

Twitter for UN Advocacy 101

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.

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. A partial list of relevant Twitter handles is attached to the bottom of this document.

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!

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.

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.

Short Disclaimer: This is not a comprehensive list, and some information may be out of date. In order to make sure your message is getting to the right person/mission/organization, please confirm that the handle is accurate before tweeting! Also, if you would like to update this list, please feel free to contact me: gsijpoffice@gmail.com.

Thanks! Cecilie Kern, October 2016

NGO FfD Member Organizations	Twitter Account
Armenian Relief Society, Inc.	
Augustinians International	
Bahá'í International Community	@BahaiBIC
Catholic Near East Welfare Association	@CNEWA
Commons Cluster of the UN NGO Major Group	@Commons_Cluster
Company of the Daughters of Charity	@DofCharity
Congregation of the Mission	@famvin
Congregation of Our Lady of Charity of the Good Shepherd	@gsijp
Congregations of St. Joseph	@congofstjoseph
Dominican Leadership Conference	@undominicans
Global Foundation for Democracy and Development	@GFDDorg
Institute of the Blessed Virgin Mary – Loreto Generalate	@ibvmngo
International Association of Schools of Social Work	@IASSW_AIETS
International Federation of Business and Professional Women	@BPWI
International Federation of Social Workers	@IFSW
International Presentation Association	@IPANGOUN
International Women's Anthropology Conference	
Loretto Community	@LorettoattheUN
Medical Mission Sisters	@MMSUNNGO
Missionary Oblates of Mary Immaculate	@omiusaJPIC
Passionists International	@passionistsint
Pax Christi International	@PaxChristi_Int
Religious of the Sacred Heart of Mary	@RSHMNGO
Sisters of Charity Federation	@ngoscfederation
Sisters of Notre Dame de Namur	@SNDatUN
Social Justice in Global Development	
Soroptimist International	@SoroptiTweet
UNANIMA International	@UNANIMAIntl
United Methodist Church	@GBCSUMC
Virginia Gildersleeve International Fund	@VGIF
VIVAT International	@VIVATInternatio
African Development Interchange Network	
Anglican Consultative Council	
Bread for the World	@bread4theworld
Carmelite NGO	@CarmeliteNGO
Center of Concern	@CenterofConcern
Daughters of Wisdom	@daughterswisdom
Human Development Centre, Pakistan	

ICCO, Switzerland	@iccotweet
Intervida World Alliance	
Institute of International Social Development, Calcutta, India	
International Association for Human Values	
International Peace Research Association	
International Union of Anthropological and Ethnological Sciences	@IUAES_EC
Light for the World	@lftworldwide
Maryknoll Sisters of St. Dominic/Maryknoll Fathers & Brothers	@MaryknollSister , @MaryknollFrsBrs
MDG Global Watch	
National Service Conference of the American Ethical Union	
Office of Women's Ministries, Episcopal Church Center	@iamepiscopal
Philippine Agency for Community and Family	
Salesian Missions	@SalMissions
Service for Peace	@service4peaceUS
Sisters of Mercy	@SistersofMercy
Society of the Sacred Heart	
Tarumitra	
World Council of Religions for Peace	
World Evangelical Alliance	@WEA_UN

<u>United Nations:</u>	
United Nations	@UN
President of the General Assembly	@UN_PGA, @ThomsonFiji (Personal)
UN Spokesperson	@UN_Spokesperson
UNCTAD	@UNCTADNewYork
UN DESA	@UNDESA
President of ECOSOC	@UNECOSOC
ILO	@ilo
<u>Member States:</u>	
African Union	@AUJobsUN
European Union	@EUatUN
Afghanistan	@AfghanMissionUN
Albania	@AlMissionUN
Algeria	
Andorra	@ANDORRA_UN
Angola	
Antigua and Barbuda	@ABNYOffice
Argentina	@ArgentinaUN
Armenia	@Zmnatsakanyan (Permanent Representative)
Australia	@AustraliaUN
Austria	@AustriaUN
Azerbaijan	@AzMissionUNHQ
Bahamas	

Bahrain	@BahrainMsnNy
Bangladesh	
Barbados	
Belarus	@BelarusUNNY, @UNBelarus
Belgium	@BelgiumUN
Belize	@BelizeMission, @BelizeMissionUN
Benin	@UNBenin
Bhutan	
Bolivia	@Bolivia_ONU
Bosnia and Herzegovina	
Botswana	
Brazil	@Brazil_UN_NY
Brunei Darussalam	
Bulgaria	@Bulgaria_UN
Burkina Faso	
Burundi	@Ashingiro (Permanent Representative)
Cambodia	
Cameroon	
Canada	@CanadaUN
Cape Verde	
Central African Republic	
Chad	
Chile	@ChileONU
China	@Chinamission2un
Colombia	@MisionONUCol, @ColombiaONU
Comoros	
Congo (Republic of the)	
Costa Rica	@jcmendozagarcia (Permanent Representative)
Côte d'Ivoire	@CotedIvoire_UN
Croatia	
Cuba	@CUBAONU
Cyprus	@CyprusUN
Czech Republic	@CzechUNNY
Democratic People's Republic of Korea	
Democratic Republic of the Congo	
Denmark	@Denmark_UN
Djibouti	@AmbDoualeh (Permanent Representative)
Dominica	
Dominican Republic	
Ecuador	@MisionEcuONUNY
Egypt	
El Salvador	@ElSalvadorUN
Equatoria Guinea	

