The spokesperson is responsible for all interactions with media, both proactive and reactive. To be most effective, the spokesperson should attend senior staff meetings, have regular access to the Head of Mission and be able to advise on both traditional and digital media. A media relations person or unit should engage all relevant media, hold regular press briefings, issue regular information releases, respond to press inquiries, schedule interviews with mission officials, and prepare daily media summaries and analyses for use by mission officials and UN Headquarters. There should also be capacity to carry out media monitoring and reporting on both traditional and digital media. The media relations capacity should liaise with relevant offices at UN Headquarters, including DPKO, DFS, the Office of the Spokesperson for the Secretary-General (OSSG), the Department of Public Information (DPI), the UN Communications Group and relevant UN system entities, in order to keep them abreast of the latest developments, to coordinate on messaging and to promote mission content on the UN and partner platforms. Media lines and briefing transcripts should be sent without delay to UN Headquarters.

23..3. **Multimedia or Content Production:** The component should deliver high standard multilingual content disseminated via the most appropriate platforms including radio, TV, web, social media, photo, print and outreach events. The content strategy should support an advocacy minded, campaign-driven approach, and demonstrate the full range of activities of the mission. SCPI staff require sufficient bandwidth and access to the websites and digital applications that enable them to perform their functions.

23..3.1. Digital and social media platforms should be established for promoting and distributing content and engaging with audiences. Even when the local population has limited access to digital channels, digital communications remain essential to reach the international community, the media, diaspora communities, and Troop-, Police-, and Finance-Contributing Countries. Multimedia products can also be incorporated into mission outreach activities. All mission digital channels (website or social media) must first be approved by the DPKO-DFS/DPI/DPA Web Editorial Board.³ Peace operations must have an up-to-date web presence – regardless of the degree of web access in the host country. It should be tailored to the needs of the users, and should be available in the language of the host country and the mission, as well as in English. The website must be hosted by DFS on the Peace Operations web platform.³ Missions should use social media channels to both disseminate information rapidly and widely, and to engage audiences and build support.

23..3.2. Television and video content should be of a high enough standard that it can be: (i) shown on local TV stations in local languages; (ii) shared with UNTV at UNHQ for repackaging; and (iii) published on social media platforms. The multimedia unit should also produce video products,

³ DPKO-DFS Internet and Intranet Publications Policy

UNCLASSIFIED

including b-roll, for UNTV and the UNifeed distribution system.

23..3.3. The mission must have access to a photographer and videographer to document the work of the mission. Images must show peacekeepers fulfilling all aspects of the mandate of the mission. This capacity is often vital for local and international media, showing not only the mission but also the conditions and developments on the ground to which media may lack access.

23..4. **Radio content or station:** Radio allows the mission to explain its mandate directly, in real time, in local languages and typically has the furthest reach of any platform. Radio content should deliver impartial information, build public engagement in the peace process and generate popular support for mission activities. The technical assessment mission will determine if there is a requirement for establishing a radio station with broadcasting capabilities, operated by a radio unit, or alternatively a capacity to produce audio content within the multimedia unit. If a UN radio station is required, then this should be referenced in both the Security Council resolution establishing the mission as well as in the Status of Forces Agreement (SOFA). It is critical to plan the objectives and duration of the radio station so that either an exit or sustainability plan can be built into planning and operations. Efforts should be made not to supplant existing media. As the technology for distribution of radio programming is changing rapidly, there needs to be close coordination with ICTD/DFS and Peace and Security Section/DPI.

23..5. **Outreach and campaigns:** The primary objective for outreach is to build trust and local support for the mandate and peace process, and promote a culture of sustainable peace. The mission will typically favour traditional person-to-person outreach including civil society engagement, panel discussions, workshops, sporting events, concerts, interactive theatre, exhibits and community dialogue and town hall meetings. These activities are particularly important in countries with low literacy rates and insufficient communications infrastructure. The outreach capacity should identify strategic partners who are better positioned to deliver messaging to target audiences. They may also lead on coordinating campaigns that harness digital communications, particularly if tasked with building regional and international support for the mission. The outreach team should, where applicable, coordinate its activities with the UN Country Team.

