



BRANDING ON SOCIAL MEDIA

A quick guide for Field Units
and Regional Offices

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We are inspiration in action

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SOCIAL MEDIA AT UNV

Goals and objectives

UNV seeks to increase its donor base, forge stronger relationships with UN partner agencies and mobilize more high-skilled volunteers. In this respect, the UNV social media objectives will be aligned to the goals of the organization. More specifically, the UNV social media objectives are:

- to establish relationships and engage in conversations with current or potential donors;
- to engage in conversations with UN partner agencies;
- to mobilize international volunteers, as their numbers are declining;
- to increase the number of organizations who would like to work with online volunteers;
- to create a community between UNV Headquarters (including our Regional Offices) and the UNV Field Units;
- to train Field Units in using social media strategically;
- to help establish the UNV Executive Coordinator as an “influencer” in social media;
- to increase engagement rates (comments, shares and retweets);
- to promote the value of volunteerism worldwide

Key publics and stakeholders

- Current and potential donors
- Funding institutions
- UN partners agencies
- Influencers in the field of volunteerism
- Former and current volunteers
- Field Units

FIELD UNITS

Twitter

Avatar: 400 x 400px

Header image: 1500 x 500px

In-stream photo: 440 x 200px or full square

Nomenclature

Official Twitter accounts of UNV Field Units should have our acronym and the name of the country, in two words, as the name, and use the same format but in one word for the username. Only the first letter of the country name should be capitalized.

As an example, the name of the Twitter account of our Field Unit in Nepal is “UNV Nepal,” and the username is @UNVNepal.

Visuals

An avatar with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. Please ask advice to the Section if you have any doubt in terms of visuals, particularly if you would like to illustrate your Twitter account with a header image and a background.

Content basics

We recommend you to share content that highlights the contributions of UN Volunteers in your country, when possible together with photos and videos of volunteers in action. Though Twitter may be used as a recruitment platform, we do not recommend to limit its usage to this end. Live coverage of events and the use of our main corporate hashtags (#V4GlobalGoals and #V4Peace) is highly recommended. A minimum of three tweets every working day are necessary to keep the account updated. For a general overview of events and International Days at the UN-system level, follow [this board](#). Please take into consideration that content featuring volunteers in action along with good quality pictures will have more chances to be shared by the @UNV corporate handle, thus highly increasing your visibility.

Facebook

Avatar: 180 x 180px

Header image: 851 x 315px

In-stream photo (shared images): 1200 x 630px

Nomenclature

Official Facebook accounts of UNV Field Units should have our acronym and the name of the country, in two words, as the name. Only the first letter of the country name should be capitalized.

As an example, the name of the Facebook account of our Field Unit in Guatemala is “VNU Guatemala.”

Visuals

An icon with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. Please ask advice to the Section if you have any doubt in terms of visuals, particularly if you would like to illustrate your Facebook account with a header image.

Content basics

We recommend you to share content that highlights the contributions of UN Volunteers in your country, when possible together with photos and videos of volunteers in action. We would also advise you to show how the Field Unit is contributing to the promotion of volunteerism, whether through events at the national and local level or through partnerships. Photo galleries and videos are also a powerful magnet in Facebook. We also recommend you to update your Facebook page at least once every working day.

Finally, please take into consideration that content featuring volunteers in action along with good quality pictures, as well as initiatives related to the promotion of volunteerism, will have more chances to be shared by the @UNV corporate handle, thus highly increasing your visibility.

LinkedIn

Avatar: 400 x 400px

Banner: 646 x 220px

Nomenclature

Official LinkedIn accounts of UNV Field Units should have our acronym and the name of the country, in two words, as the name. Only the first letter of the country name should be capitalized.

As an example, the name of the LinkedIn account of our Field Unit in Sudan is “UNV Sudan.”

Visuals

An icon with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. Please ask advice to the Section if you have any doubt in terms of visuals, particularly if you would like to illustrate your LinkedIn account with a banner and/or a background image.

Content basics

We recommend you to update your LinkedIn account at least once per week. Though LinkedIn is widely and mostly used for recruitment purposes, it can also be a powerful tool to disseminate your own volunteer stories, programmes and events taking place in the country.

