



Working Together: Making a Difference
Department of Public Information Non-Governmental Organizations

The NGO Communications Workshop

Digital Strategies to Amplify UN issues



 @RichYep

Richard Yep, CAE, FASAE is the Chief Executive Officer of the American Counseling Association, an organization with more than 54,000 members representing professional counselors who work in education, private practice, and community mental health agencies. Rich has worked for ACA for 30 years, the past 19 as the Association's CEO. Rich has presented on various issues impacting NGOs and other not-for-profit organizations relative to public policy advocacy, communications, and leadership development. Rich is a member of the NGO/DPI Executive Committee and he chairs the Communications Subcommittee. He resides just outside of Washington, DC where he has been able to observe the opportunities, challenges, and benefits of those using social media.



 @KarinOrantes

Karin Orantes has been working for the United Nations since 2007, when she joined the UN Office in Vienna as a tour guide. Since then she has held a variety of posts in Vienna, New York, and Santiago. She currently works as Public Information Officer on the UN's social media team in New York, managing UN social media presences on Twitter, Facebook, LinkedIn and Instagram as well as providing social media training and guidance to UN system entities and Member States and coordinating broader UN System social media initiatives. Prior to her career with the UN, Karin worked as a high school teacher in Vienna, Austria. She holds a Master's degree in English, Spanish and geography from the University of Vienna.



 @EpicBVA

Adele Cehrs, founder and CEO of Epic PR Group and author of *Spike Your Brand ROI*, has more than 20 years' experience in the PR and marketing industry. She is a regular contributor to Inc Magazine and the Wall Street Journal. Cehrs has served as a strategist, corporate counsel, and crisis-management adviser for clients such as Yum Brands, Johnson & Johnson, Lockheed Martin, Verizon, and Georgetown Cupcake. Before starting her own company, she was an executive at top PR firms on Madison Avenue and K Street. She served as a spokesperson for companies such as DuPont, 1-800-Flowers, and DirecTV. She has media-trained numerous CEOs and spoken at hundreds of events.

Social Media Cheat Sheet

Watch live @
webtv.un.org

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- Join @Epic_PRGroup CEO, @Adele_Cehrs and @CounselingViews CEO, @Richyep at #DPINGO to learn all about implementing a social media strategy that works LIVE at webtv.un.org
- Live at #DPINGO: social media engages #NGOs, member states, and counters misinformation
- AT #DPINGO Workshop, we're here amplifying our digital strategies. Biggest takeaway so far: no more than two hashtags per tweet
- Live from #DPINGO: @Facebook cites more than 1.2 billion active users. Leverage this platform to show thought leadership and announce events
- Tip from #DPINGO Workshop: Use @YouTube to feature important topics, educate, and inform viewers of your #NGO's mission.

