



## **“Social media: How to use it for effective communication”**

### **Social Media Training organized by DESA Office for ECOSOC Support and Coordination (OESC)**

**UN Secretariat  
9:15 a.m. – 1:00 p.m.**

**16 December 2015  
Conference Room 9**

#### **Background**

In today's world, social media has become a powerful force, uniting people locally, nationally, and internationally on a level unprecedented by previous technological advancements. Social networking sites allow individuals and organizations to share and exchange information at a rate incomparable to any traditional promotional or educational endeavor. For companies and organizations, the use of social networking platforms has become a necessity to communicate with not only the average person, but professional communities as well.

The UN Economic and Social Council (ECOSOC) will need to improve its social media presence and strategy as of result of several milestone achievements in the UN system in 2015, namely the adoption of the 2030 Agenda for Sustainable Development, the Addis Ababa Action Agenda on Financing for Development, and the COP21 UN Climate Change Conference in Paris in December 2015. In preparation for the initial stages of implementation of these new agreements in 2016, the Council will need to strategically communicate its work with regard to these complex agendas to a diverse, global audience. There are numerous opportunities within the Council for generating new interest in its work, particularly through the 2016 theme focusing on implementation of the 2030 Agenda, and new fora such as the Financing for Development Forum and Multi-stakeholder Forum on Science, Technology and Innovation.

In that context, the Office for ECOSOC Support and Coordination (OESC) would like to organize a half-day social media training/workshop, “Social media: How to use it for effective communication” bringing together experts from the UN, the philanthropy and the technology communities to present their experiences, and to provide tools for effective engagement of the general public and other communities with the work of the United Nations development system.

#### **Objectives**

The training will help UN staff members (Around 30) to:

- Understand why staff should be the digital ambassadors of DESA and ECOSOC;
- Understand today’s digital landscape and strengthen their knowledge and expertise in social media;
- develop, in collaboration with UN entities, social media tools and initiatives to reinforce the work of ECOSOC;
- fine-tune their communication approaches vis-à-vis the public-at-large, business sector, media, expert communities, etc.

## Format and role of trainer

The half-day event would feature training sessions which are facilitated by a lead trainer supplemented by presentations from experts in social media, use of audio-visual materials and hand-on exercises. The trainer will also distribute hard copies of educational materials which highlight key learning points. The lead trainer will have the primary tasks of:

- Overall facilitation of the social media training and delivery of key concepts to staff on the use of social media technologies for effective communication;
- Integration of the contributions and presentations of guest speakers into the programme with the aim of addressing concrete communication objectives for the Economic and Social Council (e.g. How to strengthen ECOSOC key messages through social media? What opportunities are there for ECOSOC to promote innovative social media campaigns?);
- Coordination with speakers before the training to review their talking points and receive any Power Point presentations they might use;
- Production of hand-outs for the attendees providing a background for each module, including questions;
- Presentation of a road map of what a social media communication strategy for ECOSOC could look like at the closing of the event, and a written road map one week after the event.

## Focus areas

### 1) *The role and vision of the UN in social media*

**What has been the overall UN strategy for mobilizing the public-at-large and other partners through social media?** The United Nations has fully embraced social media tools to tell its story while still relying on traditional means such as radio, television and print to disseminate its messages. Many UN system entities maintain presence on the major social media networks, including Facebook, Google+, YouTube, Twitter and Flickr, to convey the UN story to varied audiences worldwide.

### 2) *Best practices in social media*

**How to organize a global social media campaign? What are the steps involved? How can we measure the impact of the campaign on the ground?** As part of the overall strategy to mobilize the public-at-large and other partners on the work of the United Nations, UN specialized agencies, funds and programmes have organized around the world various social media campaigns to gather attention from the public and attract them in the work of the UN. Recent successful examples include:

- The 2015 Social Good Summit sparked a record-setting global conversation on using social media and technology to advance human development. Supported by the United Nations Foundation, the United Nations Development Programme (UNDP), Mashable and other actors, the summit united people around the world to participate in-person and online to answer the question, "What type of world do we want to live in by the year 2030?"
- At the Sustainable Development Summit 2015, Member States adopted the Sustainable Development Goals (SDGs). Social media was used to widely engage civil society networks, and the public-at-large to bring their voices to the conference. Key messages by UN Officials, UN Goodwill Ambassadors and the press around the world on the 17 SDGs were submitted online through the hashtag #SDGs and #GlobalGoals.

### 3) *Implementing tools for a successful social media campaign*

**How do we select the right tools? And which would be most effective for Economic and Social Council and its various activities?** With the recent adoption of the 2030 Agenda and the SDGs, communicating effectively the work of the UN development system has become more important than ever. Hundreds of tools are available to help manage various social media platforms. The UN system has successfully used a wide range of platforms, among others, Radian6, Klout, Hootsuite, Google+ Hangout, Facebook conversations, Thunderclap, to efficiently track conversations and measure campaign results. Equally important for campaigns is the creation and development of a brand identity with a strong message which can engage the public.

## **Draft Programme**

### **Setting the stage**

9.15-9.40 a.m

- Mr. Navid Hanif, Director, Office for ECOSOC Support and Coordination
- Prof. Linda Bernstein, Lead Trainer and moderator of the training sessions, Professor at New York University, Columbia University and Long Island University on social media

### **The role and vision of the UN in social media**

9.40 a.m.-10 a.m.

- Ms. Charlotte Scaddan, Information Officer, Social Media, United Nations
- Discussion

### **UN system best practices in social media**

10-10.50 a.m.

- Mr. Hugh Reilly, Digital Community Manager, UNICEF
- Ms. Beatrice Frey, Communications and Social Media Specialist, UN Women
- Ms. Helen Rosengren, Public Information Officer, Department of Economic and Social Affairs
- Discussion

### **Coffee break**

10.50-11.00 a.m.

### **Raising awareness: Engaging the business sector and foundations to help realize the SDGs**

11.00 a.m.-11.45 a.m.

- Ms. Jessie Spielvogel, Digital Producer, United Nations Foundation
- Mr. Ryan Lytle, Social Projects Manager, Mashable
- Discussion

### **Tips for Powering Up Your Social Media Accounts**

11:45 a.m.-12.45 p.m.

- Prof. Linda Bernstein, Lead Trainer and moderator; and Ms. Nancy Groves, Team leader, Department of Public Information, United Nations

### **Social media: The way forward for ECOSOC**

12.45 -1.00 p.m.

- Wrap-up and presentation of elements for a road map on the use of social media by Prof. Bernstein