



# World Food Programme

## **SOCIAL MEDIA TOOLKIT**

We are thrilled to have you join the WFP student outreach efforts and excited to see what ideas you have about activating your social network. We made this toolkit to help you get started. As a social media advocate, you are now an active voice for the world's largest humanitarian organisation. We're in over 70 countries feeding almost 100 million people a year. Understanding just what that means on the ground for

individuals, families and nations is a large task. This toolkit provides a rough guide to our programmes and the WFP resources you can use to elevate your voice and tap into a global community to multiply your impact. As you familiarise yourself with WFP and the causes and consequences of hunger, keep an eye out for the programmes that are most interesting to you.



## OUR WORK

WFP is the **food aid arm of the United Nations**. In **emergencies**, we get food to where it is needed, saving the lives of victims of war, civil conflict and natural disasters. After the cause of an **emergency has passed**, we use food to help communities rebuild their shattered lives. We believe that every man, woman and child should have the food they need for an active and healthy life fighting hunger since 1961. Here's how we're fighting hunger today:



[INFOGRAPHIC: WFP EMERGENCY RESPONSE](#)



[WEB STORY: WFP'S NUTRITION PROGRAMME IN LAOS](#)



[VIDEO: MOLLY'S WORLD & THE DIFFERENCE OF A SCHOOL MEAL](#)

## EMERGENCY FOOD

**WFP Food Saves Lives:** WFP provides life saving emergency foods after man-made or natural disasters. We use high energy foods that are packed with essential vitamins and minerals so that people can get the nutrition they need to survive and thrive. One of our best tools at hand is [Plumpy Sup](#). This smooth peanut paste treats malnourished children and safeguards their physical and mental development. WFP delivers these emergency foods wherever they are needed, whether by [boat, air](#) or even [donkey](#).

## MATERNAL AND CHILD NUTRITION

**WFP Nutrition programmes nourish mothers and ensure healthier babies:** WFP provides nutritious food to women when they are pregnant or breast-feeding – and to children under the age of two – to ensure children can develop healthy minds and bodies. This is more than just food in the hands of those who need it; it is the right food at the right time. The time from pregnancy to two years is a [critical window](#) when nutrition interventions have the most impact on a child's long-term development. Our programs focusing on this early window of development have a profound impact on the child's future, improving their life-long ability to grow, learn and rise out of poverty. Click [here](#) to read how WFP is involving men in the fight to improve maternal and child nutrition.

## SCHOOL MEALS

**WFP school meals invest in the next generation:** WFP serves a nutritious meal at school to 26 million students around the world. These meals are often simple dishes of rice or maize and beans, but they have a profound impact. With a school meal, students get the food they need to concentrate in class and an incentive to stay in school. This is especially important for girls, who often have to help their families instead of going to class. Learn more about school meals on our [in-depth page](#).



PHOTO GALLERY: FOOD FOR TRAINING, [AFGHANISTAN](#)

### FOOD FOR TRAINING

**WFP food for training gives women skills for life:** WFP empowers women by providing food in return for attending training courses. With food in hand, women can take time that might have otherwise been spent searching for food to learn valuable job skills and start on the path to economic independence. This helps women gain a stronger voice in their families and contribute to a more resilient community. Read what a difference this makes for women like [Rugia, Malika and Habiba](#).



VIDEO: SMALL FARMER SUPPORT, [GUATEMALA](#)

### SMALL FARMER SUPPORT

**WFP support to farmers strengthens communities and builds markets:** WFP supports small farmers through capacity training, resource inputs and access to markets. This programme, called Purchase for Progress (P4P), reduces hunger and poverty in communities, making them more resilient and food secure. Head to the [P4P Blog](#) to stay up to date on programs in the field.



PODCAST: CASH AND [VOUCHERS](#)

### VOUCHERS FOR ACCESS

**WFP vouchers enable hungry people to feed their families:** When there is food in the markets, but poor people simply can't afford it, food vouchers help ensure vulnerable families get the food they need. Vouchers are a win-win tool that provides more choice for those who use them and a boost to the local economy. With a voucher, families can choose culturally appropriate, nutritious foods to eat, like fresh meat, while supporting the local vendors. Even better, vouchers can sometimes cut down the costs of transporting and storing food. You can learn more about how vouchers make hard lives a little easier with our [reports from the field](#).



