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How Micro-Stories Are Connecting Communities

An OmniChannel Approach To Communication And Collaboration

The world changed. Work life changed,
home life changed.

We adapted.

As our virtual work increased, the team
measurably turned to Digital Communities
to connect across borders and time.

Communities Help Members Build Connections

Connections are forged across global professional networks, bridging organizational and geographic boundaries, cross-fertilizing ideas and developing stronger relationships.

UNICEF introduced Digital Communities in 2016 under the BUILD model, a framework that grew participation to 6,000 staff members in 2018.

In 2022, Digital Communities support over 22,000 staff accounts engaging on the platform — **a new record!**

How Micro-Stories Are Connecting Communities

In 2021-22, we invested in deliberate, quality content to deepen engagement in UNICEF's Network of Digital Communities. We amplified the best stories, and surfaced them through micro-narratives and targeted messaging in uMessage. Introduced a micro-story model: the art and science of a 100-word summary that captures evidence and knowledge in real-time.

The model helped increase content readership 15-fold (from 1000 to 15,000 views).

Make Every Word Count

A micro-story is told in 300 or fewer words; a subset of flash fiction, which limits stories to 1000 words. A 300-word story can be structured like any short story, but if reduced to 100 words, storytelling rules bend. **The challenge is to make every word count.**

A micro-story, like all stories, has a beginning, middle, and end, and includes a twist or tension: either it's a change in the character or a twist in the plot. The micro-story also has a scenario, which needs few but very compelling details. A few words must form vivid descriptions.



Paola Storchi

Mar 12 • Edited • @12

2 shares • Seen by 12,189 • ...

Call for staff support to the L3 Ukraine Emergency

The situation of children in [#Ukraine](#) and neighbouring countries is dire, prompting our Executive Director Cathy Russell to activate the [Level 3 Corporate Emergency Activation Procedure](#) last Saturday, March 5th for an initial period of six months.

With humanitarian needs rapidly increasing by the day, urgent capacity in all technical areas of specialization from within the organization is needed.

So far, more than 2,900 colleagues have joined our [Frontlines initiative](#), expressing their interest in supporting our various emergency responses around the world.

Considering the urgent need to scale up our emergency response in [#Ukraine](#) and neighbouring countries, we are **urgently looking for dedicated staff** to bolster our response in all areas of our work, including colleagues with programmatic experience in child protection and psychosocial support; health care and immunization; maternal and child nutrition, social protection and emergency cash assistance; water and sanitation; and education and learning.

If you are interested, please apply to our [Frontlines initiative](#) by [clicking here](#). Please indicate **ECARO** as one of your regions of preference in **Section 3, question 5** of the application.

Kindly note that your submission does not guarantee deployment as the final decision lies with the requesting office and is based on needs on the ground.

By applying, you will become part of the [Frontlines community](#) and your profile will be shared with requesting offices when other emergency response needs from across the organization arise.

IMPRESSIONS

12,189 Seen by

ENGAGEMENT

321 Reactions

57 Comments



Robert MacTavish

Aug 18 • Edited • @59

Seen by 12,710 ...

Cambodia: Primero offers a lifeline to more than 2400 vulnerable children

UNICEF and partners launched Primero in April 2020, despite the ongoing COVID-19 pandemic. 150 Cambodian case workers were trained and are currently using the information management system, benefiting 2,400+ children.

"Primero lets us work across organizations, while protecting the child's sensitive data and streamlining work processes," says Suman Khadka, Child Protection Specialist, UNICEF Cambodia.

The case-management tool acts as a bridge to connect case workers with service providers bringing all the information related to the child to one secure place. Children can now benefit from safe and faster referrals.

"We no longer feel worried that documents might get lost or not transferred to the correct partners," says Mr. Ngin Chantola, from the Department of Social Affairs, Veterans and Youth Rehabilitation in Siem Reap.

Discover [Primero's journey in East Asia and Pacific](#). Join the conversation in the [Primero Community](#) and [read more stories](#) about Primero in other countries.

Call to action: Building on this powerful story, we would love to learn from you how Primero is changing the way social service workers manage cases in your countries. Please share your story with the community in this thread.

IMPRESSIONS

12,710 Seen by

ENGAGEMENT

255 Reactions

36 Comments

Posted in UNICEF Community



Paola Storchi

Apr 26 • Edited • @5

Seen by 9,473 ...

Healthcare by air: Rwanda's life-saving medical drones

Rwanda was the first country in the world to use drones to deliver blood and essential medicines to rural hospitals. The so-called "flying doctors" can cut a medical facility's time to procure blood from four hours to 15 minutes.

Two drone centres now operate in the east and west of the country, thanks to the partnership between the government and US robotics firm Zipline.

The Muhanga drone centre has 14 drones serving 21 hospitals in western Rwanda and has delivered more than 20,000 blood units, 1/4 of what the country collects in a year.

Watch this [compelling photo story](#) that gives you a snapshot of how this innovation is positively impacting people's lives all over the country!