24. Military and/or Police Public Information officers (MPIOs and PPIOs) work in close collaboration with the Chief of SCPI and/or spokesperson. It is essential that these officers, who are under the command of the senior military or police officer of the mission, are trained professionals in communications so that they can readily integrate their efforts into the overall SCPI component of the mission. The Chief of SCPI and/or spokesperson must provide guidance, and when required training, to the MPIO/PPIOs who work under his/her direction. The Chief of SCPI should ensure that MPIOs and PPIOs are fully briefed on the mission's communications strategy and understand their role in its implementation. MPIOs and PPIOs act as liaisons with their contingents, facilitating journalist visits, gathering information for media enquiries and maintaining records of mission military and police strength. Under the guidance of the Chief of SCPI and/or spokesperson, they may assist with briefing journalists on military or police matters. The SCPI component should provide guidance and messaging to other Mission

UNCLASSIFIED

components - notably Civil Affairs, Political Affairs, Military and Police personnel - who are likely to be in remote areas and can engage in communication activities.

D.5 Language Requirements

25. Public information material and services designed for the local population must be produced in the language(s) of the host country. The SCPI component should have its own dedicated language assistants/interpreters to produce content in a timely manner and to respond to local media queries, as appropriate.

D.6 Outreach to Troop and Police Contributing Countries

26. UN peacekeeping missions have a special responsibility to conduct outreach to TCC/PCCs including producing content such as feature stories, videos and photos. The SCPI component should target the media of TCCs/PCCs, as well as disseminate content online and via relevant UN Information Centres.

D.7 Evaluation

27. SCPI components must put in place evaluation procedures to ensure that communications objectives are being met in the most efficient manner. Evaluation and audience engagement should inform the SCPI component on how best to tailor programmes and products. Time permitting, quantitative and qualitative measures should be taken. Evaluation costs should be considered in the SCPI component budget.

D.7 Budget, procurement, strategic stocks and the use of contractors

28. Initial public information budgets are often drafted at UN headquarters. The SCPI component typically has a designated budget within the overall mission budget. It is critical that the Chief of SCPI or their designate becomes fully engaged in the mission planning and budgetary process in order to guarantee the timely implementation of projects and timely procurement of equipment. The Chief of SCPI will also be responsible for an annual results-based budget which is intended to measure the impact of expenditures and activities. Monitoring and evaluation of public information products, projects and activities should be conducted on a regular basis.
29. Equipment and supply requirements for the field-based public information programme vary according to each mission's mandate, complexity and size. Public information has specific equipment needs beyond most other mission components, including the equipment and software necessary to run a nationwide radio system, produce video and design publications and websites. As early as possible, the Chief of SCPI should create an acquisition plan of the required goods and services and liaise with the mission's Chief Procurement Officer. This is required in order to ensure the timely procurement and delivery of the requirements in accordance with the Procurement Manual, the Financial Regulations and Rules and other guidance.
30. The Chief of SCPI or their designate must be familiar with the mission procurement process in order to ensure the timely delivery of services and equipment. Lack of understanding of the procurement process can delay the delivery of public information needs to the point they become obsolete.

UNCLASSIFIED

31. In certain non-permissive environments where mission staffing is inadequate or specialized profiles are required, the SCPI component may consider hiring contractors with specific skills to do strategic communications and public information work. Examples include radio and video production outreach, focus groups or audience surveys or assistance with major ad hoc projects.

D.8 Coordination with the UN system

32. The Chief of SCPI must ensure that the mission is an active participant in the local UN Communications Group (UNCG). It is critical that the mission coordinates and shares its messages with UN partners to ensure a 'One UN' approach can be maintained. The Chief of SCPI should foster an understanding among the UN Country Team that the SRSG must play a central role in the development of any public information with political implications.
33. To be most effective, public information activities in the mission area must be coordinated with complementary efforts directed at the wider international audience. The Chief of SCPI should ensure that the component's efforts are coordinated with communications strategies that are directed from UN Headquarters. This should be facilitated through the Peace and Security Section of DPI and the Public Affairs Section of DPKO-DFS. The Chief of SCPI should ensure that information from the field is harmonized with developments at UN Headquarters, particularly those involving the Security Council and/or messages of the Secretary-General.
34. To reach a wider global audience, the SCPI component should ensure that their products are shared in a timely manner with components of DPI at UN Headquarters including OSSG; UN News Centre (which operates in the six official languages); UNTV and UNifeed (which feeds AP TV News); UN Photo; UN Social Media and the UNICs.

D.9 Crisis Communications

35. In an emergency situation - including an elevated security level, a critical incident or military threat, the evacuation of staff, cases of sexual exploitation and abuse - strategic communications and public information play a vital role in helping to manage the situation and limit damaging effects.
36. The Chief of SCPI and/or spokesperson must be represented in the crisis management teams and coordinate closely with their public information counterparts at UN Headquarters. The SCPI component must engage with information management capacities as needed, offer strategic advice on the release of information during various stages of a crisis, and be prepared to use relevant communications tools and platforms to get messages out to key audiences during the crisis. The messages must be coordinated with the mission Crisis Management Team and/or UN Headquarters Crisis Cell when activated. Messages must be based on verified information and updated regularly.
37. The mission should coordinate and share its messages with the UNCT to ensure a 'One UN' approach.