As with the other social media channels, photos to illustrate content are highly welcome. Feel free also to disseminate content from the UNV global website, particularly the sections dealing directly with the mobilization of volunteers.

As we also disseminate some new volunteer assignments at the country level from the corporate accounts, take into consideration that this will depend on the clarity of the title and the quality of the picture.

Instagram

Avatar: 152 x 152px (circle)

Pictures: 1080 x 1080

Nomenclature

Official Instagram accounts of UNV Field Units should have our acronym and the name of the country, in two words, as the name, and use the same format but in one word for the username. Only the first letter of the country name should be capitalized.

As an example, the name of the Instagram account of our Field Unit in Sri Lanka is “UNV Sri Lanka,” and the username is “unvsrilanka”.

Visuals

An avatar with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. As the avatar in Instagram displays as a circle, please ask advice to the Section if you have any doubt on how to properly upload it.

Content basics

We recommend you to update your Instagram account at least twice per week. Instagram is used solely to share pictures and short videos along with captions, and is a powerful tool to disseminate your work in a more emotional way. Photos of volunteers in action are highly recommended, along with calls to action. If you produce long videos you can still place them in Instagram in short bits.

Instagram can and should be connected to your other social media accounts to facilitate your work: Facebook, Twitter and Flickr, in case you have those. You will then easily be able to share content simultaneously on your multiple channels, and your followers in Twitter or Facebook will see that you are on Instagram and follow you there too.

YouTube

Avatar: 100 x 100px

Header: 850 x 176px

Nomenclature

Official YouTube channel of UNV Field Units should have our acronym and the name of the country, in two words, as the name. Only the first letter of the country name should be capitalized.

As an example, the name of the YouTube channel of our Field Unit in the Republic of the Congo is “VNU Congo.”

Visuals

An avatar with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. Please ask advice to the Section if you have any doubt in terms of visuals, particularly if you would like to illustrate your YouTube account with a header image.

Content basics

We recommend you to update your YouTube account at least once every month. As YouTube is based solely on the dissemination of videos, having frequent content can be a challenging endeavour. To better keep your audience retention, we recommend you to keep your videos under 3 minutes long. If you don't have enough content, feel free to display in your channel some of the videos that we have at your disposal in the UNV global channel. Finally, we would not encourage you to open a YouTube channel without enough content, resources and equipment to make it sustainable.

Flickr

Avatar: 100 x 100px (circle)

Header: 2048 x 492px

Nomenclature

Official Flickr accounts of UNV Field Units should have our acronym and the name of the country, in two words, as the name. Only the first letter of the country name should be capitalized.

As an example, the name of the Flickr account of our Field Unit in Perú is “VNU Perú.”

Visuals

An avatar with the UNV logo in our three official languages and the name of the country below is available for you upon request to the UNV Communications Section. Please ask advice to the Section if you have any doubt in terms of visuals, particularly if you would like to illustrate your Flickr account with a header image.

Content basics

We recommend you to update your Flickr account at least once every week, and create a new album for every event you hold in the field. Unfortunately, the connection between Flickr and Instagram is not yet possible. This is why we recommend Flickr to keep a visual memory of events and activities, but to use Instagram to disseminate your best pictures.

REGIONAL OFFICES

As the UNV Regional Offices are corporate extensions of the UNV Headquarters, specific guidelines on nomenclature and visuals in social media have been developed for them to ensure consistency and clarity.

Twitter

Nomenclature and visuals

Official Twitter accounts of UNV Regional Offices should abide by the following nomenclature:

UNV East-South Afr (@ROESA)

UNV West-Central Afr (@ROWCA)

UNV Latin America (@ROLAC)

UNV Asia-Pacific (@ROAP)

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar and the header.

Content basics

Please follow the same recommendations given to the Field Units (above, page 2,) and mention the @UNV corporate account as often as possible in your posting, as Regional Offices are extensions of the Headquarters and therefore communication should be bi-directional (two-way) among Bonn and the four regional offices, with an aim to multiply our overall impact.

