TWITTER FOR UN ADVOCACY

@CecilieKern @GSJJP
Why use Twitter?

- As a platform, Twitter has a very fast conversation pace and allows users to easily access discussions through the use of hashtags, which is why Twitter has become a favorite tool of political organizations and grassroots advocacy groups.

- Twitter is also useful whenever you want to transcribe quotes from speakers or events online (this is known as live-tweeting), reach out to partner or community groups about your events or programming, or host online discussions called tweet chats to help raise awareness about an issue.
TWITTER LINGO

- **Tweet (n.)** A Tweet may contain photos, videos, links and up to 280 characters of text. **(v.)** The act of sending a Tweet.

- **@** - The @ sign is used to call out usernames (handles) in Tweets: e.g. @NGOsOnFfD. People will use your @username to mention you in Tweets, send you a message or link to your profile.

- **#** - A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you’ll see other Tweets containing the same keyword or topic. Using a hashtag turns the word or phrase into a link that lets you see other tweets containing the same tag. Examples: #FfDForum #SocialProtection When a topic or hashtag is determined algorithmically to be one of the most popular on Twitter at that moment, it’s considered to be “trending”.

- **Follow** - Subscribing to a Twitter account is called “following.” To start following, click or tap the Follow icon next to the account name on their profile to see their Tweets as soon as they post something new.

- **Like** - Liking a Tweet indicates that you appreciate it. Tap the heart icon to like a Tweet and the author will see that you appreciate it. You can find all of your likes by clicking or tapping the Likes tab on your profile.

- **Retweet – (n)** A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution. **(v)** The act of sharing another account’s Tweet to all of your followers by clicking or tapping on the Retweet button.

- **Reply** - A response to another person’s Tweet. Reply by clicking or tapping the reply icon next to the Tweet you’d like to respond to.
STRATEGIES FOR EFFECTIVE ADVOCACY:

Perform direct outreach to delegates, UN experts, missions, agencies, etc.

Social media is all about interaction. If you follow an account, that user will receive a notification and will likely follow you back. It’s also important to reach out to these accounts directly about your work. If you are advocating on a particular issue, pushing for specific policy language or action, or looking to thank a delegate/expert/mission/agency for their work, tweet the target with your message. You can also write a sample tweet and encourage your followers to tweet the link or message to the delegate/expert/mission/agency, etc. The goal, of course, is for them to engage and share your message. Reach out with links to your events, announcements, or press releases.

@CecilieKern @GSJJP
Resource allocation for social protection including floors non-negotiable in #HLPF2017 Declaration

http://bit.ly/2rVi3j

Join us for our #FfDForum side event "Public-Private Interfaces" - Wednesday, 24 May 2017, 8.00 – 9.30 AM, UN Conference Room B
STRATEGIES FOR EFFECTIVE ADVOCACY:

Use the right hashtags.

Use hashtags to share your message most effectively. Instead of creating your own hashtags (which might not catch on), do some research to identify popular hashtags which are most relevant to the given topic or event. Often, UN events/meetings have specific hashtags, which are publicized on the event flyer, or shown on the nameplate on the desks... Jump onto those existing hashtags to amplify your work and message!

@CecilieKern @GSJJP
WE WANT

A MINISTERIAL DECLARATION, WITH STRONG COMMITMENT TO:

- GENDER EQUALITY
- WOMEN’S HUMAN RIGHTS
- MEANS OF IMPLEMENTATION

#feministvision

Happening now! Live discussion on
#socialprotection4all #GlobalGoalsThursday #CSoCForum #CSoCD55 @NGOCSoCD @WorldWeWant2030 @ravikarkara

GET READY FOR JAN 19 #TwitterChat at 9am EST with @SocialProtectionExperts @NGOCSoCD @epicglobal, TBTHK, #NACoalition and UN Women's @DebbieIFRD on #SocialProtection4All #CSoCForum #CSoCD55

6:08 AM - 19 Jan 2017

11 Retweets 13 Likes
STRATEGIES FOR EFFECTIVE ADVOCACY:

Make it visual.

Your tweets will get more attention (and more retweets) just by attaching images and videos. Try to attach an image to a tweet whenever possible. Remember to snap photos at your events, and tweet them live. Some campaigns include pre-made images in their social media strategies that you can use to make an impact on your audience.
@CecilieKern @GSIJP

@stefpratel: When PPPs are implemented, private modalities > public modalities. Transparency & disclosure are left out #FIDForum

NGO Committee on FFD @NGOsonFFD - May 24

@stefpratel: #SDGs & #FFD = global public agenda. Evolving public/private interface is key concern, esp. commodification of rights #FIDForum

Good Shepherd NGO @gsijp - Jul 11

The archived livestream from our #HLPF event “Poverty to Prosperity” facebook.com/GSIJP/videos/7... Thanks to our partner NGOs & @irishmissionun!

IrelandUnitedNations, Winifred Doherty, IASSW and 5 others
Looking forward to a productive #UNGA72, advocating for #FD policies that protect the rights of people & planet #SocialProtection4All @UN
AS ALWAYS:

- **Be genuine.** Determine the tone of your messaging. Let your personality show and use humor when appropriate. Try not to simply broadcast; rather, when possible, speak as an individual, to individuals. This will help grant you credibility as a trusted source.

- **Stay focused.** The people and organizations that follow you on social media have certain expectations about the type of content you post and the way you engage with them. If you stray too far from your objectives, you will lose the trust and attention of your community.

- **Be reliable.** Share quality content from trusted sources, and avoid amplifying erroneous messages from unreliable sources. Reliability also means posting to your social media services regularly. Frequently sharing reliable, meaningful content helps establish you as an important source of information and ideas for your community.

- **Get social.** Above all else, social media is about conversation. Share and comment on other people’s or organizations’ posts to start new conversations, and join in the conversations that are occurring on your social media pages. The more you engage with your followers, the more they will understand that your priorities are their priorities, too.