D.10 Capacity Building

UNCLASSIFIED

38. The SCPI component should “recruit national staff and community liaison officers, particularly women, from the outset”, who are key to understanding and communicating effectively with local audiences.⁴
39. Skilled national staff will make a significant contribution to the success of public information activities. Their language and professional skills, as well as their knowledge of the people, the culture and the country, can increase the impact of information activities. Local staff should clearly understand the role and the mandate of the UN and must act with impartiality and integrity. The Chief of SCPI should ensure that national staff develop their skills for employment after their UN service.
40. Mission public information activities should support the development of a free and independent host country media, in particular adherence to the highest journalistic ethics and standards. The media relations unit should monitor for hate media, including on social media platforms and report trends and incidences to the Chief of SCPI and to mission leadership. The UN mission and/or UN Country Team can arrange training for local journalists as well as for government or NGO public information officers. The mission should also work to ensure that local and international media enjoy full freedom to report and freedom of movement throughout the country.

D.11 Information management

41. The SCPI component has a responsibility to collaborate with mission information management and analysis structures, such as the JMAC, JOC, JSOC and Mission Support Centres (MSCs) particularly in relation to media and social media monitoring.
42. Information management capacities ensure that sensitive information is handled correctly and that there is an effective mechanism for declassification of internal information, as needed, and in line with DPKO-DFS policy on declassification. Strategic communications and public information staff may have access to conflict and/or operational areas where no external media are present, as well as to sensitive political, human rights and security-related information, as defined in *ST/SGB.2007/6*. Public information officers must use information with discretion and in collaboration with relevant substantive offices of the mission. Information management capacities, where they exist, are formally charged with facilitating the declassification of documents, data and other information, so as to register that a risk assessment has taken place. Public information officers are encouraged to work together with information management colleagues to establish regular arrangements for the quick release of information particularly during crises. Working from this arrangement, public information officers must build trust among mission colleagues and media interlocutors, using judgement to release information in a manner that is impartial, timely and honest, yet sensitive and responsible to mission objectives.

D.12 Archiving of Public Information Material

43. The UN is committed to preserving and providing access to material that documents the history of peacekeeping operations. The SCPI component is responsible for ensuring public information material is routinely archived throughout the entire life of the mission. Archiving of all mission materials is the responsibility of Information Management Officers, reporting to Chief of Staff or CMS/DMS.

⁴ The Future of UN Operations: Report of the Secretary-General on the recommendations of the High-Level Independent Panel on Peace Operations A/70/357-S/2015/682

UNCLASSIFIED

44. Archived material must reflect the various activities of the mission; the various stages of the mission; include newsworthy events; and show characteristics of both the mission and the theatre of operation. Materials should be labelled according to the DPKO-DFS Information Management policy and transferred to the appropriate party according to the content type: Archives and Records Management Section (ARMS) for press materials; DPI Audio-Visual Library for multimedia content (audio, video and photographs); and the DFS Web Platform for web content. Third-party social media channels, such as YouTube, are not adequate platforms for archiving UN material.
45. At the time of liquidation or transition, the mission must ensure there is budget for a staff member to archive the final contents of the mission. Raw materials not selected for final archiving can be handed to national archives, libraries or other government cultural institutions where appropriate.

D.13 Obligations of Mission Staff

46. The Head of Mission and the spokesperson are the principal voices of the mission. Staff must adhere to 'Staff Regulations of the United Nations and provisional Staff Rules'. Namely, 'they shall avoid any action and, in particular, any kind of public pronouncement that may adversely reflect on their status, or on the integrity, independence and impartiality that are required by that status'.
47. The misuse of social media by mission staff can represent a significant threat to the operational security of a mission, and seriously damage the reputation of a mission with local, regional and international audiences. All staff must adhere to the *forthcoming staff directive on the personal use of social media (2016)*.

E. ROLES AND RESPONSIBILITIES

48. Chiefs of SCPI in UN peacekeeping operations are responsible for implementing the policy in their respective mission.
49. Heads of Mission are responsible for ensuring Chiefs of SCPI are a member of the senior management team. They should ensure the communications strategy is in line with their direction for the mission.
50. DPI and DPKO-DFS are jointly responsible for providing peacekeeping operations with policy and guidance on strategic communications and public information. Chief of Peace and Security Section, DPI, and Chief of Public Affairs, DPKO-DFS, are responsible for supporting the Chiefs of SCPI to implement this policy.

