



Integrated Food Security Phase Classification
Evidence and Standards for Better Food Security and Nutrition Decisions

The IPC **STYLE GUIDE**

*Ensuring Clear and Consistent
Communication*

March 2025



NOTE

The designations employed and the presentation of the material in these guidelines are developed for internal guidance purposes and do not imply the expression of any opinion whatsoever on the part of the Integrated Food Security Phase Classification (IPC) concerning the legal and food security status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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1. INTRODUCTION

About Technical Writing:

Technical writing is a form of professional writing that aims to communicate complex technical information regarding food insecurity and malnutrition in a clear, concise, and understandable manner. The purpose of technical writing is to provide instructions, document processes, and explain technical concepts to an audience who may not have expertise in the subject matter.

IPC technical writers create a variety of documents such as:

- The IPC Technical Manual 3.1
- Technical guidance notes
- IPC country Reports
- IPC snapshots
- Funding proposal
- Donor reports
- Reporting notes

The goal of technical writing for the IPC is to provide clear information that can be used immediately and effectively. This is achieved by following a set of writing conventions that emphasise clarity, accuracy, and consistency.

The IPC Style Guide provides instructions on how to consistently write and format IPC's technical content. It serves as a blueprint for drafters, writers and editors to produce clear, concise, and organised content that reflects The IPC's brand, voice and values. These guidelines cover a wide range of topics, including tips on general writing style, grammar, punctuation, tone, vocabulary, formatting, and visual presentation, as well as how the IPC should be communicated to the public. These guidelines will help streamline IPC products and ensure all parties involved in content creation are consistent including IPC analyses, website publications, social media posts, communication materials, and more.

1.1 WHY THE IPC NEEDS A STYLE GUIDE

Good writing is important for every organisation. The IPC faces a constant demand for information and must ensure its publications and documents are professional, consistent and clear, and that messages resonate with their intended audience. Although the IPC team is made up of people from across the world, we need to speak with one voice. This guide will help us do that. The IPC Style Guide has the following key objectives:

- To promote good writing and high-quality editorial standards in all IPC analyses that adhere to the expectations of the general humanitarian and development community.
- To promote consistent and clear use of terminology in communications across the organisation.
- To enhance the IPC's public image, and help promote and protect the IPC's brand.
- To encourage the IPC to have one consistent voice with messaging that comes from a unified source.

1.2 WHO SHOULD USE THIS STYLE GUIDE

The adoption of a consistent house style proves advantageous for the entire IPC team in producing any external communication products. By using the IPC Style Guide as a standard practice for all products (IPC Reports, Reporting

documents, fact sheets, media talking points, and web content), the initiative's message will be communicated with clarity and consistency. This will, in turn, inspire the trust and confidence of IPC stakeholders.

1.3 VOICE AND VALUES

The IPC's voice reflects its values and mission, ensuring it resonates with both internal and external stakeholders. The tone of any IPC product should be:

- Clear and transparent;
- Authoritative and convincing;
- Engaging and empowering;
- Direct and unambiguous.

The IPC's writing must embody these attributes and convey messages with simplicity and brevity to aid comprehension. To ensure IPC audiences understand the content, it is crucial to avoid or limit technical terms, foreign expressions, jargon, and acronyms.

1.4 THINK BEFORE WRITING

Thinking before writing is an essential skill to express thoughts and ideas clearly and effectively. Taking the time to think before you write can make a significant difference on the impact of your communication. Start by considering the following questions:

- Why am I writing this and why is it important for people to know?
- What kind of impact do I want my writing to have?
- Who is my key audience?
- What is/are the key message(s)?
- What do I want people to understand?
- What are the sources of the content?
- What kind of tone should I use?

Sketching an outline can help organise ideas, especially for complex or extensive material. If you have access to any IPC templates and/or good examples of prior Reports, snapshots or talking points, you can refer to them as guides. You can also check the IPC templates for guidance.¹

1.5 AIM FOR CLARITY AND SIMPLICITY

Keeping your writing simple and straightforward is vital to effective communication because it ensures your message is understandable and accessible. By using simple language, avoiding unnecessary complexity, and organising your thoughts logically, your writing will be more engaging and easier to follow. This will help ensure your message is understood and remembered. There are five general rules for simple and clear writing:

- Use direct language and use as many specific words as you can.
- Keep it short. Avoid unnecessary words, phrases and repetition.
- Use the active voice rather than the passive voice. In active sentences, the subject is the person or thing doing the action and verbs are what is being done.
- Use appropriate language, avoid judgemental terms and jargon.
- Use verbs that are dynamic and action-oriented, while avoiding the overuse of adjectives and adverbs.

¹ IPC Communication Template Guidelines, Word Templates and Design files: <https://www.ipcinfo.org/ipcinfo-website/communication-tools/template-guidelines/en/>

2. GRAMMAR

To maintain a consistent style, the IPC adheres to British English including in this Style Guide. This is consistent with the United Nations' (UN)² use of British English in its communications. It may seem like a minor detail, but maintaining a consistent language style is one of the simplest ways to align IPC information products.

2.1 DEFAULT SETTINGS

Default settings for British English are the pre-set options in word processing systems and programs that determine the language, spelling and grammar used in written communication. Here are some typical default settings to consider:

- **Language:** Choose British English or English (United Kingdom) as the default language option in all word processing programs you use. This will ensure the spelling in your document is correct.
- **Spell-check:** Most word processors have a built-in spell checker. Set this to English (United Kingdom). This feature ensures spelling is correct according to the British English dictionary.
- **Grammar:** Many word processors also have a grammar-check tool. You should set yours to the English (United Kingdom) default. If you use online proofing applications such as [grammarly.com](https://www.grammarly.com), apply the same settings.
- **Dictionary:** Make sure to change the default dictionary used in word processing programs, such as Office programs like Word, to English (United Kingdom).
- **Date formats:** Ensure you follow the UK day-month-year format instead of the US month-day-year format.

Selecting the British English language settings for all your production tools will save time in proofreading and editing.

2.2 SPELLING

IPC products should be written using British spelling, unless it's a proper noun with US English spelling or you are quoting an American speaker or text, in which case the original should be kept. This Style Guide follows British English spelling rules:

- Words ending in **-re** rather than **-er**: **centre, calibre, theatre**;
- Words ending in **-our** rather than **-or**: **behaviour, colour, endeavour, favour, honour, labour, neighbour**;
- Words ending in **-ence** rather than **-ense**: **defence, offence, licence** when using the noun, however, **license** when using the verb;
- Words ending in **-l** followed by a suffix should be **-ll** rather than **-l**: **traveller, counselled, modelling**;
- Words ending in **-ise** rather than **-ize**: **organise, realise, theorise**;
- Words ending in **-yse** rather than **-yze**: **analyse, catalyse, paralyse**;
- Words ending in **-mme** rather than **-m**: **programme**.

