

How to disseminate an assessment report via email and social media?

Step 1: Determining your audience

Before disseminating any publication, it is essential to determine its target audience, which will also impact the dissemination channels to use. Most often, WFP VAM disseminates its publication via email and on social media (twitter). WFP has a long email contact list including all VAM Officers at country office and regional level, WFP staff from other technical units and external partners and platforms (e.g. ReliefWeb). The list can be adapted to an internal or external audience. Should you need to disseminate your report to a wider audience such as country office/regional bureau management or any other external website/person, you can make that specific request. *It is best practice to always put in copy management of the publication's concerned country.*

Step 2: Uploading your publication

To upload your publication to the VAM Shop and WFP Publications, please send an email to **VAMInfo** (wfp.vaminfo@wfp.org), copying **Wael Attia** (wael.attia@wfp.org) including: "Request for posting" in the subject line.

Step 3: Dissemination email


Upon receiving the links to your uploaded publication, you can start working on the dissemination email. The email usually includes a link to access the publication, a picture of the cover page (which embeds a link to the publication) as well as links to WFP VAM's various websites and social media pages. Should need be, additional information can be added (such as highlights – if not already in the picture of the cover page) can be added below the main publication link on the left hand side. The subject of the email is usually: *Now online: Title of the publication, month, year*

Once your email is ready, forward the draft to **VAMInfo**, copying **Wael Attia** specifying any audience requests. Action will be taken by VAM HQ to send it out.

The example here illustrates a simple dissemination email. You can also find the template here:



Now Online_ Libya
- The Migration Puls

**World Food Programme**

WFP VAM | Food Security Analysis




Now available online :


[Libya - The Migration Pulse:
Understanding the needs and food
security situation of migrants in Libya,
July 2019](#)

More information at:

[VAM Shop](#)
[wfp.org](#)
[WFP-VAM Data Visualization
Platform](#)

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**THE MIGRATION PULSE**
Understanding the needs and food security
situation of migrants in Libya

HIGHLIGHTS:

- Interviewed migrants have come from 36 different countries, majority originating from West Africa, North Africa and the Middle East. Backgrounds of migrants and other demographics were considered in the data collection, analysis and conclusions.
- One third of respondents reported insecurity and violence concerns, which were found to be particularly high in West and South Libya. One fifth of migrants are also struggling to find jobs, and nearly 40 percent reported unstable casual labour as their main income source.
- High food prices have also been identified as a major challenge for 20 percent of respondents and more than half of respondents voiced their worries to obtain sufficient food to eat. To cope with the lack of food, more than a quarter of respondents have gone a whole day without eating and 15 percent have skipped meals in the 30 days before the survey.
- A high percentage of interviewed migrants preferred unrestricted cash as a delivery modality to meet their basic food needs, which mirrors their vulnerability levels combined with ongoing severe cash shortages across Libya. Restricted cash-based transfers came second, with 11 percent selecting cash to buy food, closely followed by in-kind food reported by 8 percent of respondents as their preferred modality of assistance.
- Migrants who come from East African and South/Southeast Asian countries were found to be more vulnerable to food insecurity. In-depth analysis revealed high vulnerability levels among certain migrant subgroups. Overall, those residing in eastern Libya are more prone to vulnerability compared to other regions. Migrants that arrived recently are also significantly more vulnerable to food insecurity.

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Step 4: Social media coverage

If the publication can be disseminated externally, you can consider posting it on social media. WFP VAM(@WFPVAM) and mVAM(@mobileVAM) both have twitter accounts which can be used to promote your publication.

Again, reach out to **VAMInfo** if you need help drafting a “tweet” and posting it online through the VAM twitter accounts. Make sure you “tag” all relevant partners, contributors and country twitter accounts to ensure it is widely spread.