IMPRESSIONS

9,473 Seen by

ENGAGEMENT

103 Reactions

13 Comments

Posted in UNICEF Community

Paola Storchi
Nov 9 • Edited • @55

1 share • Seen by 12,499

Exciting! Our Yammer Global Community reached 22,000+ members

UNICEF connects the global team through Yammer Digital Communities, growing to 22,000+ registered users as of November 2022. Thanks to all of you, activity on the platform grew dramatically in 2021-2022!

The UNICEF Community is a special group that now reaches 22,000+ members and has specific posting protocols. Posts to this community must be of interest to the entire organization, be timely, include contact info, and inspire conversation. Any time an irrelevant post is made, the impact of Yammer is diluted.

A post about a specific topic will get more attention in a group focused on that topic. If a relevant group doesn't exist - create one! Contact the BUILD team if you need assistance.

Learn more about posting to the relevant group, and read a plethora of tips and tricks in the BUILD community.



Like Comment Share 🙌❤️👏 Fatouma Houmed Aden and 58 others

UNICEF Community 22,000 members

IMPRESSIONS

12,499 Seen by

ENGAGEMENT

220 Reactions

49 Comments



Laura Gagliardone Thu at 12:09 PM

Dear Paola Storchi, I would like to add my warmest congratulations to those of other UNICEF colleagues. **Fantastic result: 22,000+ members** are receiving daily Yammer posts which are relevant to the entire UNICEF Family. I think that the message is "you cannot miss this information because it is important to you too". It is a good way to have a "bite" on what we all need to know and build **The UNICEF Community**. Information which is more relevant to specific groups is posted on other communities. Now, you should set up the goal of 30,000+ by the end of 2023! Thanks so much for sharing and managing knowledge for all of us. Have a nice rest of the week, Laura

UNICEF Community

Key analysis:

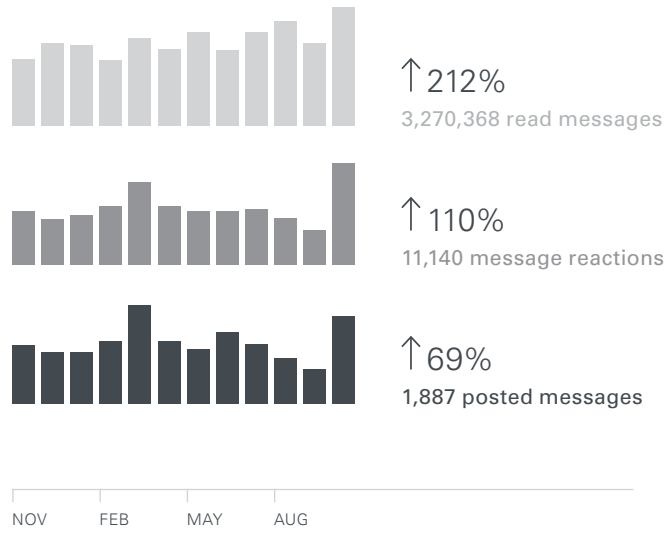
UNICEF connects the global team through Yammer Digital Communities, growing to 22,000+ registered users as of November 2022. Activity on the platform has grown dramatically in 2021-2022. It's been the right tool for the time.

UNICEF's mission benefits from the real-time connections, passion and intelligence enabled by this platform.

Exponentially increased participation with 4.1 million activities in the first half of 2022; and scaled up a 15-fold increase in read messages (from 1000 to 15,000 +) over the past year.

LAST 12 MONTHS

21,044 members
who read messages



2021

The Growth of UNICEF Network

UNICEF becomes a networked organization through community management and social technology

**FIVE FOLD INCREASE
OF THE ENGAGEMENT RATE
SINCE JANUARY 2016**

Almost 13,000 staff have an account,
and more than 100 new members join every month.