² United Nations Editorial Manual: https://digitallibrary.un.org/record/134841/files/United_Nations_Editorial_Manual.pdf

Examples:

✓ The experts travelled to the area last week to analyse the neighbouring districts.

✗ The experts **traveled** to the area last week to **analyze** the **neighboring** districts.

Exceptions to these rules include:

- Words that appear in proper names;
- Quoted material, which should appear as originally written.

When in doubt, refer to the Oxford English Dictionary (OED)³ spelling.

2.3 HYPHENATION

The main use of a hyphen is to join two or more words together. You may also use hyphens in compound adjectives (adjectives formed from two or more words) that appear before a noun; for example, an '**up-to-date guide**,' or '**two-year-old daughter**'. You would also use a hyphen for words formed with a prefix such as '**self-employed**,' or when some numbers are written out in full such as '**twenty-one**'.

Commonly hyphenated words used in IPC analyses	
Agro-pastoral	Rain-fed agriculture
Below-average	Scale-up
Below-normal rainfall	Sudden-onset disaster
Capacity-building	Gender-based violence
Child-headed household	Health-seeking behaviour
Child-friendly programme	In-depth
Conflict-affected region/people	Income-generating programme
Consensus-building	Know-how
Cross-cutting/Cross-border	Long-term plan
Cyclone-affected region/people	Mid-year; mid-October
Decision-making	Near-normal
Disaster-prone zones	Rain-fed agriculture
Drought-affected areas	Scale-up
Family-owned	Short-term
Food-based dietary guidelines	Sudden-onset disaster
Food-insecure population	Up-to-date
Health-seeking behaviour	War-affected communities
Income-generating programme	War-torn region
Long-term plan	Worst-case scenario

³ The historical English dictionary: <https://www.oed.com/?tl=true>

Never use a hyphen after an adverb ending in -ly. An adverb typically tells you how something happens, such as slowly or quickly. Compare these sentences:

Examples:



The IPC uses internationally recognised standards to support decision-making.



The IPC uses internationally-recognised standards to support decision making.

2.4 COUNTRY NAMES

All documents must follow the Names of Countries and Territories (NOCS) database⁴ which consists of names of countries and territories, as well as adjectives of nationality, capital cities and currency units. The designations used in the NOCS database follow UN best practices and may differ from the mainstream. IPC also follows UN Standard country or area codes for statistical use known as M49.

Countries such as the Netherlands and the United States of America are collective singular nouns, meaning they always take singular verbs. For example, 'The Netherlands is adopting a new law...'

In general, countries and regions with names that include common nouns, such as island(s), kingdom and republic, should be preceded by the definite article 'the' in a sentence, e.g., 'the Marshall Islands'. If a country name includes 'the' (whether the article precedes it or follows it in brackets in NOCS), you must include the article 'the' in your writing, e.g., Syrian Arab Republic (the) should be written as 'the Syrian Arab Republic'.

When discussing regions or districts within a country, capitalise the word if followed by a formal name, e.g., 'the Bay Region of Somalia' or 'the Baidoa District in the Bay Region.' However, do not capitalise the words 'region' or 'district' if writing them on their own.

Exceptions

The United Kingdom of Great Britain and Northern Ireland may be shortened to the United Kingdom in text, tables and charts after writing it in full on first reference in the main text of the document. This exception does not extend to titles, title pages, signatures or when the country name is required in full. The use of UK and USA in lieu of the short name is permitted in bibliographic lists only. US, UK and EU may be used as adjectives, such as 'US exports' or 'UK economy.' When writing about a cross-border unit of analysis, make sure to mention all countries included in the first reference of your report. For instance, 'El Salvador, Guatemala and Honduras, Tri-National Border Federation of Río Lempa.'

2.5 NUMBERS, UNITS, DATES AND TIME

Numbers play a vital and valuable role in food security response, communicating key information to inform decisions. Therefore, numbers should be communicated clearly and consistently. How you communicate data is as important as the data itself.

⁴ Names of Countries and Territories (NOCS): <https://www.fao.org/nocs/en>

Below are resources that will help you communicate IPC data consistently:

Numbers one to ten:

Numbers from 'one' to 'ten' are written out as words, whereas numbers from 11 upward are written as numerals (22, 33, 44, etc), with the following exceptions:

- It's best practice to avoid starting a sentence with a number. If you must start your sentence with a number, spell it out in full e.g., **Fifteen people were present at the meeting;**
- Use numerals where a number accompanies a unit, e.g., **5 cm, 7 percent, USD \$10;**
- Use numerals when numbers from both groups are used consecutively, e.g. **The number of replies varied, ranging between 2 and 12 per group;**
- For units of time, applying the rule can be at the discretion of the writer, as long as it is consistent throughout the document (**5 days or five days**);
- For percentages, always use numerals: **9 percent**, rather than nine percent.

For decimals:

- Use a period (a full stop, not a comma), e.g., **14.36;**
- Use a zero before the decimal point for numbers smaller than 1, e.g., **0.23;**
- Use the plural form for any decimal number above 1, e.g., **1.5 days.**

Use commas in numbers over 999:

For example, '**The survey was sent to 39,000 people.**' This simple formatting choice makes large numbers easier to read and understand. There is an exception for years, which don't need commas. It's 2025, not 2,025.

Large numbers:

For better readability, write "**1 billion**" instead of "1,000,000,000" or "**2.5 million**" rather than 2,500,000.

Rounding numbers:

To ensure clarity and consistency in IPC communications, numbers should be rounded appropriately while maintaining accuracy and impact. Use the following guidelines:

General rules for rounding:

- **Thousands:** Round to the nearest hundred if precision is unnecessary (e.g., **4,774 --> nearly 4,800**);
- **Millions and billions:** Round to one decimal place when relevant (e.g., **2,345,678 --> over 2.3 million**);
- **Growth percentages:** Round to whole numbers unless decimals add significant value (e.g., **49.8 percent --> nearly 50 percent**).

For currency:

- When referring to US dollars use USD with a space before the dollar sign and figure, e.g., **USD \$500**. For denominations in millions, billions or trillions, follow this format: **USD \$43.2 million**;
- For the euro use EUR, e.g., **EUR 43.2 million**;
- For all other currencies, write the figure first, followed by the currency name, for example, e.g., **100 million Zimbabwe Dollars**.

For more guidance on global currencies and their symbols refer to the [XE website](#).

Percentages:

Write percent as one word rather than ‘per cent.’ Always present figures as numerals. This includes one to nine. In the main text of IPC reports, write out the word ‘percent’ rather than using the symbol %.

Examples:

More than 9 percent of the population is food insecure.



More than 9% of the population is food insecure.

Only use the % symbol in tables or in limited spaces such as headlines or social media posts. In tables, don’t add any space between the figure and the % symbol e.g., **15%** rather than 15 %.

Age:

Age should be expressed in numerals:

- **5 months old**
- **under 18 years of age**
- **10-year-old boy**
- **children aged 5–10 years**

Time:

The use of the 24-hour system is preferred, e.g., **08:00, 13:30**. If it is necessary to use the 12-hour system, use full stops in ‘am’ and ‘pm’ as follows: e.g., **8:00 a.m., 1:30 p.m.** Whatever you choose, be consistent.