F. TERMS AND DEFINITIONS

Public Information: Factual information or content which the Mission provides to, or ensures access to, the media and public about the Mission, the implementation of its mandate and developments in the Mission area related to the mandate. It is information released, disseminated or made available for use by the public to increase knowledge and foster awareness of the Mission and the UN, or as mandated by UN policy.

UNCLASSIFIED

Strategic communication: Purposeful or directed communication with the objective of building support for the mission, its mandate and activities, as well as for the peace process and related host country activities such as elections. Strategic communication requires the consideration of objectives, audience, messages and content, and the platforms for dissemination. It also involves evaluation and adjustments of communication plans to ensure objectives are met. Strategic communication can also help guide the Mission's response to crises.

Content: Information, material or products of expression disseminated by various means including text, imagery, broadcast and at live events. Content can be developed by the mission, or developed elsewhere and re-disseminated by mission communications platforms. Examples of content include speeches, messages, quotes, interviews, statements, reports, data, stories, images and other forms of information. Missions deliver content through interaction with media, over on-line platforms and via press releases, radio and video programming, publications, graphic products, speeches, events and outreach activities.

Social media: Digital media tools that enable users to easily create, modify, link, share, and post content collaboratively through computers, mobile phones or tablets. This collaborative environment may be in the form of blogs, wikis, microblogging tools, or other types of online social networking websites. Popular channels used by Strategic Communications and Public Information units to develop and communicate with audiences include Twitter, Facebook, YouTube, Flickr and Instagram. Various regions/audiences may also have preferred social media channels.

G. REFERENCES

Normative or Superior References

- United Nations Internet Publishing (ST/AI/2001/5)
- United Nations Editorial Manual (ST/DCS/2)
- United Nations Staff Regulations (ST/SGB/2009/6)
- United Nations Staff Rules: Staff Regulations of the United Nations and provisional Staff Rules (ST/SGB/2010/6)
- Record-keeping and the Management of United Nations Archives (ST/SGB/2007/5)
- Information Sensitivity, Classification and Handling (ST/SGB/2007/6)
- DPKO-DFS Policy on Internet and Intranet Publication (2011)
- UN Policy on the Use of Social Media (TBC 2016).
- Attribution of Authorship in United Nations Documents, Publications and Other Official Papers (ST/AI/189/Add.6/Rev.5)
- Guidelines for Electronic Publishing (ST/AI/189/Add.26)
- Guidelines For Publishing In An Electronic Format (ST/AI/189/Add.28)
- Mission Start-up Field Guide 2010

Related Policies

- The Future of UN Operations: Report of the Secretary-General on the recommendations of the High-Level Independent Panel on Peace Operations A/70/357-S/2015/682
- DPKO/DFS Information Management Strategy (2010)
- DPKO/DFS Standard Operating Procedure on Access to Information
- DPKO/DFS Standard Operating Procedure on Access and Declassification of Archives and Non-Current Records

UNCLASSIFIED

- Guidelines on the Proper Use of the UN Logo, Department of Public Information.
- International Civil Service Commission Standards of Conduct for International Civil Servants, 2001
- Newsletters And Other Information Materials In Printed Or Electronic Format (ST/AI/189/Add.19/Rev.1)
- Social Media and the UN System. United Nations Chief Executives Board for Coordination (CEB/2011/HLCM/10)
- Technical Guidelines for the United Nations Internet Publishing, 21 July 2003
- Using Social Media in the United Nations Context. United Nations Communications Group (UNCG/2010/8)

H. MONITORING AND COMPLIANCE

51. Compliance with this policy is mandatory. Compliance shall be monitored and maintained by the Peace and Security Section of DPI, and the Public Affairs Section of DPKO-DFS. Non-compliance will impact on the ability of the mission to carry out its mandate. Non-compliance will prevent the wider distribution of mission produced messaging and content,

I. CONTACT

52. The primary contact office for this policy is DPI/SCD/PSS (greenway@un.org). The secondary contact office is DPKO-DFS/OCOS/PAS (palla@un.org).

J. HISTORY

53. This policy was originally approved in 2006. This revision constitutes the first amendment to the policy.

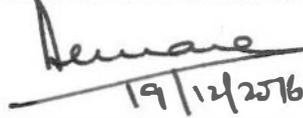
APPROVAL SIGNATURE:



DATE OF APPROVAL:

23/11/16

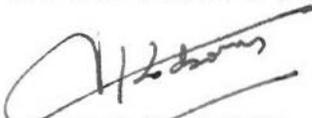
APPROVAL SIGNATURE:



DATE OF APPROVAL:

19/12/2016

APPROVAL SIGNATURE:



DATE OF APPROVAL:

DEC 30 2016