

Faces of WISE

Published content

Channel	Content
Website	Posts
Facebook	Photo album
Instagram	Posts ongoing

Summary

Content type	Theme
Module	At least monthly
Readiness	Need to regularly identify volunteers, partners and supporters to gather information from
Key messaging	
Content Manager	Jessica Shayna Prince
Status of role	RECRUITING

Integrations

Type	Resource
Airtable	WISE Family Content - Faces of WISE
Confluence	-
Files	Google Shared Drive (Content folder) Google Shared Drive (Forms and templates)
Photos	Google Photos brand account , to search for name

Channel guidelines

Facebook posts

Each photo in the album should feature one team member or stakeholder, including partners, participants and donors. At least one person should be featured per month.

Each post should include:

G r a p h i c	Name, demographic information, description of their role or an interesting quote from their responses	
S i z e	1080 x 1080 px (square)	
C a p t i o n	A long-form profile, which can include:	

- Whothevolunteer is
- Their motivations for joining WILSE
- Current role with WILSE
- Acknowledged the writer and graphic designer.

	Keep it short and precise, ideally less than 150 words.
Hashtag	#FacesOfWISE #Volunteer #NationalityOfVolunteer or #CountryOfResidence

Facebook stories

While photos feature who team members are, stories can focus on what team members do with WISE and what the experience of working with WISE is like.

Instagram posts

Each row of three posts (a 'carousel') should feature three team members or stakeholders, including partners, participants, and stakeholders.

The series/carousel might look and feel something like:

For each new series:

- Prioritise new team members/partners who have not been featured before, or have not been featured recently (but are still active in WISE).
- Choose people who have different backgrounds or roles. This is to ensure diversity in who we profile.
- Try to vary the themes between each series.
- Each post should have a caption that:
 - Links the content in the graphic to a call-to-action for the reader e.g. *support the Phnom Sanitation Project by donating; help us educate your friends and family about hygiene and sanitation; volunteer to create new training material on various topics*, or;
 - Make the volunteer more relatable e.g. *Who is your favourite author? Let us know in the comments!*

Instagram stories

While posts feature who team members are, stories can focus on what team members do with WISE and what the experience of working with WISE is like.

Getting responses from team members and stakeholders

Step 1. Identify people who can be profiled

For team members, the '[WISE family - Faces of WISE tracking](#)' OUTDATED Airtable lists members who have not yet been asked to be featured. From the list, choose a number of people to reach out to. You may wish to get feedback or suggestions from the Core Team and project leaders, who may have a better idea of who has been more active.

For stakeholders, use the [Partnerships Space](#) to identify individuals or organisations who might be interesting to profile.

Step 2. Reach out to people identified

Ask whether they would be willing to be profiled by WISE on Facebook and Instagram. For team members, after you have contacted them, update the following:

'WISE family - Faces of WISE tracking' Airtable	
Check the names of the people you have asked in 'Asked'	

Step 3. If they agree, send them a list of questions to answer

For team members, there is a standard form to answer [here](#).

For stakeholders, you will customise your own questions for them, depending on their involvement with WISE and activities that they are involved in.

Step 4. When they have responded, make the profile available for writing

Create a folder with the person's full name in the '[Content - Faces of WISE](#)' Google Drive folder, and upload their responses into the folder.

On the '[Content pipeline - Faces of WISE](#)' Airtable, update the following:

- 'Profile status' to 'Responded'
- 'FB status' to 'Available for assignment'
- Copy the URL of the folder into 'Content folder'

Create a task/issue on the [Jira content pipeline](#).