



UNICEF Club's Publicity and Social Media Guide

As partner of UNICEF HK, UNICEF Club has to follow the guideline of publicity and social media.

1. Logo Use

- The unauthorized use of the names and logos of **GenAction, UNICEF Club, UNICEF HK and UNICEF** is against local and international laws, and is expressly forbidden
- The GenAction and UNICEF Club logos can be used to promote club-related events and activities. Both logos must always be used together.
- UNICEF HK logo can only be used with the written permission of UNICEF HK staff
- The minimum size of all logos are no less than **25mm** in width
- All logos must be used in their originally designed proportions
- Never condense, expand, or distort the logos beyond its original proportions—either height or width
- The GenAction and UNICEF Club logos are available at UNICEF Club Web Portal

2. UNICEF Resources

- UNICEF photographs, videos, audio, and print materials are **copyrighted**, be sure to **credit the source and photographer**
- UNICEF photographs and videos are documents of real people and situations; therefore, they can be used only in a context that accurately represents the real situation
- Content cannot be digitally altered to change meaning or context
- All reproductions of non-brand content MUST be credited, as follows:
 - Photographs: "© UNICEF /photographer's last name"
 - Videos: "© UNICEF video", please credit UNICEF onscreen
 - Print content: "© UNICEF"
- Assets from the UNICEF WeShare site are available for download at <https://weshare.unicef.org/Package/2AM4080FDL1J>

3. Club Promotion

- Create club accounts for your school on a variety of social networks (This is NOT required, but highly encouraged)
- Use hashtag **#UNICEFHK #GenAction #UNICEFClub** on every social media posts
- Highly recommend to advertise via poster, notice board, school assembly, campus radio, Campus TV, school newspaper and social media platforms

4. Photo-Taking

- Manner
 - Respect the audience and avoid embarrassing situations
 - Use flash light only if necessary
 - Switch off the sound effect when taking photos
- Content
 - Interactive
 - Cheerful faces
 - Preferably a group or a mass working on a task



- Close-up & wide shot are also needed
 - Ideally with landscape orientation to show the event scale
 - May take short video as event highlights
- Use of photos
 - Save photos that are high resolution
 - Prior consent should be sought before uploading event photos of/with students to your own social media
 - Please submit 10 photos to UNICEF HK for record. UNICEF HK reserves the right to use the photo which will be used in the promotion of UNICEF HK and UNICEF Club.