WFP [HUNGER MAP](#)

**[WFP Photobank:](#)** A simple photograph is one of the best ways to communicate through social media.

**[WFP Videos:](#)** WFP videos showcase our programmes in action, with clips ranging from emergency food drops to celebrity activism. No matter what you want to tweet, post or pin about, WFP videos can make the topic more accessible to viewers.

**[The Hunger Feed:](#)** Stay up to date with the latest social media postings, news and stories from WFP.

**[Hunger is the World's Greatest Solvable Problem:](#)** Head to the WFP Greatest Solvable Problem page to get an overview of the six ways WFP tackles hunger. You'll get a better understanding of the language we use to present complex issues and can see how your efforts fit in with the organisation.

**[Hunger Stats:](#)** We've compiled a database of useful facts and figures on world hunger that can be easily shared with your social network.

**[All About WFP:](#)** This infographic provides all the essential information about what we do and how we do it in one easy to share document.

**[FreeRice:](#)** Tired of studying? Take a break with your friends and meet up at FreeRice.com where you can compete with each other in this fun, interactive trivia game while earning grains of rice for hungry people around the world.

**[Let's get technical:](#)** This is a collection of our policy and outreach papers. While these are excellent academic resources, you'll have to get creative if you want to share them through social media. While they are too dense to be presented directly through social media, select quotes can provide context to WFP photos posted on Facebook or Pinterest.



### [HIV/AIDS, TB and Nutrition Fact Sheet](#)

Food and nutrition support is essential for keeping people living with HIV healthy longer and for improving the effectiveness of treatment.

### [Fighting Hunger World Wide Fact Sheet](#)

At any given time, WFP has 40 ships at sea, 60 aircraft in the sky and 5,000 trucks on the ground, moving food and other assistance to where it is needed most.

### [School Meals Fact Sheet](#)

In 2011, WFP provided school meals to 25.9 million children in 60 countries. An extra year of primary school boosts girls' how much a girl will earn in her lifetime by 10 to 20 percent. An extra year of secondary school: 15 to 25 percent.

### [Feeding Minds, 1,000 Days Fact Sheet](#)

Mothers who were undernourished as girls are 40 percent more likely to give birth to children who do not survive to age five. And malnourished mothers are more likely to die in childbirth. This is called inter-generational undernutrition – a cycle that's hard to break.

### [Cash and Vouchers for Food Fact Sheet](#)

Through mobile phones, smart cards, e-vouchers delivered by text messaging, and other innovative methods, WFP is addressing hunger in new ways that boost the local economy.





## WFP SOCIAL MEDIA ADVOCATES

Our social media advocates have developed some great ideas to make hunger an interesting topic for their social networks. You can see what they've had to say, from advice to motivational tidbits on our [students blog](#). If you are a university student and interested in getting more involved with social media and WFP, consider applying for our [Social Media Impact Internship](#).



*Being a two-way activity, advocacy is not something whose impact and outcome can be easily predicted since we are trying to influence the attitudes of people and change their behavior. Therefore, we need to make sure that*

*there's going to be traffic in the opposite lane. Try to come up with innovative ways to help defeat compassion fatigue and make people truly engaged. Do not simply give out information; ask questions, request opinions, and get feedback in any possible manner. This way people will be more likely to feel part of your cause and to get involved in it.*

*Another extremely important thing to take into consideration is the message itself. As advocates, we need to make sure that what we are transmitting carries the right meaning. We have to emphasize that helping human beings caught in the trap of hunger and poverty is not a matter of compassion, but of justice. People should realize that we are not asking them to engage in charity – instead, we are teaching them to take responsibility. When you think about it, it all comes down to making everyone aware of the fact that we are the present upon which the future is built.*

*-Mariana, Greece*



*Students are a huge force on social media. What I want to see is students challenging students; teaming up and creating a stronger voice together than could be possible separately.*

*-Ben, Ontario, Canada*



*We have the internet as a tool that enables us to share knowledge and empower others around the world. The increasing interconnected world we are inheriting makes this program a solid step in the right direction – solid because it gives young people from every corner of the world the opportunity to get involved and play a part in their communities and societies to end hunger.*

*-Morris, U.K./Sierra Leone*