When referring to time zones, use Coordinated Universal Time (UTC) + or – as your reference. For example, ‘**the meeting will be held at 17:00 (UTC +6)**’.

Dates:

Dates are expressed according to the standard Gregorian calendar. The day is always followed by the month and year: e.g. **Published on 21 April 2025**. Months are normally written out in full but may be abbreviated in tables if space is limited, e.g., **February vs Feb**.

Ranges of dates:

To indicate a range of dates, use the following formats:

- **The Steering Committee will meet from 12 to 23 April 2025.**
- **The first session of the Steering Committee was held at IPC Headquarters on 12 and 13 June 2024.**

Humanise data:

It is important to remember that numbers used in IPC analyses represent human lives. By making this clear in your writing, you will evoke a deeper emotional response from your audience which can increase the likelihood of them taking action. The objective of this section is to shed light on the significance of humanising numbers and to guide you on how to implement this effectively in IPC content.

Examples:

More than half of South Sudan's population, which translates to 6.6 million people, is experiencing high levels of acute food insecurity due to increased conflict, high food prices and the impacts of COVID-19. This includes 61,000 people classified in IPC Phase 5 (Catastrophe) who could die without immediate humanitarian assistance. A further 2.2 million people classified in IPC Phase 4 (Emergency) also need urgent action to save lives and livelihoods.



About 6.6 million people in South Sudan are classified in Crisis (IPC Phase 3) or worse between October and November. Of those, 2.2 million people are experiencing worse conditions in Emergency (IPC Phase 4) acute food insecurity and an estimated 61,000 people in Catastrophe (IPC Phase 5) acute food insecurity in Fangak, Pigi and Akobo of Jonglei State; Pibor County in the Greater Pibor Administrative Area.

2.6 SEASONS

Follow these guidelines when referring to seasons such as spring, summer, fall, winter, rainy or dry, cropping or harvesting, and their derivatives:

- **Capitalisation:** The names of seasons are capitalised only if they appear at the beginning of a sentence. For example: '**S**pring showers bring summer flowers';
- **Article usage:** The definite article "the" is typically used before the names of seasons;
- **Hyphenation:** Hyphens are not used when writing the names of seasons.

Examples:



Rainfall during the 2016 summer cropping season was generally very favourable in most parts of Sudan.



Rainfall during the 2016 Summer-Cropping season was generally very favourable in most parts of Sudan.

2.7 USING FOREIGN LANGUAGE WORDS

Non-English words may appear in IPC information products, such as local terms for seasons and livelihood zones in countries like Ethiopia or Somalia. Here are some general guidelines for using non-English words:

- **Translate:** Provide a translation or explanation if you use a non-English word that is not commonly known;
- **Italicise:** Use italics for non-English words to help make clear it's a different language than the rest of the report;
- **Consider your audience:** If you are writing for a general audience, it may be best to avoid non-English words unless they are integral to the topic, region, or demographic;
- **Be consistent:** If you decide to include a non-English word in your report, keep using it throughout rather than switching to the English translation. This can help to avoid confusion.

Examples:



Somalia's long rain season, known as *gu*, typically lasts from April to July. However, in 2019 it performed poorly, reducing cereal production.



The Gu rains performed poorly, reducing cereal production in 2019.

2.8 ABBREVIATIONS

Abbreviations are shortened versions of words such as 'etc' for 'et cetera'.

Acronyms are formed from the initial letters of other words and pronounced as a word, such as NATO and OCHA.

Below are some guidelines for both:

- **Introducing abbreviations:** When introducing an abbreviation of a word in a report, spell the word in full on the first reference, followed by the abbreviation in parentheses. For example, '**National Statistics Agency (NSA)**'. You can use the abbreviation in all subsequent references.
- **Contextual clarity:** Ensure the meaning of an abbreviation is clear within the context of your document. If there is a possibility of ambiguity, always write the word(s) out in full.
- **Periods:** Avoid using periods within abbreviations unless it is widely accepted or necessary for clarity (e.g., i.e., Dr.) Generally, you can omit periods for uppercase abbreviations (US, UK, NATO, FBI).
- **Pluralisation:** To indicate the plural form of an abbreviation, add a lowercase "s" without an apostrophe (HCs for Humanitarian Coordinators, TWGs for Technical Working Groups, or IDPs for internally displaced people).

3. IPC ANALYSES AND COUNTRIES IN CONFLICT

In conflict-driven food and nutrition crises, the role of the IPC is critical in providing its stakeholders with reliable and non-partisan information. Conflict-sensitive information in IPC analyses enables the public to make well-formed decisions without bias. However, IPC analysis processes face greater difficulties in some countries where conflicting sides seek to control the narrative for their own purposes.

How does the IPC define conflict?

According to the IPC's Guidance Note on Conflict Analysis⁵ developed in 2024, 'Conflict refers to a situation involving the armed and organised use of violence.' In this context, 'armed' refers to the use of weapons, and 'organised' refers to sustained group actions that extend beyond a single event. Groups using armed violence (also known as armed actors) may range from local militia to criminal groups to state militaries... In IPC conflict analysis, no armed actor is inherently more significant than another. IPC conflict analysis focuses on the humanitarian consequences of organised violence and its impact on food security.'

Communication of conflict analysis

Also, according to the Guidance Note on Conflict Analysis, the communication of conflict analysis must remain neutral and objective. This includes:

- Using the terms '**conflict**' or '**organised violence**' to refer to the hazard, and '**fighter**' to refer to an individual engaged in organised crime;
- Using official armed actor names when contextually appropriate;
- Avoiding emotional, pejorative, or value-based language;
- Avoiding legal terminology, including accusations of war crimes, crimes against humanity, and other categories of acts found in national or international law.

3.1 INFORMING, NOT TAKING SIDES

By using neutral language in its communication products, the IPC avoids perceptions of bias, fostering trust, acceptance, and ownership from all parties. Using neutral language also helps defend IPC analyses from parties who claim bias as a pretext to refuse, discredit, block or hinder the IPC's work. Humanitarians cannot stop war and conflict, only political leaders can. However, humanitarian organisations can help prevent and alleviate some of the consequences of conflict, by providing information that can be trusted and respected by all sides.

3.2 WORDS MATTER!

The words you choose while drafting an analysis matter. Avoid including any personal opinions or emotional language in your writing. Focus on the facts of the food security or nutrition situation. This helps you avoid offending different sides in a conflict and helps preserve IPC's reputation as an impartial and trustworthy authority on food security and nutrition.

