



FORUM ONE
COMMUNICATIONS

ReliefWeb
Final Recommendations
June 25, 2010

Agenda

- Review Research Focus
- Re- Cap of Findings
- Recommendations
 - Professional networking
 - Content delivery
 - Career marketplace
- Recommendations summary
 - Context
 - User demanded
 - “Leading”
 - Governance
- Discussion / Questions

- Current information needs of humanitarian workers
- Extent to which ReliefWeb meets these needs.
- Future needs and demands in areas of three “pillars”
 - Professional Network
 - Content and Delivery
 - Career Marketplace

Three “Pillars” we Explored

- Professional Social Network
 - Joining the network
 - Knowledge sharing
 - Live feeds
- Content
 - Type (editorials, summaries, depth, and breadth)
 - Top Sources
 - Method of delivery
- Career Marketplace
 - Enhancements for job seekers
 - Enhancements for recruiters

1. Findings

Users are engaging in social networking (71%). Half interested in social networking on ReliefWeb.

- Field staff are most interested (50%), and would most benefit.
- Need: privacy, moderation, and managing information overload.
- Knowledge sharing and “ground truthing” information.
- Social commenting and most views vs. content ratings.
- Low awareness of ReliefWeb social networking presence.

*ReliefWeb is **the** source for humanitarian information (72%), and users need both information rich content and overviews and editorials.*

- In depth content is needed to support their focus area work.
 - Maps (82%), data, situation reports, briefs, assessments, country pages.
 - ReliefWeb gaps: Maps (supporting info), data
- Breadth of content needed to stay informed on other issues.
 - ReliefWeb gaps: Live feeds, links to blogs, synthesis
- “Trusted sources”, AlertNet, and IRIN are additional primary sources for information.

Content – Delivery Channels

Access to technology varies, and as a result preferred delivery methods vary. Users want to customize the “vehicle” they use.

- RSS
 - Most preferred channel
 - Provides offline access
 - Further customize feeds and mix attributes.
 - Enables mobile
- Live Feeds (Twitter)
 - Anecdotal updates
 - Benefit to field staff
- SMS
 - Benefit field staff
 - Price barrier
- Mobile
 - Small subset interest (34%)
- Multi-lingual
 - French (59%)
- Bandwidth

Used loyally by job seekers and recruiters as the top source to find and promote humanitarian career opportunities.

- 36% visit ReliefWeb solely for the job section; 56% majority want to see improvements there.
- High turnover, visit vacancy section frequently.
- Narrow job searches and RSS with multi-select filters.
- Standardize job descriptions and instructions.
- Upload resume and apply via ReliefWeb.
- Cross promote training opportunities and job vacancies.
- Administrative access for recruiters.

1. Recommendations

Focus Group Quote

ReliefWeb is the collector of information and offers ways to distribute that information. That is what they are good at.

Do they really want to become an interactive tool with data and things, these are specialized areas that someone else is doing better.

ReliefWeb already has share of the market in content collection and dissemination.

Don't be OCHA and try to do everything. It already has a great market with IRIN and AlertNet, stay there and expand.

People trust and respect ReliefWeb as a hub for quality content and information to support their work in the humanitarian sector.

The features and services most important to them were those that increase ReliefWeb's ability to disseminate content and direct individuals to verified information from quality sources.

But... the world is changing fast – so get started experimenting with new approaches to content and technology.

Professional Social Network

Leverage Existing Platforms

“I’d be interested in something from ReliefWeb on Facebook so that the users and contacts are already set up and ready to connect. It would be more efficient.”

- Leverage existing networks and use as distribution channel for content and job vacancies
 - Invest in creating value on existing networks.
 - Promote Twitter and Facebook presence on website.
 - Set up groups by topic or region to manage content



Link to Existing “Social” Platforms

“ReliefWeb should link to existing sites, UN OneResponse rather than reinventing the wheel.”

- Promote Communities of Practice section, and increase links to existing discussion forums, social networks, and blogs that ReliefWeb sees as valuable.

“Most views would be something that would be useful. The ReliefWeb site has information overload, so that function would help highlight content.”

- Commenting on content (first step in “community”)
- Surfacing “most viewed” content
 - SwiftRiver API
- Targeted thematic discussion forums to share knowledge.
 - Topic, country, question, ongoing / past crisis
 - Moderated
- Communities of Practice as a knowledge sharing platform

Content – Information Needs

“I would read this every week. It is important to stay up to date. It will take a lot of investment of human capital – but it is a worth while investment.”

- 63% of survey respondents want list of top stories.
- Keep track of situations in regions users are not targeting.
- Way to navigate and digest breadth and depth of content.

“I think it would be good to have one area on ReliefWeb be a repository of Twitter feeds. I see ReliefWeb as a place where people publish stuff rather than a place where original content is posted.”

- Dedicate a section of the site to pull in social networking feeds from a crisis, or topic area using Twitter hash tags to organize the content feeds.
- May require active management.



“There is nothing more frustrating than access to maps in PDF format. Other applications need the raw data to use it. Having access to that would be really useful.”

- Online maps with: tools, APIs, data files.
- Provide source details for authors and organization.

