



TWITTER FOR UN ADVOCACY

@CecilieKern @GSIJP

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.

- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@USUN the "human rights related to water and san" language is supported by a legal argument that doesn't hold water #post2015 not #pre2010
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@swiss_un call to delete "related" in #post2015 para 7 #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010 !!!
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@USUN call to delete "related" in #post2015 para 7. #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010 !!!
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@BarackObama call to delete "related" in #post2015 para 7. #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@Pontifex call to delete "related" in #post2015 para 7. #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@billmckibben call to delete "related" in #post2015 para 7 #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010
- Post2015 HR to Water** @HRtoH2O · 31 Jul 2015
@AmbMKamau delete "related" in #post2015 para 7. #HRTWS is recognized in Rio+20, UNGA 64/292, UNGA68/157 #post2015 will be #pre2010 !!!



Winifred Doherty @winifreddoherty · Jun 10

Resource allocation for social protection including floors non-negotiable in #HLPF2017 Declaration bit.ly/2rV5i3j



2 retweets, 0 likes



NGO Committee on FfD

@NGOsonFfD

Following

Join us for our [#FfDForum](#) side event "Public-Private Interfaces" - Wednesday, 24 May 2017, 8.00 – 9.30 AM, UN Conference Room B

Wednesday, 24 May 2017, 8.00 – 9.30 AM
United Nations Headquarters – Conference Room B

WEDNESDAY, 24 MAY 2017, 8.00 – 9.30 AM
UNITED NATIONS HEADQUARTERS – CONFERENCE ROOM B

PUBLIC-PRIVATE INTERFACES

New models of interaction between the public and private actors, successes and challenges and their meaning for development finance and the eradication of poverty
Side-event during the ECOSOC Forum on Financing for Development Follow-up

The traditional models of interaction between public and private sectors, largely based on corporate regulation and public procurement, are relatively well understood and accepted. However, the most recent wave of economic globalization has been accompanied by a widened process of commodification with the effect that a widening range of goods and services are now being provided by market actors rather than states. At the same time, the classic models of public-private interaction have been challenged by the rise of new types of financing instruments that to variable degrees have introduced private actors in areas that were traditionally in the remit of public sector, like in the financing of infrastructures. The phenomenon of public concessions and benefits towards the private sector is fast evolving and clearly much broader than what usually is understood to be a public-private partnership, and it includes other modalities of interaction that should be critical catalogued and assessed.

Looking at this discussion within the context of the attainment of the Sustainable Development Goals, with the central goal to end poverty in all its forms everywhere, this side-event intends to take a closer look at those new and old forms of public-private interaction and introduce the wider concept of public-private interfaces (PPIs) as an increasingly prominent dimension of the landscape of international development cooperation – with significant ramifications beyond traditional actors that have dominated past development decades. The side event will therefore explore public-private interfaces for their capability to both achieve developmental outcomes, such as the eradication of poverty, highlight risks, and elaborate how to ensure adequate accountability to citizens for the use of public resources.

Opening remarks and presentation of a project on PPIs: Stefano Prato, Civil Society Financing for Development Group

Comments and interventions by:

- H.E. Mr. Ahmed Saeed, Permanent Representative of the Republic of Maldives to the United Nations (invited)
- H.E. Mr. Courtenay Ratnay, Permanent Representative of Jamaica to the United Nations (invited)
- Mr. Alexander Trepelkov, Director, Financing for Development Office, UNDESA (invited)

10:08 AM - 19 May 2017

4 Retweets 2 Likes



NGO CSocD, Brot für die Welt, Christian Aid and 7 others

4 retweets, 2 likes

@CecilieKern @GSJIP

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!



Women's Major Group @Women_Rio20 · Jul 13
Help us ensure that our message to #HLPF does not go unheard, your retweet can make a difference! #Feministvision #HLPF2017


#HLPF2017

WE WANT

**A MINISTERIAL DECLARATION,
WITH STRONG COMMITMENT TO:**

- ✓ GENDER EQUALITY
- ✓ WOMEN'S HUMAN RIGHTS
- ✓ MEANS OF IMPLEMENTATION

#feministvision

ARROW, Soroptimist Int'l, Zonta International and 7 others

6 210 145



NGO CSocD
@NGOCSocD

Following

Happening now! Live discussion on
#socialprotection4all #GlobalGoalsThursday
#CSocDForum #CSocD55 @NGOCSocD
@WorldWeWant2030 @ravikarkara



Get Ready for Jan 19 Twitter Chat at 9am EST with #SocialProtection Experts
@NGOCSocD @thayvie, CSocD 55 Forum Chair, @ericacarlin, NGO CSocD executive board,
@gsiip, Congregation of our Lady of Charity of the Good Shepherd, @CecilieKern, @Winifreddoherty



TWEETATHON

EVERY TWEET COUNTS ON JANUARY 19TH - IN THE ADVANCE OF THE 55TH SESSION ON THE COMMISSION FOR SOCIAL DEVELOPMENT
Join us for the "Social Protection as a Strategy to Eradicate Poverty" Tweet-a-thon with expert panelists - at 9AM EST

**NGO COMMITTEE FOR
SOCIAL DEVELOPMENT**

Use the handles: @NGOCSocD
@ericacarlin @gsiip @thayvie
@ari_alvarez
@winifreddoherty @joanna_517
Use the hashtags:
#SocialProtection4all #CSocDForum
#CSocD55

6:08 AM - 19 Jan 2017

11 Retweets 13 Likes

You, UNRISD, UN-NGLS and 7 others

11 13



@CecilieKern @GSIIP

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.