⁵ IPC Conflict Guidance Note: https://www.ipcinfo.org/fileadmin/user_upload/ipcinfo/docs/IPC-Guidance-Note-conflict-Nov-2024.pdf

Below are some things to keep in mind:

- **Naming parties in the conflict:** Avoid defining the conflict and its impact by naming the parties involved and the areas under their control. Even common words such as **rebels, separatists, or government forces** may be interpreted as the IPC taking a position on the conflict.
- **Blame:** Avoid assigning blame for the food/nutrition crisis to any particular group in the conflict either overtly or inadvertently.
- **Provocative labels:** Avoid words like **terrorist, extremist, fanatic or fundamentalist**. As the saying goes, one person's terrorist is another's freedom fighter. The IPC avoids using these words since they indicate a judgment or a taking of sides. These labels differ depending on the context and the country. The best practice is to refer to a group by the name they use themselves.
- **Sensational adjectives:** Avoid using 'sensational' adjectives, such as **wicked, marouiding, cruel, rogue, vicious, brutal, senseless or barbaric**. Stick to writing the facts. They will make the situation very clear to the audience without the need to use any sensational language.
- **Describing violence:** Avoid unnecessary descriptions of violence in your reports. This is sensationalism and does not increase the credibility of the analysis. Graphic descriptions of violence can violate the dignity of affected people and traumatise your audience. Think very carefully about the purpose of including graphic language in any reports.

If you MUST use strong words: Avoid emotionally-charged and imprecise terms:

- **Killing** means the act of causing death.
- **Assassination** is the targeted murder of a prominent person often for political reasons.
- **Massacre** is the deliberate killing of many people, often innocent, unarmed civilians. Since soldiers are considered legitimate targets in a war, you wouldn't use the word massacre when referring to their deaths in a combat setting.
- **Genocide** refers to the killing of a group of people with intent to destroy, in whole or in part, a national, ethnical, racial or religious group. An extended definition of genocide according to the UN Genocide Convention can be found [here](#).
- **Atrocities** involve an extremely cruel, violent, or shocking act, typically involving physical violence or injury, especially in a war. It's important to use strong language carefully, appropriately, and accurately.

3.3 CONFLICT SENSITIVE LANGUAGE

When writing about conflict in IPC information products, it is important to use sensitive language. This is important for three major reasons:

- 1) Overly graphic language can distress readers, leading to disengagement and reduced information retention;
- 2) Using overly graphic language without a clear purpose violates the dignity of the people affected by conflict;
- 3) Graphic descriptions may be seen as politically charged and can compromise the IPC's commitment to neutrality and impartiality.

✗ Troublesome phrasing	✓ Alternative phrasing
rebellion, invasion, insurrection, uprising	conflict, war
senseless war, pointless war, devastating war	conflict, war
takeover, coup d'etat, mutiny	political developments, political change, political transition
innocent civilians, suffering population	civilians
attacks, incursions, ambushes, warfare	organised violence, armed activities
uprooted population	displaced population or displaced people
rebels, terrorist groups, separatists, thugs	fighters, armed actors, armed groups
crimes, atrocities, crimes against humanity, war crimes, violations	armed activities, organised violence
war-ravaged regions, war-torn	war-affected, conflict-affected

A reminder of neutral terms to use according to IPC's Guidance Note on Conflict Analysis:

- **Conflict;**
- **Organised violence;**
- **Fighter;**
- **Armed actor.**

3.4 BALANCE

When possible, avoid presenting a one-sided view of suffering in food security and nutrition reports. Treat the suffering of all sides in a conflict as valuable. Let's consider this accusation from the Israeli Ministry of Foreign Affairs regarding IPC's Special Report on Gaza: *'Lack of neutrality in the descriptions of the context with total omission of Hamas' actions. In the introductory section titled "conflict" (p.4), the report makes the incredibly false assertion that the escalation of hostilities within the Gaza Strip began with heavy bombardment on 7 October 2023', completely ignoring the massacre of some 1,200 Israelis in Israel, the taking of some 240 people, including women and children, hostage and the barrage of thousands of rockets towards Israeli population centers, all of which preceded Israel's military response in Gaza.'*

While there may be political interests in discrediting the Special Report, perhaps the Report mention of what took place before the heavy bombardment within the Gaza Strip on 7 October 2023 could help avoid the critique, while still maintaining the focus on the humanitarian crisis. For example: **'On 7 October 2023, the Gaza Strip experienced an escalation of hostilities with heavy bombardment, while 1,195 people were killed in Israel and 251 people taken hostage by armed actors.'**

Also, if a country has experienced an improvement in its food security or nutrition situation you should include this information as well as an explanation of the change.

3.5 SOURCING

Using credible data and sources is always important, but it is especially crucial when it comes to conducting conflict analysis where IPC's standard protocols cannot be used. For transparency and credibility purposes, the IPC should always cite data sources. However, this may not be possible in countries with hostile governments or opposition forces who may crack down on local sources, or revoke access for humanitarian agencies and organisations.

Information or data regarding conflict must always be clearly sourced and credited. This includes:

- Death tolls;
- Numbers of displaced people;
- Reports about conflict incidents.

When citing conflict information in an IPC Report, make sure to name the source of the information and the date you accessed the information.

If you are not including the name of the source(s) used in a Report due to security reasons, explain this in the text. Let's look at another accusation levelled at the IPC by the Israeli Ministry of Foreign Affairs:

'On page 17 the report makes a general claim that "widespread weight loss, diseases, and malnutrition prevail [in Gaza] due to insufficient food supplies", basing it on "interviews that WFP conducted with eight key informants" in the course of two weeks (11-23 January). It is not specified in what positions those "key informants" are and why their identity is not revealed.'

Presenting the information in this manner may help mitigate such critiques:

'Over the course of two weeks, (11-23 January) WFP conducted interviews with eight key informants involved in the humanitarian response in Gaza; In order to help ensure their security, the identity of the key informants will not be disclosed.'

3.6 IPC CONTENT WITH LEGAL IMPLICATIONS

In the 2024 analyses of the Gaza Strip, IPC information was cited as evidence in the indictment of Israel's leaders. Given this precedent, the IPC must ensure that all its data is transparently sourced to prevent situations where it may be called to testify as the primary source of the information.⁶

⁶ Statement of ICC Prosecutor Karim A.A. Khan KC: Applications for arrest warrants in the situation in the State of Palestine. <https://www.icc-cpi.int/news/statement-icc-prosecutor-karim-aa-khan-kc-applications-arrest-warrants-situation-state>

4. IPC CONTENT

4.1 THE IPC

The full name of the IPC is the Integrated Food Security Phase Classification.⁷ The correct acronym is IPC, not I.P.C. On first reference in a document, write the full name: Integrated Food Security Phase Classification. In every subsequent instance, the acronym may be used. For example, 'The Integrated Food Security Phase Classification (IPC) was originally developed in 2004 to be used in Somalia. Since then, a global partnership of organisations is leading the development and implementation of the IPC at global, regional and country levels.'

