

Strategic webstories with vivid photos from the field will position UN-Habitat as a global **centre of excellence**, a **solutions agency** and **leader on sustainable urbanization**.

To promote this work in 90 countries we need:

 **DYNAMIC PERSONAL STORIES**

With **quotes from project beneficiaries** about how a **recent** UN-Habitat intervention has improved their and their communities lives (600 words)

- Identify the challenges that are being addressed.
- Describe the UN-Habitat interventions.
- Provide details & statistics about the specific outcomes of the UN-Habitat interventions – **including beneficiary numbers / timelines / funding**.
- **Name** & possible quote from donors/partners.
- Never wait to write the story – it should be written & submitted the same day or **latest one day** after the intervention/site visit.

1



SAVE/NAME the story file as:
YEARMONTHDAY_Project name_location_Draft Webstory
e.g 20200725_BlockByBlock_Afghanistan_ Draft Webstory
& send to the communications team.

 **VIVID PHOTOS**

Telling the **STORY** of the project in the field

- 2 – 4 High quality photographs showing a range of shots **including close ups of beneficiaries & wider shots contextualizing the intervention (still with people)**.



SAVE/NAME each photograph jpeg file as:
YEARMONTHDAY_UNHabitat_Project name_location
e.g. Photo taken on 25 July 2020 must be filed:
20200725_UNHabitat_BlockByBlock_Afghanistan1

- Each photo needs a caption in the present tense: with names of people in the shot, basic project description/context, location & date (in UN style: 20 August 2020).
- Include photographers name and this credit must **always be in UN style**: [UN-Habitat/photographer's name].
- See UN-Habitat Photo Style Guideline for details on captioning & metadata.
- Do not insert photos in word documents – **they must be attached as high res jpegs separately in email**.

2



DRAFT SOCIAL MEDIA TEXT

Facebook, Twitter & Instagram text/captions to accompany the story.

- These can be submitted in the same .docx file as the story
- And also who should be tagged – project funders / beneficiary groups

3



Please send your Story, Photos and Social media text **as attachments** in an email with:

Email Subject line: **Draft Webstory + name of project and location**:

To: James Ohayo: **james.ohayo@un.org**

CC: Susannah Price: **Susannah.price@un.org** & Aoibheann O'Sullivan: **osullivana@un.org**

WHY WRITE HUMAN INTEREST STORIES

GETTING THE STORY

It is easier to interview UN-Habitat or Government officials than **go to the field to see results and meet the beneficiaries – but this is now a requirement.**

For staff visiting an area, UN-Habitat local staff or NGOs can often suggest who to interview and arrange meetings and provide translation or local staff can do the interviews and send material (including photos).

When interviewing the person, explain you are from UN-Habitat and ask if you can write about them and take photographs.

Start by asking basic details. **Make written notes** – make sure you check the spelling of their name, age, title, where from etc. Never assume anything about family relations – always check. Then take time to get the story.

Never assume you will be able to come back or follow up later. Talk to other family members and community members or the head of the community. As much as possible get concrete details about the improvement in their lives, the difference the intervention has made to their family and the community – **how it was before and how it is now.**

UN-Habitat works in over 90 countries but often fails to communicate the breadth, importance and impact of its work, its expertise and knowledge. One of the key ways to do this is through stories which can be used for the website, the newsletter, the annual report, donor reports, at meetings and conferences and on social media.

People-centred stories demonstrate the impact UN-Habitat and partners have in improving beneficiaries' lives to the public, donors and the authorities. They also illustrate the challenges being faced and overcome and how UN-Habitat supports people to help themselves.

Ideally they should feature an individual, family or community and explain what the impact was using clear examples, fact checked statistics and numbers as well as quotes.

They can then be broadened to explain the scale of UN-Habitat's work. The stories must be compelling and comprehensible to the general public.

FOCUS ON THE IMPACT

and what makes the initiative interesting, innovative or unique.

If you do not already know, find out from UN-Habitat colleagues about the bigger picture, number of beneficiaries, source of funding (donors are very important) and timelines. You can use a quote from a UN-Habitat official and/or Government official. Do mention the implementing partner as well and get a quote if needed.

Another approach is to tell the story of a UN-Habitat staff member or implementing partner describing their day and their work – this can be in the first or third person. Apart from conventional, third person stories, you can also think about first person accounts, blogs and interviews.

The above applies for meetings as well. When in workshops and meetings, find a participant with an interesting history or background and interview them – and **start the story off with them.** Don't forget to get a good photo – preferably the person outside (where the light is better) doing something interesting.

Cut out technical language and UN jargon. This is a story meant for ordinary people to read. Do make sure you get the spellings of names and places right, explain where a place is and do quote the beneficiaries directly.

Keep the story to under 600 words and make the opening paragraph and headline compelling and punchy.



Be creative and journalistic.
We are looking forward to
highlighting these exciting projects