



5 October 2020

WFP Management Response to the Internal Audit Report of Social Media in WFP (AR/20/13)

WFP Management appreciates the findings and recommendations shared by the Office of Internal Audit (OIGA) in the internal audit report AR/20/13 on Social Media in WFP, covering the period 1 January 2019 – 31 March 2020, and subsequently the fieldwork on 11 May – 11 June 2020, and values the collaborative approach undertaken by the Office of Inspector General during the various phases of the audit.

The ever-increasing ubiquity of social media platforms globally means that this medium is crucial in building brand visibility and increasing public engagement which positively contribute towards WFP's broader positioning, partnering and resourcing efforts. With core strategic investment in capacity and tools to build and managing these channels, WFP will be able to better amplify WFP messaging and more effectively engage with the organization's constituencies in line with WFP corporate priorities and strategic objectives.

WFP Management acknowledges the six observations, one of which is high and five of which are medium priorities, and the corresponding agreed actions. Management notes the importance of the auditors' request to establish better coordination and collaboration across divisions implementing outreach across social media platforms. The recommendations of the Report on Social Media will significantly strengthen the framework to police and enforce organization-wide processes and protocols around user's management. They will help to consolidate the roles of governing bodies at global and regional level, and serve to reinforce our reputation protection procedures.

Specific to account security, the Report's focus on cyber security is well noted in line with WFP's ongoing mission to be in the forefront of global best practice and WFP will leverage all available tools and resources to ensure risks are mitigated. These will further build on the current ongoing efforts to train and upskill colleagues and onboard the best benchmark tools.

The Report's highlight on the management of account accesses as well as on the importance of governance mechanisms in place is well received by WFP. A focus on this will help to strengthen the organization's control system, particularly over non-corporate social media accounts, where roles and responsibilities overlap with the personal profiles of colleagues. WFP expects a full implementation of the agreed actions in accordance with the timelines specified in the Report.

Priority will be given to address the high-risk observation on Social Media Governance: Strategy coordination, resourcing and accountabilities. Management is committed to: 1) conduct a review exercise of resourcing levels needed to build capacity in the RBx to monitor all CO content and strategies; 2) develop a comprehensive framework with recommendations



on a corporate governing body to police and enforce the processes and protocols for social media accounts [from opening, to maintaining and closing].

Furthermore, to address other medium-risk observations, Management will 1) 2) Coordinate the development of a concept note and investment case to establish a holistic monitoring and performance framework for social media; 3) Roll out a series of mandatory trainings that will be given to social media community managers and WFP representatives.

Lastly, WFP Management will ensure that relevant clarification and guidance is provided on: (a) standards for digital assets and content creation, including responsible use of data and images through databases and sharing arrangements; (b) disclaimers and privacy notices; (c) WFP security standards over social media user.

WFP Management would like to thank OIGA for its thorough analysis, receptive engagement, and collaborative support. Implementing the agreed actions will further strengthen WFP's partnerships and resource mobilisation, enabling WFP to make the most appropriate use of available resources and thus support our operations across the world.