4.2 WHAT THE IPC IS

According to Communications Guidelines, the IPC is global multi-stakeholder initiative to improve analysis and decision-making on food security and nutrition. Using the IPC classification and analytical approach, governments, United Nations (UN) agencies, Non-Governmental Organizations (NGOs), and other stakeholders work together to determine the severity and extent of acute and chronic food insecurity and acute malnutrition situations within countries, according to internationally recognised standards.


In short, the IPC is:

- a Common Global Scale to classify food insecurity and malnutrition;
- a process to build evidence-based technical consensus among key stakeholders;
- an approach to consolidate wide-ranging evidence;
- a path to provide actionable knowledge for strategic decisionmaking;
- a platform to ensure rigorous analysis.

How to refer to the IPC:

In the given context, the acronym "IPC" can denote two distinct notions: the IPC Partnership or the IPC analytical approach. When citing the IPC, it should be specified as "the IPC Partnership." For example, "The IPC Partnership warns that..." If additional clarification is required, it can be noted that this partnership comprises UN agencies, NGOs, technical agencies and regional bodies.

When discussing the IPC as an approach, it can be referred to using one of the following options:

 What IPC is not	 What IPC is
• A UN-led unit/initiative	• A global scale to classify food and nutrition crises
• A non-governmental organisation	• The global reference for analysis of food and nutrition crises
• An advocacy group	• A global approach for food security and nutrition analysis
• A panel	• A global approach for food security and nutrition analysis
• An indicator	• A globally recognized approach for food security and nutrition analysis

⁷ The IPC overview and classification system, <https://www.ipcinfo.org/ipcinfo-website/ipc-overview-and-classification-system/en/>

4.3 IPC CLASSIFICATIONS

The IPC provides common scales⁸ for classifying the severity and magnitude of food insecurity and acute malnutrition, which improves the rigour, transparency, relevance and comparability of food security and nutrition analysis for decision-makers. IPC Acute Food Insecurity and Malnutrition classifications are referred to as phases while classification in the Chronic Food Insecurity (CFI) are referred to as levels.

IPC Acute Food Insecurity:

Write an **IPC AFI phase (not a IPC phase)**.

The five IPC phases should be written in the following ways, as defined in the IPC Communications Guidelines⁹:

- IPC Phase 1 (None/Minimal) OR None/Minimal (IPC Phase 1);
- IPC Phase 2 (Stressed) OR Stressed (IPC Phase 2);
- IPC Phase 3 (Crisis) OR Crisis (IPC Phase 3);
- IPC Phase 4 (Emergency) OR Emergency (IPC Phase 4);
- IPC Phase 5 (Catastrophe) OR Catastrophe (IPC Phase 5);
- IPC Phase 5 (Famine) OR Famine (IPC Phase 5).

At first reference, use the full phase name, e.g., 'IPC Phase 4, (Emergency)'. Following the first mention of a phase, it is acceptable to refer to the phase as 'Phase 1', 'Phase 2', etc., without the characterisation.

The phase characterisations should not be used on their own to describe a phase. For example, 'Nearly 15 million people in Afghanistan are in the Emergency phase.'

When qualifying the phases, descriptors (low, mild, severe/high, critical, catastrophic or famine) are used on their own and not preceded by IPC phase numbers, therefore, they should not be capitalised.

Where referring to populations classified in IPC Phase 3 (Crisis); IPC Phase 4 (Emergency); and, IPC Phase 5 (Catastrophe/ Famine), the standard technical terminology, IPC Phase 3 or above (Crisis or worse) is used.

IPC Acute Malnutrition (AMN) scale has five severity phases and should be written as follows:

- IPC AMN Phase 1 (Acceptable) OR Acceptable (IPC AMN Phase 1);
- IPC AMN Phase 2 (Alert) OR Alert (IPC AMN Phase 2);
- IPC AMN Phase 3 (Serious) OR Serious (IPC AMN Phase 3);
- IPC AMN Phase 4 (Critical) OR Critical (IPC AMN Phase 4);
- IPC AMN Phase 5 (Extremely Critical) OR Extremely Critical (IPC AMN Phase 5).

At first reference, use the complete phase name, e.g., IPC AMN Phase 3 (Serious). Following the first mention of a phase, it is acceptable to refer to it as Phase 1, Phase 2, etc. without the characterisation (phase name). The phase characteristic (name) should not be used to describe a phase, e.g., 'This area is in the Serious phase.'

⁸ The IPC Technical Manual 3.1: https://www.ipcinfo.org/ipc/technical/manual_en

⁹ The IPC Communication Guidelines: https://www.ipcinfo.org/fileadmin/user_upload/ipcinfo/docs/IPC_Communication_Guidelines.pdf

Two classifications in the same information product:

When including two IPC classifications in the same document, it is advisable to clearly distinguish between them by using the correct classification acronyms between the words 'IPC' and 'Phase'.

Example:

Unity is South Sudan's most food-insecure state, with over 10,000 people classified in **IPC AFI Phase 5 (Catastrophe)**. Parts of the state are also experiencing high levels of acute malnutrition and classified in **IPC AMN Phase 4 (Critical)**.

Current and projected classificaions:

To inform decision-making, the IPC classifies the severity of the situation for two time periods: the current situation and a future projection.

- **Current classifications:** Analysis results are based on the CURRENT conditions during an analysis period. The current classification is based on present food security contributing factors, outcomes and drivers. Therefore, current classifications should be written and communicated in the present tense, reflecting what is happening now. For example, 'More than 6 million people are facing high levels of acute food insecurity (IPC Phase 3 or above) between January and April 2025.'
- **Projected classifications:** Analysis results are based on the most likely or expected food security or nutrition situation in the future. Projections provide a forecast of the most likely conditions based on a sound understanding of the current situation, historical trends and assumptions about how key drivers are expected to impact the situation. Projection periods should be communicated in the future tense, indicating what is expected or likely to happen, and should include the relevant date range. For example, 'More than 6 million people are expected to face high levels of acute food insecurity (IPC Phase 3 or above) between May and August 2025.' Alternatively, you can say 'More than 6 million people will likely face high levels of food insecurity (IPC Phase 3 or above) between May and August 2025.'

While the IPC uses two official classification periods, there are two other unofficial classification periods you may come across: expired current classification and expired projected classification. Although rare, a Report may become outdated due to delays in validation or political interference.

- **Expired current classification:** Use the past tense when writing or communicating expired current classifications, including the date range. For example, 'More than 6 million people experienced high levels of acute food insecurity (IPC Phase 3 or above) between September and December 2024.'
- **Expired projected classification:** Although unlikely, you may encounter a Report with an outdated projection. If you must write or communicate an expired projected classification, follow this style: 'More than 6 million people likely experienced high levels of acute food insecurity (IPC Phase 3 or above) between December 2024 and February 2025.'

4.4 IPC COUNTRY REPORTS

The Country Report is a comprehensive document that presents the current and projected state of acute food insecurity and malnutrition in a particular country or region and the factors driving the situation. The document consists of nine key sections including an Overview; Classification maps and the Summary Population Table; Key drivers and limiting factors; Recommendations for action, among others. This Style Guide primarily focuses on the overview, key drivers, projections, and recommended actions.