NGO Committee on FfD @NGOsonFfD · May 24

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

5 2



NGO Committee on FfD @NGOsonFfD · May 24

.@stefprato: #SDGs & #FfD = global public agenda. Evolving public/private interface is key concern, esp. commodification of rights #FfDForum



10 9



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

8 14

[Sign up](#)[Log in](#)

What's happening?

[Featured](#)[Sports](#)[News](#)[Music](#)[Entertainment](#)[Lifestyle](#)[More](#)

Live video

LIVE

[Watch now](#)

New to Twitter?

Sign up now to get your own
personalized timeline!

[Sign up](#)

Moments · [View all](#)

@CecilieKern @GSIJP



Tweets 358 Following 272 Followers 175 Likes 483 Moments 0

Edit profile

NGO Committee on FfD

@NGOsonFfD

NGO Committee on Financing for Development #FfD #FfDForum

ngosonffd.org

Joined July 2015

81 Photos and videos



Tweets Tweets & replies Media

You Retweeted



NGO CSocD @NGOCSocD · Jul 17

The video of our #HLPF side event "Grassroots Perspectives: Reviewing the SDGs" is here! facebook.com/NGOCSocD/video... Thanks to the organizers!

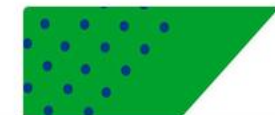
6 2

You Retweeted



Women's Major Group @Women_Rio20 · Jul 13

Help us ensure that our message to #HLPF does not go unheard, your retweet can make a difference! #Feministvision #HLPF2017



Women's Major Group

Who to follow · Refresh · View all



#TeachSDGs @TeachSDGs

Follow

Followed by IPaDO 2030 and others



Stefano Prato @stefprato

Follow



VENRO @venro_eV

Follow

Find people you know

@CecilieKern @GSIJP



NGO Committee on...
@NGOsonFfD

Tweets	Following	Followers
358	272	175

Trends for you · Change

#ConversePublicAccess

Her show, her rules. Watch the first episode today.

Promoted by Converse

#USMNT

Bobby Wood keeps the USMNT's World Cup hopes alive

#SDLive

37.2K Tweets

Foley Square

5,876 Tweets

Brooklyn Bridge

2,152 Tweets

Red Sox

44.7K Tweets

#BachelorInParadise

32.6K Tweets

Trevorrow

20.2K Tweets

#MakeClassicNovelsModern

20.9K Tweets

#IrmaHurricane

43.6K Tweets

What's happening?

**United Nations** @UN · 2m

Filling bellies, feeding minds: @WFP is improving nutrition through school meals for children around the globe bit.ly/2vJ2VpB

**World Food Programme** @WFP

Last year, WFP provided school meals to 17.4 million children in 62 countries. This is the first step towards a better future ✨

1 2 9

Girls Not Brides Retweeted

**Oxfam India** @OxfamIndia · 17h

#TeachersDay Read about Nirmala's journey as a child bride to becoming an antichild marriage crusader and teacher!. oxfamindia.org/blog/2009/buil...



Oxfam India, Oxfam International and Oxfam

2 4

**Reuters Top News** @Reuters · 6m

Exclusive: Myanmar laying landmines near Bangladesh border - government sources in Dhaka

Who to follow · Refresh · View all

#TeachSDGs @TeachSDGs

[Follow](#)

Followed by IPaDO 2030 and others

**Stefano Prato** @stefprato[Follow](#)**António Guterres** @ant...[Follow](#)

Find people you know

Live video · Hide**MLB: Pirates vs Cubs**

MLB

[Watch](#)

© 2017 Twitter About Help Center Terms Privacy policy Cookies Ads info Brand Blog Status Apps Jobs Businesses Developers

Advertise with Twitter

Compose new Tweet



Looking forward to a productive #UNGA72, advocating for #FfD policies that protect the rights of people & planet #SocialProtection4All @UN



Who's in this photo?



2

Tweet

358 272 175 483 0

Tweets Tweets & replies Media

You Retweeted

NGO CSocD @NGOCSocD · Jul 17

The video of our #HLPF side event "Grassroots Perspectives: Reviewing the SDGs" is here! facebook.com/NGOCSocD/video... Thanks to the organizers!

Who to follow · Refresh · View all



FitNOW Club @FitNOWClub

@CecilieKern @GSIJP

Followed by 10,000,000 and others

NGO Committee on FfD

@NGOsonFfD

NGO Committee on Financing for Development #FfD #FfDForum

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.