Facebook

Nomenclature and visuals

Official Facebook accounts of UNV Regional Offices should abide by the following nomenclature:

UNV Regional Office: East & Southern Africa

UNV Regional Office: West & Central Africa

UNV Regional Office: Latin America & the Caribbean

UNV Regional Office: Asia & the Pacific

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar and the header.

Content basics

Please follow the same recommendations given to the Field Units (above, page 3,) and mention the @UNV corporate account as often as possible in your posting, as Regional Offices are extensions of the Headquarters and therefore communication should be bi-directional (two-way) among Bonn and the four regional offices, with an aim to multiply our overall impact.

LinkedIn

Nomenclature and visuals

Official LinkedIn accounts of UNV Regional Offices should abide by the following nomenclature:

UNV Regional Office: East & Southern Africa

UNV Regional Office: West & Central Africa

UNV Regional Office: Latin America & the Caribbean

UNV Regional Office: Asia and the Pacific

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar, the banner and/or the background.

Content basics

Please follow the same recommendations given to the Field Units (above, page 4.)

Instagram

Nomenclature and visuals

Official Instagram accounts of UNV Regional Offices should abide by the following nomenclature:

UNV East-Southern Africa (ROESA)

UNV West-Central Africa (ROWCA)

UNV Latin America (ROLAC)

UNV Asia-Pacific (ROAP)

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar.

Content basics

Please follow the same recommendations given to the Field Units (above, page 5.) Remember to share your best photos and videos with the Communications Section at Headquarters so that they can also be published in the corporate handles.

YouTube

Nomenclature and visuals

Official YouTube accounts of UNV Regional Offices should abide by the following nomenclature:

UNV East & Southern Africa

UNV West & Central Africa

UNV Latin America & the Caribbean

UNV Asia & the Pacific

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar and the header.

Content basics

Please follow the same recommendations given to the Field Units (above, page 6.) Remember to share your videos with the Communications Section at Headquarters so that they can also be published in the corporate handles.

Flickr

Nomenclature and visuals

Official Flickr accounts of UNV Regional Offices should abide by the following nomenclature:

UNV East & Southern Africa

UNV West & Central Africa

UNV Latin America & the Caribbean

UNV Asia & the Pacific

In the interest of visual corporate coherence, avatars for Regional Offices will not contain the UNV logo but a representative image of the work of UNV in that region. Please contact the Communications Section for advice on the visual elements of the account, including the avatar and the header.

Content basics

Please follow the same recommendations given to the Field Units (above, page 7.) Remember to share your best photos with the Communications Section at Headquarters so that they can also be published in the corporate handles.

AVATARS - EXAMPLES



FAQ

Why should we use social media at UNV? What are our goals?

Our purpose is to help meet the organization's mandates and goals. More specifically, we use social media to:

- Promote the spirit of volunteerism
- Mobilize international volunteers
- Forge relationships with UN partner agencies
- Increase the donor base
- Reach out to new partners

With whom should we engage to achieve our goals?

The list of audiences we should aim to engage are:

- Previous, current and potential volunteers
- Current and potential partners
- Potential donors and funding institutions
- UN partner agencies
- Influencers in the field of volunteerism
- Other Field Units
- Regional Offices

What should we post?

Below are some ideas about what to post on social media accounts:

- Stories of volunteers
- Stories of beneficiaries
- Stories of programmes and development
- Media articles about volunteerism
- Live events
- News and current affairs about volunteerism
- Volunteer opportunities
- Happenings and campaigns
- Celebrations for the International Volunteer Day

How can I have my posts shared?

To have your content shared make sure your content is shareable:

- use visuals
- post something funny and exciting
- try to catch people's attention

Tip: Would YOU share *this*? If not, why should others?

What are the differences between private and corporate social media accounts?