Writing headlines:

Headlines are an important part of communicating acute food insecurity and malnutrition reports to the public. Effective headlines will capture the reader's attention and enhance search engine optimisation. Headlines should be short, clear, specific, and engaging. Your headline should let your audience know what the Report is about while catching their interest enough to keep reading. When writing a headline, the most important thing is to make sure it can be understood in a single glance. Here are some tips to follow:

- **Focus:** on the most important aspects of the analysis. If you had to summarise the findings to a friend, which details would you include?
- **Clarity:** Use clear language, keep it short, and include a specific subject and an active verb;
- **Length:** Try to summarise the analysis in one line. You typically want to keep a headline around 5-12 words at most;
- **Tense:** Use the present tense and an active voice ('she read the Report' instead of 'the Report was read by her');
- **Use numbers:** Where relevant, include figures to enrich your point;
- **Eliminate:** unnecessary words such as: *a, an, the*;
- **Avoid conjunctions:** Drop words such as '*and*' - you can use a comma instead or the '&'.

Examples:



Drought & high food prices in Somalia push nearly 7 million people into extreme food insecurity.



Nearly 7 million people in Somalia extremely food insecure after drought, rising food prices.



About 6.9 million people in Somalia **are** extremely food insecure **due to** extreme drought **and** high cereal prices.

Writing the Overview:

The overview should provide a concise summary of the key messages and findings presented in an IPC report. The overview aims to synthesise the most important points (current classification, key drivers, context, projection and assumptions), enabling readers to grasp the main ideas of the Report even if they do not read the entire report.

- **Introduction:** The overview typically begins with an introduction that should summarise the analysis ‘in a nutshell’ and cover key information. You can help to focus your thoughts by answering as many of the six classic questions (Who, What, Where, When, Why and How) as you can in the intro. For the purposes of the IPC, you can break the six questions down into the following:
 - How severe is the situation?
 - How many people are/will be affected?
 - When are they/will they be affected?
 - Where is the response most required?
 - Why is this occurring?
 - Who are the most affected?
 - What needs to happen?
- **The numbers:** Only include numbers that support or emphasise your key message. Try not to include more than three numbers per sentence.
- **Key drivers:** What are the main causes of or contributing factors to the food security or nutrition situation? These should be communicated succinctly and clearly.
- **Context:** Provide readers with a comprehensive understanding of the background situation in the analysed country, region or area to help them situate the report within its broader context.
- **Call to action** (if applicable): In all IPC Reports, especially those with urgent actionable recommendations, the overview may conclude with a call to action, urging readers to consider the findings and take specific steps.

Key Messages:

Identify the most important messages you want the public to understand. Ask yourself, what does the reader NEED to know and why should they care? Keep the focus on the affected people, the humans behind the numbers. Keep your writing clear, presenting one idea per sentence. Try to avoid technical jargon that will confuse your readers, as well as including too many numbers in one sentence.

According to IPC’s Communication Guidelines key messages are developed to highlight the prevailing circumstances regarding acute food insecurity and malnutrition. These messages comprehensively cover the current situation, key drivers of acute food insecurity and malnutrition, recommended actions and assumptions underpinning projections. Their role is pivotal in heightening awareness and disseminating vital information to the audience.

Consider the differences between the introductions below to explain the food security situation in Uganda:

BEFORE:

‘Approximately 797,000 people in refugee-hosting districts in Uganda are facing high levels of acute food insecurity (IPC Phase 3 or above), representing 17 percent of the population analysed. Of the 12 districts analysed, four are classified in IPC Phase 3 (Crisis), while the remaining eight are classified in IPC Phase 2 (Stressed). The situation shows improvement compared to the same period in the previous year (August 2023 – January 2024), when six districts were classified in

Phase 3, and the total number of food-insecure individuals decreased from 846,000 to 797,000. Adjumani and Kyegegwa districts transitioned from Phase 3 to Phase 2, reflecting better conditions. However, challenges persist due to poor rainfall performance, prolonged dry spells, rising food prices, low purchasing power, crop and livestock pests and diseases, and conflicts between host communities and refugees. These factors have driven many refugee-hosting communities into high levels of acute food insecurity.’

AFTER:

‘Around 797,000 people living in areas of Uganda where a significant number of refugees are settled (known as refugee-hosting districts) are not able to meet their food needs and protect their livelihoods. This means 17 percent of the analysed population is facing high levels of acute food insecurity and are classified in IPC Phase 3 or above (Crisis or worse). A combination of factors is fuelling the situation, including environmental issues such as poor rainfall, prolonged dry spells, and crop/livestock pests and diseases; economic challenges including rising food prices and low incomes; and conflict between refugees and their host communities. Of the 12 districts analysed, four are classified in IPC Phase 3 (Crisis), while eight are classified in IPC Phase 2 (Stressed). However, the situation has improved compared to the same period last year (August 2023 – January 2024), when six districts were classified in Phase 3, and the total number of food-insecure people was 846,000.’

Key Drivers:

Key drivers are factors that influence, contribute, or directly lead to acute food insecurity and malnutrition. Remember, the length and level of detail in the summary will depend on the specific requirements and context in which it will be used. Aim to provide a succinct yet informative overview that captures the key causes of acute food insecurity and malnutrition. In addition to immediate causes, try to address the underlying or root causes of acute food insecurity.

Emphasise the importance of addressing these root causes for sustainable solutions. To write informative and powerful drivers, you must understand how they drive acute food insecurity and malnutrition.

- **Climate-related drivers:**
 1. **Drought:** Prolonged periods of drought can lead to crop failures, reduced agricultural productivity, and water scarcity, negatively affecting food production and availability.
 2. **Flooding:** Excessive rainfall and flooding can destroy crops, contaminate water sources, and displace communities, leading to immediate food shortages.
 3. **Extreme weather events:** Events such as hurricanes, cyclones, or storms can cause extensive damage to agricultural infrastructure, destroy crops, and disrupt food supply chains.
- **Conflict and political instability:**
 1. **Armed conflicts:** Wars and civil unrest disrupt agricultural activities, cause displacement of populations, and result in the destruction of infrastructure and markets, leading to acute food shortages.
 2. **Political instability:** Weak governance, corruption, and political instability can hinder agricultural investment, create economic instability, and exacerbate food insecurity.
 3. **Communal conflict:** Conflict between non-state groups that disrupts livelihoods and affects food availability.