Exploratory:

- Invite selected partners to submit their field data to ReliefWeb for posting on the site.

Content – Delivery Methods

“I think the RSS is critical in Humanitarian sector. Excellent way to schedule and arrange information...I also suggest feeds based on country, emergency, and by topic so that you can mix and customize the feeds.”

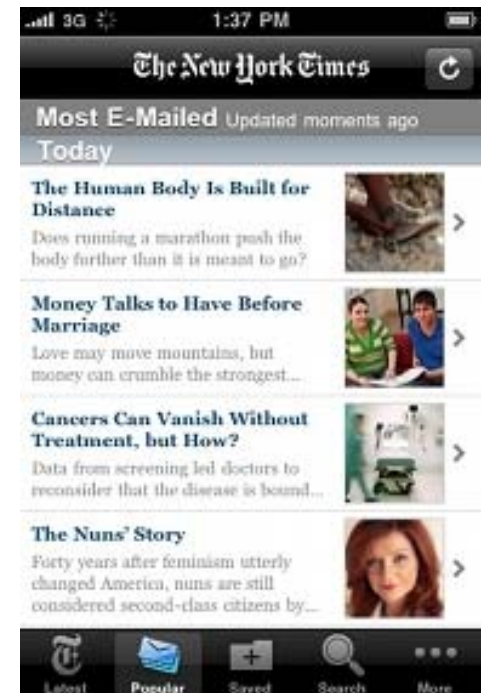
- Provide custom feeds to mix attributes:
 - Region AND topic AND content type...
- Display full posts, and remove HTML from headline
- Promote an RSS widget for other sites.
- Will enable mobile access.



Offline Access

“I might use ReliefWeb on my phone. I wouldn’t browse, but I would look at specific things. Emergencies are most important.”

- Mobile application to favorite items accessible offline.
 - New York Times App
- Include full article and PDF in RSS feed.



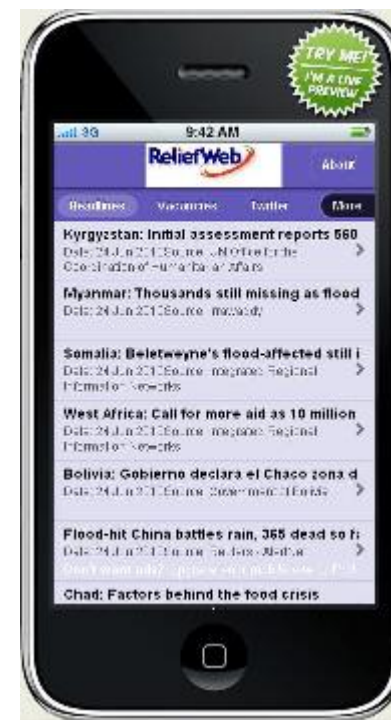
“I have limited internet access, and bandwidth issues so I frequently use Facebook and Twitter so I would like updates there. I’d also like SMS updates on job vacancies targeted to my field.”

- ReliefWeb should use Twitter to..
 - Disseminate (more) content, and... @reliefwebafrica, etc.
 - Aggregate + publish, using hashtags, selected lists

“Yes the market is growing, not everyone in emergency has a smart phone but it is coming.” (And we think it is coming fast)

- “Full” mobile site may be a big investment, but opportunities exist to present partial mobile site.

http://m.wbx.me/mobile-site-anonymous_69749792



Career Marketplace

“I would want the ability to specifically select the types of jobs (sector and region) that I am interested in, and have them sent to me via SMS and or email on a given schedule. That way I don’t have to log in and search...”

- Allow recruiters to edit / update their job posts.
- Include job code up front for recruiters.
- Improve search to allow multiple tags (region, type, language).
- Custom RSS feeds for job vacancies
- Upload resume and apply via ReliefWeb.
- Standardize job vacancy descriptions.

Recommendations Summary

Recommendations Summary

Context:

- Users feedback
 - Improve value of core RW services (the familiar)
 - Want RW delivered in more ways
 - Highly engaged online, already
- Relevant global trends
 - Internet access
 - Mobile devices
 - User engagement
 - Web as platform
- Valuable web paradigms
 - Position yourself to evolve
 - Rapid experimentation and adaptation

Recommendations Summary

	User Demanded	“Leading”
1st Priority	<ul style="list-style-type: none"> ▪ Social network engagement off RW ▪ Vacancy enhancements: job seeker & recruiter ▪ Provide data sets, map data (partners) ▪ “Week in Summary” ▪ Content dissemination: RSS 	<ul style="list-style-type: none"> ▪ RSS grabbers / widgets ▪ Mobile features (offline / RSS) ▪ User commenting ▪ Map API, tools, files ▪ Live user feeds (agile)
2nd Priority	<ul style="list-style-type: none"> ▪ Communities of Practice: Discussions ▪ Multi-lingual – French ▪ Social networking (who, what, where) 	<ul style="list-style-type: none"> ▪ Content crowd sourcing ▪ Full mobile site ▪ Open ID ▪ Profiles

Recommendations Summary

ReliefWeb Governance Needs:

- Dedicated product / platform manager
- Rapid and in-house development process (Agile, scrum)
- Need a dedicated social media specialist