Below are some tips to remember, as with your posts you will be representing UNV and not just yourself:

- Corporate or institutional social media accounts are different than personal social media accounts in that they represent a company, organization or brand. Social media management for UNV should be meticulous because impressions affect perceptions around our brand.
- Each and every social media account should be aligned with the corporate social media objectives. In addition, consistency in the tone, messaging and objectives should be maintained for all social media accounts representing UNV.
- Unlike personal social media accounts, corporate social media accounts should have objectives, key performance indicators and audiences in mind. If the audiences are not interested they will “unlike” the social media account, stop engaging, disable the news feeds or even write offensive comments about us.
- Social media account is not just for posting, it’s about engagement and dialogue. The *rule of thirds* is very important for social media accounts that represent an organization.
 - o One third of the time we should post about us and the brand;
 - o One third of the time we should share content from partners, opinion leaders, influencers and/or the media or share posts from people we want to reach or engage;
 - o One third of the time we should respond to comments, participate in conversations and encourage more dialogue and engagement.
- Last but not least, resources are very important for a sustainable social media strategy. Should a social media account continue to exist if it cannot be populated or meet its key performance indicators?

Two more tips to remember are:

- Don't post you anything about people if you haven't their consent
- Think twice before posting, as you are representing the entire organization

Why is my post not shared by the social media accounts at UNV Headquarters?

1. As you can see from the objectives above, creating a community between the UNV Headquarters and the UNV Field Units by sharing content is one of the objectives but not the only one. Therefore, priority will not always be given to sharing content from UNV Field Units. In most cases, posts are planned and scheduled in advance to mark certain international days, to announce events, etc. There is a fine line between being very active in posting items and spamming audiences, and therefore priorities need to be set.
2. The UNV Headquarters will need to maintain a balance of what is shared to avoid highlighting the work of only certain Field Units. That means that there should be a careful selection of posts that can be shared.
3. The social media accounts of the UNV Headquarters have different audiences than the social media accounts of the Field Units. Among the followers of the UNV Headquarters are UN partner agencies, high level UN officials, academic institutions, international civil society organizations, etc. Posts on social media accounts of UNV Field Units might be relevant to their audiences locally or regionally but might not be equally relevant for the international audience of the UNV global social media accounts.

What can I do to make my social media posts more shareable?

As the social media accounts of the UNV Headquarters feature a variety of content and do not only promote the work of Field Units, *to have your content shared make sure your content is shareable*. To ensure that your posts will receive attention and will be shared not only by the global accounts but also from your followers, here are some questions you'll need to ask:

- Was the event you would like to promote attended by international high-level officials? If it was a small event with just a few participants, why should it be posted to the international UNV social media accounts? How will it be meeting the social media strategy objectives mentioned above?
- Is the post very popular in your channel? More than 100 likes?
- Does it have visuals, infographics or videos? Visuals help increase engagement rates so make sure your posts have captivating visuals.



- Is the post entertaining? Will it make people laugh?
- Is the post innovative in a way? Does it describe something that never happened before?
- Does it meet the UNV objectives to engage with UN agencies and mobilize international volunteers?

What type of photos are shareable?

Do your posts contain the right type of photos? Not all photos are good so pay attention to the photos you are sharing. The UNV has guidelines about what photos can be published or shared. In a nutshell, we avoid photos that look staged, such as groups of people smiling in front of a camera. Instead, find a picture that shows volunteers in action. Also, make sure the photo does not look blurry or dim and that people look engaged and their eyes are open. Examples of bad vs. good selections of photos can be seen below.



What is the procedure for having posts shared by the global UNV social media accounts?

1. Field Units or Regional Offices let their communications focal points at UNV Headquarters know at least 10 days in advance about a future event/report/happening etc. that could be shared by the UNV global social media accounts.
2. UNV Headquarters responds within 48 hours acknowledging receipt of email and explaining whether the suggestion is appropriate for the global social media channels. This will depend on whether it meets the corporate social media objectives, whether it is relevant for the social media audiences of the global accounts and whether it follows the tips on making posts shareable (see sections above).
3. If the suggestion is considered appropriate, the Field Unit or Regional Office prepares a draft post with links to websites or videos, photos or photo albums, etc. If necessary, the post is drafted in two languages. Hashtags can only be included in Twitter posts.
4. Communications at Headquarters then schedules the post for a specific time and date to generate the highest impact.