- **Economic drivers:**
 1. **Poverty:** High poverty levels limit people's purchasing power, making it challenging to afford nutritious food.
 2. **Inflation and economic crises:** Rapid inflation or economic downturns can lead to skyrocketing food prices, making food unaffordable for vulnerable populations.
 3. **Trade barriers:** Restrictions on imports or exports, tariffs, and trade disputes can disrupt food supply chains and exacerbate food shortages.
- **Social drivers:**
 1. **Population displacement:** Mass migration, refugee crises, or internally displaced populations can strain local resources and lead to acute food insecurity.
 2. **Gender inequalities:** Discrimination against women and girls in access to resources, education, and employment opportunities can contribute to food insecurity within households and communities.
- **Environmental degradation:**
 1. **Deforestation:** The destruction of forests reduces biodiversity, disrupts ecosystems, and contributes to soil erosion, negatively impacting agricultural productivity.
 2. **Soil degradation:** Poor land management practices, erosion, and depletion of nutrients reduce soil fertility and agricultural yields.
 3. **Water scarcity:** Depleting water sources, pollution, and inefficient water management practices can limit agricultural production and access to clean water for humans and livestock.

Here's an outline that you can use to structure your writing:

- **Identify the main causes:** Acute food insecurity and malnutrition can be caused by various factors. Review the available information and identify the key causes contributing to the situation. These causes may include natural disasters, conflict, economic instability, climate change, or a combination of factors.
- **Prioritise the causes:** Determine the most significant and influential causes of acute food insecurity. Focus on the factors that have the greatest impact on food availability, access, and utilisation.
- **Provide a brief overview:** Begin the summary with a concise introduction that highlights the problem of acute food insecurity. Explain the urgency and severity of the situation, emphasising the need for understanding its causes.
- **Organise the drivers:** Present the drivers in a logical and organised manner. You can list them in bullet points or paragraphs, depending on your preference and the space available for the summary. Consider grouping related causes to enhance clarity.
- **Provide supporting information:** Reportly explain each driver, providing a succinct description or explanation. Use clear and straightforward language to convey the essential details. Include relevant data or statistics to support your summary, if available.
- **Highlight interconnections:** Acknowledge any interconnections or interactions between the drivers. Demonstrate how different factors can amplify or exacerbate each other, leading to increased acute food insecurity or malnutrition. This helps readers understand the complexity of the issue.

Examples:**Conflict and Insecurity**

Increased conflict and insecurity across Somalia have displaced around 3.8 million people, disrupting their livelihoods and blocking access to food. Conflict spiked in the areas surrounding Burhkaba and Baidoa between June and July 2022 resulting in widespread deaths, destruction of property and the closure of markets.

**High Food Prices**

In July food prices increased by 10 percent affecting supply chains and causing shortages in the markets.

The forecast should reflect the most likely conditions based on a sound understanding of the current situation, historical trends and assumptions on the evolution of the situation. The projection period should be written in the future tense—what is expected to happen.

Example:

Over 500,000 people are expected to face a food crisis by August 2020 if drought conditions persist.

Call to action:

A clear call to action in applicable IPC Reports (those with urgent actionable recommendations) helps your audience understand exactly what is at stake if no action is taken.

Example:

Current Classification: Over XX million people in the XX Republic are severely food insecure and experiencing high levels of acute food insecurity driven by prolonged drought and high food prices. This includes at least X people classified in Catastrophe (IPC Phase 5) and XX million people classified in Emergency (IPC Phase 4). Unless there is immediate, large-scale humanitarian response, aided by unhindered humanitarian, experts fear XX Republic could deteriorate into famine conditions between May and August 2025.

According to IPC's Communication Guidelines, these are the calls to action for each phase:

IPC Phase 1 (None/Minimal):

At this phase, urgent action is not required. In some contexts, poverty, poor quality of diet and limited access to food and income may persist, even when households meet their basic needs and are classified as IPC Phase 1. Action should focus on resilience building and disaster risk reduction to mitigate the potential for future shocks to drive these populations into acute food insecurity. Households in IPC Phase 1 may also have longer term needs (not captured in the IPC AFI classification) related to the quality of their diet.

IPC Phase 2 (Stressed):

In IPC Phase 2, action is required to enable households to sustain themselves and cope with any future shocks (e.g., natural disaster, economic crisis, conflict).

IPC Phase 3 (Crisis):

Urgent action is required to reduce food consumption gaps at the household level and protect livelihoods. Implementing rapid response can effectively lessen food gaps, safeguard assets and livelihoods and prevent health and social risks. This is a more cost-effective approach compared to a delayed humanitarian response that might see households/people slide into worse phases, which should be avoided at all costs.

IPC Phase 4 (Emergency):

Large-scale and urgent action is needed to reduce food consumption gaps and prevent livelihood depletion, starvation and further wasting and death – especially among children under five. Note on the role of communication in IPC Phase 4 (Emergency): Communication plays a critical role in IPC Phase 4 (Emergency) in that it has the power to prevent an already precarious situation from deteriorating further and reaching IPC Phase 5, and potential Famine. Effective communication can help address immediate challenges, mobilize resources and implement timely intersectoral life-saving interventions to mitigate the severity of the crisis.

IPC Phase 5 (Catastrophe):

Urgent and immediate action, including large-scale and multi-sectoral response and the protection of humanitarian access is needed to prevent the total collapse of livelihoods, increased starvation, death and possible deterioration into a full-blown Famine.

IPC Phase 5 (Famine):

Immediate, large-scale, unobstructed multi-sector humanitarian assistance is needed to avert total collapse of livelihoods, starvation and further death. It is important to remember that stopping a Famine is a race against time, and every effort by all actors counts. Timely and decisive actions can save lives and alleviate suffering.

IPC Phase 3 or above (Crisis or worse):

Populations classified in IPC Phase 3 or above (Crisis or worse) require urgent response action to fill their food needs and to protect and save lives and livelihoods. Timely intervention in Phase 3 to reduce food consumption gaps at the household level and protect livelihoods can effectively lessen food gaps, safeguard assets and livelihoods, and prevent health and social risks. Implementing rapid response is essential to lower the cost of late humanitarian response to higher Phases. In areas with higher severity (Phase 4 and Phase 5), immediate, large-scale, unobstructed multi-sector humanitarian assistance is needed to avert a total collapse of livelihoods, starvation and further deaths.

Recommendations for action:

This is also a crucial section in an IPC analysis as it presents an opportunity to tell audiences exactly what needs to be done to help alleviate a food security or nutrition crisis. Therefore, it's critical that this section be written in simple language anyone can understand and easily translate into action.

BEFORE:

Gender-sensitive action: 'Implementing food assistance and emergency agriculture initiatives and activities that are sensitive to gender considerations, specifically tailored to support households led by women, as well as women and children who encounter obstacles in accessing food and incomes, are critical. These segments of the population are frequently marginalized in society and necessitate focused assistance.'

How can we make the message for action clearer? The following is one possible approach:

AFTER:

Gender-sensitive action: 'Women and children are frequently marginalised in society and require focused assistance. To help build their resilience, the following actions are recommended: offering micro-loans to women to help increase their household income, offering women vocational trainings to increase their earning potential, providing women with resources to support home gardens and crop storage, and connecting them to markets to sell their products, and ensuring that female- and adolescent-headed households and other vulnerable groups are included in food distribution lists.'

