

# How the IRC Uses Meltwater to Keep Global Attention on Humanitarian Crises

## The dilemma

The International Rescue Committee (IRC) is one of the largest humanitarian aid organizations in the world. To support its work of helping refugees in 40 countries around the world rebuild their lives, it requires robust PR solutions that can help it generate and sustain media attention on humanitarian crises and its work on the ground. Meltwater gives the IRC the analytics and collaborative tools it needs to make sure refugees are not forgotten.

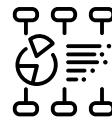
## Meltwater enables the International Rescue Committee to:



Align global teams



Onboard 40 team members within four days



Analyze media coverage across 40 countries in 21 languages

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Meltwater has capabilities that truly no other tool in the industry has, from the ability to have simultaneous workflows from different markets in different time zones to AI capabilities to Insight Reports. There's just so much that you can get out of Meltwater that you can't get out of other tools.

— Hope Arcuri

Senior Communications Officer, IRC



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## Aligned dashboards and workflows

Before Meltwater, the IRC used static timesheets and inconvenient meetings to coordinate its media outreach efforts across international teams and markets. Now, 40 IRC communications and PR professionals in the United States, United Kingdom, France, Belgium, Germany, Sweden, and South Korea use Meltwater's [media relations platform](#) to collaborate seamlessly. Shareable dashboards and instant translation tools keep everyone in the loop of what each other is doing.

Now, without catch-up meetings and doubled efforts, the IRC has more capacity to hire more great people to its communications department.

## Easy, convenient onboarding

Meltwater representatives provided the IRC with a variety of training formats and resources to match each team members' needs. These include [live and recorded sessions](#) that gave everyone the chance to engage no matter what time zone they were in. As a result, Arcuri's entire 40-person team became adept at using the Meltwater Suite within four days, leaving more time to work on more ambitious PR initiatives.

## Robust data analytics and reporting

With the help of Meltwater data analysts, the IRC analyzed global media coverage of humanitarian crises. The strength of the compiled data appealed to journalists at major news outlets who cited it in stories, generating significant buzz about the need for more media coverage of these crises. With each story published, Meltwater helps the IRC establish itself as a relevant and trusted leader in its field.