Eritrea	@Eritrea_UN
Estonia	@EstoniaUN
Ethiopia	@Ethiopia_UN
Fiji	
Finland	@FinlandUN
France	@FranceONU
Gabon	
Gambia	
Georgia	@GeorgiaUN
Germany	@GermanyUN
Ghana	
Greece	@GRUN_NY
Grenada	@GrenadaUN
Guatemala	@GuatemalaONU
Guinea	
Guinea-Bissau	
Guyana	
Haiti	
Honduras	@hondurasonu
Hungary	@KatalinBogyay (Permanent Representative)
Iceland	@IcelandUN
India	@IndiaMission2UN, @IndiaUNNewYork
Indonesia	@indonesiaunny
Iran	@IranUNMission
Iraq	@iraq_un
Ireland	@irishmissionun
Israel	@IsraelinUN
Italy	@ItMissionUNNY, @ItalyUN_NY
Jamaica	@courtenayrat (Permanent Representative)
Japan	@JapanMissionUN
Jordan	@JordanUN_NY
Kazakhstan	@Kazakh_Mission
Kenya	@KenyaMissionUN
Kiribati	
Kuwait	@KuwaitMissionUN
Kyrgyzstan	
Lao People's Democratic Republic	
Latvia	@LatviaUN_NY
Lebanon	@LebanonUN
Lesotho	
Liberia	
Libya	@UNLibyan
Liechtenstein	@LiechtensteinUN

Lithuania	@LithuaniaUNNY
Luxembourg	@LuxembourgUN
Madagascar	
Malawi	@MalawiUN
Malaysia	
Maldives	@MVPMNY
Mali	
Malta	
Marshall Islands	
Mauritania	
Mauritius	
Mexico	@MexOnu
Micronesia (Federated States of)	
Monaco	
Mongolia	@nymongolia
Montenegro	
Morocco	
Mozambique	
Myanmar	
Namibia	
Nauru	@AMBMoses (Permanent Representative)
Nepal	@DurgaPabhat (Permanent Representative)
Netherlands	@NLatUN
New Zealand	@NZUN
Nicaragua	
Niger	
Nigeria	
Norway	@NorwayUN
Oman	
Pakistan	@PakistanUN_NY, @PakistanUN
Palau	
Panama	@Panama_UN
Papua New Guinea	
Paraguay	@paraguayonuny
Peru	
Philippines	
Poland	@PLinUN
Portugal	
Qatar	@QatarAtUN
Republic of Korea	@KOR_mission_UN, @ROK_Mission
Republic of Moldova	
Romania	
Russian Federation	@RussiaUN
Rwanda	@RwandaUN

Saint Kitts and Nevis	
Saint Lucia	
Saint Vincent and the Grenadines	
Samoa	
San Marino	
Sao Tome and Principe	
Saudi Arabia	@ksamissionun
Senegal	
Serbia	
Seychelles	
Sierra Leone	@SLUNMission
Singapore	@SingaporeUN
Slovakia	@FeroRuzicka (Permanent Representative)
Slovenia	@SLOtoUN
Solomon Islands	@CollinBeck (Permanent Representative)
Somalia	@SomaliaUN_NY
South Africa	@SAMissionNY
South Sudan	
Spain	@SpainUN
Sri Lanka	
Sudan	
Suriname	@HMacdo8444 (Permanent Representative)
Swaziland	
Switzerland	@swiss_un
Sweden	@SwedenUN
Syria	
Tajikistan	
Thailand	@ThailandUN
The former Yugoslav Republic of Macedonia	
Timor Leste	
Togo	
Tonga	
Trinidad and Tobago	
Tunisia	
Turkey	@Turkey_UN
Turkmenistan	
Tuvalu	
Uganda	@UgandaMissionNY
Ukraine	@UKRinUN
United Arab Emirates	@UAEMissionToUN
United Kingdom	@UKUN_NewYork
United of Republic of Tanzania	
United States	@USUN
Uruguay	

Uzbekistan	
Vanuatu	
Venezuela	@venezuela_un
Viet Nam	
Yemen	@Yemen_MissionNY
Zambia	@ZambiaUN
Zimbabwe	
G-77	@G77_UNHQ
Holy See	@HolySeeUN
Palestine	@Palestine_UN
National Coalition of Syrian Revolution & Opposition Forces	@SyriaUN
Others:	
World Bank	@WorldBank
President of the World Bank	@JimYongKim
International Finance Corporation (WBG)	@IFC_org
World Bank Education	@WBG_Education
World Bank Research	@wb_research
World Bank Poverty	@WBG_Poverty
World Bank Finance	@WBG_Finance
World Bank Agriculture	@WBG_Agriculture
World Bank Publications	@WBPubs
World Bank Water	@WorldBankWater
World Bank Data	@WorldBankData
World Bank Health	@WBG_Health
IMF	@IMFNews
World Economic Forum	@Davos, @WEF