5. WRITING FOR SOCIAL MEDIA

5.1 X POSTS

Keep it short: Try to break your ideas up into a headline and a subhead. The main point you want to communicate acts as your headline. Think about what you can write in your first sentence that will catch your audience's attention while conveying the central message. The next sentence will act as your subhead, which expands the understanding of the story, provides additional context or a call to action.

Cut unnecessary words: The best writing is simple and clear. After you write your initial draft post, ask yourself how can I make this clearer and more concise? As you go through, remove any unnecessary words, or substitute multiple words for one. Start with your complete thought, check the character count and cut out any words that are not essential to your core message.

Use everyday language: Use simple, everyday language to convey your message. Your audience on X is wide and includes members of the public who may not understand technical language. Keep your posts Report, catchy, and memorable.

Include visual content: Visual elements such as videos, graphics and photos help attract more attention compared to a post with just text. By combining text with images or short video clips, your content will be more appealing and informative while not interfering with your character limit. Make sure to choose visual elements that are relevant, appropriate and eye-catching.

Engagement aspect: Remember to include some sort of call to action in your post, whether that be to click on a link to an IPC Report, to check out IPC's website for more information, or a request for feedback.

Hashtags: Using hashtags can help maximise the exposure of your post to audiences. A hashtag comprises two parts: the hash symbol - # - immediately followed by a keyword or phrase, with no spaces in between. Hashtags work to categorise and group X posts to help people follow topics they're interested in. For the IPC, some relevant hashtags could be #food, #foodsecurity, #nutrition, or #famine. However, you may also want to hashtag a country so your post will be picked up in wider searches. For example, #SouthSudan, #Madagascar, or #Haiti. Here are some other basic tips:

- X recommends using no more than two hashtags per post, but you're free to use as many as you feel are relevant.
- Create a hashtag strategy to ensure consistency and connect your post with trending topics on X and your target audience.
- Try to use a good mix of relevant and trending hashtags. You can check for trending hashtags on X by clicking on the 'Explore' option and selecting 'Trending.'
- Check which hashtags influencers and officials in your industry are using in their posts.
- Make sure the hashtag hasn't been used previously in a negative way.
- Try to keep hashtags to three words or less. A hashtag should be snappy and memorable.
- Use capital letters to make your hashtag more readable and less likely to be misinterpreted. Compare #foodsecuritycrisis and #FoodSecurityCrisis.

Tagging: Tagging on X is a good way to engage with others and start conversations around specific topics or posts. You can tag IPC partner organisations or Steering Committee members when relevant by typing the @ symbol followed by their username. This also helps draw their audiences to IPC's profile and content. Make sure to tag the relevant country office when disseminating reports. Let's look at some examples of humanitarian organizations with very active X profiles:

WFP:

- 'Conflicts have driven thousands of people to seek safety in #Niger, including from Nigeria, Mali, and Burkina Faso. WFP delivers essential food to meet the immediate needs of refugees and internally displaced families. For the first time in over a year, desperately needed WFP food recently arrived in #Sudan's Wad Madani. But progress is fragile. With confirmation of #famine in several areas of the country, the clock is ticking reach those most at risk.' <https://x.com/WFP/status/1891948802363253160>
- '1 in 3 people in the Central African Republic are in the grips of acute hunger, including displaced people and refugees from neighbouring Sudan. WFP delivers essential food and nutrition assistance to those in need, including in some of the most remote communities.' <https://x.com/WFP/status/1887033557673021535>
- '#Gaza #OpUpdate: WFP has reached over 330,000 people in Gaza with food assistance in the first week of the ceasefire—providing food parcels, hot meals, and cash aid to families in need.

Read the full update : <https://ow.ly/Z8YB50UPi7e>

https://x.com/WFP_Media/status/1884553416501813286

ICRC:

- 'After months of devastation, thousands are returning to Gaza—only to find their homes reduced to rubble and their communities unrecognizable. With infrastructure shattered and daily life in crisis, the journey to rebuild is just beginning.

Read more: <https://x.com/ICRC/status/1892141427993301002>

MSF International:

- Delayed care is costing lives in Libya. Migrants and refugees fearing arrest often only seek help when it's too late.

We had Ahmed*, Salma*, and Nelson's stories turned into illustrations, see what it's like to seek healthcare as a migrant in Libya : <https://x.com/MSF/status/1891074543797797328>

5.2 LINKEDIN POSTS

LinkedIn has become an essential tool for professionals across various industries. Some of the key benefits the platform offers include professional networking opportunities, highlighting industry insights, and enhanced visibility of the IPC. A strong LinkedIn profile gives the IPC the opportunity to connect with colleagues, industry leaders, and potential partners that can lead to new opportunities, collaborations, and partnerships. The platform also allows the IPC to stay informed about the latest food security and nutrition trends and news. By sharing regular updates, and engaging with relevant content, the IPC can build a strong online presence as a leader in food security and nutrition analysis.

When writing a LinkedIn post, here are a few tips to consider:¹⁰

- **Keep it simple.** Be clear about what you're posting. Ask yourself what is the point of your post? And how will it benefit your audience?
- **Develop a compelling headline or opening statement** that makes your audience want to know more. Include key statistics, compelling statements, or ask a thought-provoking question.
- **Break up walls of text into short single sentences.** This is easier for your audience to read and digest. You can also try including three or four hard paragraph breaks between your headline and opening sentence to encourage the audience to click on the see more button and read on.
- **Tag connections.** By @ mentioning IPC partner organisations or Steering Committee members you can add a sense of credibility to your post and give the IPC exposure to their networks. Make sure to tag the relevant country office when disseminating reports.
- **Provide clear instructions.** Do you want the audience to read the full Report? Is there a call to action? Do you want them to comment? Do you want them to like or share your post? Giving specific instructions encourages engagement.
- **Add relevant hashtags to improve your visibility in search results.** Choose hashtags that are based on the content within your post. Include any trending hashtags that are relevant.

Examples of effective posts:

1. **Bill Gates, Chair, Gates Foundation and Founder, Breakthrough Energy:**
'More than one in four people don't have regular access to adequate food. Without enough nutrition during the first two years of life, you don't develop properly—physically or mentally. By tackling malnutrition, we can reduce one of the biggest contributors to childhood mortality. Here's the latest on the progress we're making, and how we can accelerate it.' <https://shorturl.at/JgF8q>
2. **FAO:**
'Red, green, orange, white, black, brown
Pulses come in different colors and they are packed with many benefits for you and the planet.
But what exactly are pulses, you might ask?
#WorldPulsesDay #LovePulses' <https://shorturl.at/aD8E6>
3. **World Food Programme:**
'Nearly a third of #Lebanon's population faces acute food insecurity following the escalation of conflict in late 2024.
This is one way WFP provides critical food assistance to families in need.
Hear from WFP's Rowaida Chaiban' <https://shorturl.at/aGYe5>

¹⁰ The IPC Technical Manual 3.1: https://www.ipcinfo.org/ipc/technical/manual_en

IPC

Integrated Food Security
Phase Classification



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