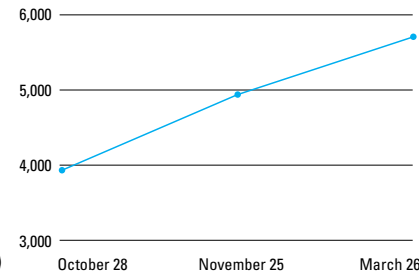
MEMBERS

5,695

Members were engaged.
46.4% of All Members

450 New Members
12,271 Total Members (All Time)

MEMBER ENGAGEMENT



MEMBERS

1,584

Messages were posted
February 26 — March 26, 2018

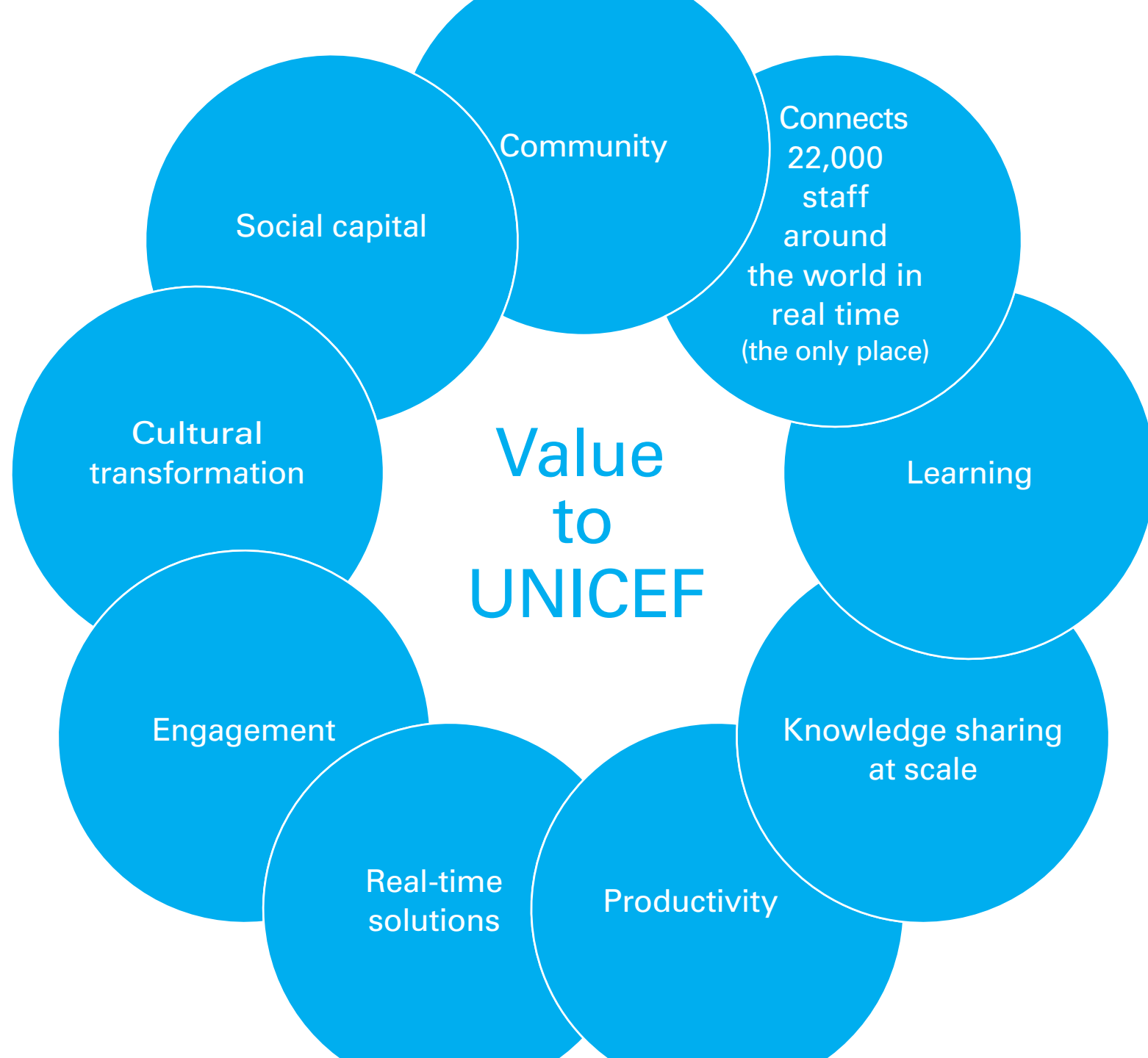
From 13,000 to 22,000+
registered users:

9,000+

more members joined

2018 — 2022

Value to UNICEF



Impact

#EVIDENCE

Why people join online communities?

+67%

Enhancing knowledge exchange across UNICEF and creating a more connected organization

+70%

Being part of communities with clear purpose and relevance to their work





#EVIDENCE

Four ways to create greatest impact

- Knowledge sharing
- Creating a connected organization
- Preventing duplication
- Fostering innovation

Sort: Replies + Reactions ▾

Filter By: All post types ▾

		 REPLIES	 REACTIONS	 SHARES	 PEOPLE
1	"Our motto each and every hour: protect children, unlock oport	115	573	0	110
2	On personal accountability to the mothers and children we pass	58	504	0	420
3	Learning UNICEF abbreviations through Baby Shark song There	59	362	0	201
4	It's my pleasure to finally open the first Yammer Discussion on Y	85	295	0	54
5	On behalf of Mitsue Uemura, greetings from EAPRO!! It is a ple:	91	283	0	72
6	Call for staff support to the L3 Ukraine Emergency The situation	53	316	0	96
7	It's my pleasure to open the Yammer deep dive on digital learni	61	281	0	64
8	I'm so pleased to open the first Yammer Deep Dive of the year! '	65	267	0	66
9	Welcome to our Yammer Discussion on Scaling up Early Childh	71	235	0	39
10	Cambodia: Primero offers a lifeline to more than 2400 vulnerabl	34	252	0	61

Most Engaging Posts

The Most Engaging Posts shows the posts that have had the most engagement in their conversations threads.

And here's what staff said

"100,000 conversations and reactions were shared across the network." What an amazing milestone and testament to how incredibly important this community is to build connection across UNICEF!

As of today I am new to Yammer. After several years away I have recently returned to UNICEF. I can't tell you how meaningful it is to know this platform now exists. My 2022 #YammerGoal is to meet and get to know as many of you as possible.

Yammer is a safe space for us to share knowledge (and a laugh) and to build connections — professional



Dear colleagues, yammer platform is the easiest way to get through colleagues globally.