



*Empowered lives.
Resilient nations.*

Guidelines *for* Social Media

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SOCIAL MEDIA & UNDP

Today, three-quarters of the world's internet population visits social networks, spending 22% of their time online each month (1 out of every 4.5 minutes) messaging, commenting, blogging, sharing and "liking." Web users are watching 13 billion videos on YouTube a month, another 2 billion on Facebook, and accessing social media sites on the go – accounting for 60% of mobile Internet usage.

Why be more active in social media?

Social media channels are public relations tools for UNDP.

By interacting with the public where they spend their time online, UNDP can leverage social media to increase its global presence. There's a strong opportunity to reach a much broader audience by a) providing more dynamic, real-time content and b) using more humanistic, relatable messaging.

Social media channels can help cultivate UNDP's image.

They present a direct opportunity for UNDP to listen and learn from the public in order to help generate solutions across the globe. And because social media is inherently transparent, it can help build public trust of UNDP and its activities.

Are the benefits worth the risks?

Yes, with the right plan of action.

While social media can help UNDP create meaningful dialogue with the public, it can also put UNDP in the middle of controversial debate. By opening a conversation with the public, UNDP opens itself up for criticism, creating an expectation for immediate responses from the organization both on a personal and larger scale. These risks can be mitigated through tactical editorial and social interaction strategies that position UNDP as an informational resource.

It's better to be engaged in the conversation than seen as distant and out of touch.

UNDP can provide a platform for people to converse, where they feel their voices are heard – without directly engaging in controversial topics or promising results. By being aware of these potential risks, and navigating them, UNDP can:

- Increase awareness for its activities to a larger audience
- Increase the perception of UNDP's transparency and accountability
- Expand its audience through tactical outreach and leveraging the inherent ability to share information across personal networks
- Cultivate support for its advocacy efforts
- Communicate the value of UNDP and its role in each country and globally
- Provide an outlet to listen directly to the public, and give the public a voice
- Be a real-time resource for large scale global events and activities in each country

Which Channels

As seen in recent reports, Facebook is the dominant social networking channel, even becoming more popular than most local social networks. Currently, out of 131 countries surveyed, 111 show Facebook as the leading social network.

Social media is best utilized by focusing on key social networks that suit UNDP's overall goals, versus being scattered across many platforms. To help establish a scalable social model that can effectively reach the broadest audience, UNDP Country Offices are encouraged to establish local and programme presences on Facebook, YouTube, Twitter, Google+, LinkedIn and Flickr as well as national channels.

These channels can be updated via smart phones enabling mobile access for a large part of the world's population.

In some countries access to social networks is either banned or closely monitored by state governments. This should not preclude UNDP's local country offices from having a presence on these social networks. Ensuring an information presence is activated in a non-political manner helps UNDP breed trust, while providing localized information for interested parties outside of those affected countries.

Similarly, central Africa still does not have a recognizable social network usage, relying on mobile. This should not preclude the creation of country sites on the target social channels with the goal of helping provide information about UNDP's efforts in this region and communicating stories to an international audience.

Unlike many other brands that focus on the Smartphone mobile experience through sleek mobile-enabled sites and applications, UNDP could best utilize the mobile space by informing those without access to social media networks with SMS updates. SMS can be a cost-free and effective way to disseminate UNDP's main messages and educate those within developing countries on organizational efforts, especially in times of emergencies when information can be extremely difficult to receive.

Target Audience

As with UNDP.org, UNDP's audience on social channels is the general public. As social media users generally tend to be older, with this demographic on the rise, UNDP has the potential to hit all age demographics. Using social media as an extension of public relations efforts can help build UNDP's image as responsive, accountable and transparent. This approach will reach the target from an informational point of view, but will foster a more conversational UNDP presence for the public. It encourages sharing UNDP's message, which in turn cultivates a broader audience base.

Unified Branding

Multiple accounts with different design and varying degrees of information on multiple social networks confuse anyone who tries to locate this information on social channels. Our social media efforts should be recognizable as official to increase the potential outreach for UNDP and also to foster trust. We therefore need a unified, global and local structure for social media efforts to increase the potential outreach for UNDP on social media platforms. Keeping consistent visual branding across UNDP's social channels will help establish the official presence of UNDP, creating a unified feel.

Consolidating Country and Programme Efforts

To create a connection through our programmes with a global audience, we have set up lists of UNDP country office Twitter accounts on our global Twitter account and created an "Around the Globe" tab on our global Facebook presence. This way and through a common branding we can tie UNDP presences on social media together and show our audience which channels are official.

Please let us know if you have a Twitter account or Facebook page that we can link to from UNDP's global presences: socialmedia@undp.org

Purge excess, inactive and unofficial social profiles

If your unit has created a profile on social media channels that you cannot maintain, please ask yourself if this is a) the correct channel to have a presence in order to reach the public in each area and b) if it might be better to remove an inactive profile than having one just for the sake of it.

Unofficial profiles should be contacted and thanked for their interest, inviting them to help support UNDP by becoming a fan page and helping to promote UNDP efforts in their countries. To underscore this, UNDP should highlight each non-official profile with the message “fan page”. This will help keep an identifiable distinction between official profiles and individual users or fan pages and help direct the audience to accurate information.

A bi-yearly audit should be conducted to ensure that inactive, multiple and unofficial profiles are highlighted and identified.

UNDP should seek official seals of verification that will mark each global, country and program Twitter feed. This verification will help breed trust with anyone who decides to search, follow and interact with UNDP on Twitter.

Visual Recognition

Keeping consistent visual branding across UNDP’s social channels will help establish the official presence of UNDP, creating a unified feel.



On **Facebook**, staying visually consistent quickly establishes trust by equating an instantly recognizable logo with the organization. This logo should follow the branding elements from UNDP.org but can include an extended profile image that humanizes the page. Country offices can brand the photo by including their country’s name on the logo/image.

On **Twitter**, the background should be designed and consistent for both the global and country offices. [Please click here for a Twitter background template \(psd-file\)](#)

Please keep in mind that the same design standards apply on social media as for print publications. [Find out more about how to apply UNDP's logo here.](#)

Naming Conventions

Establishing consistency in naming standards throughout social networks helps reinforce the solidarity of UNDP and its country offices. It also reduces search time for those looking to find UNDP accounts across multiple social networks or different UNDP country accounts across one network. These names should remain consistent across Facebook, Twitter and YouTube.

The naming convention should always be:

UNDP – for any account focusing on overall brand communication; all uppercase letters; no underscores (PNUD for French & Spanish)

UNDPCountry – for all country offices; “UNDP” is all uppercase letters, and the first letter in the country name is also uppercase; with no space between the name of UNDP and the country name. This should be adapted to the local language that you use for your outreach efforts.

Examples: UNDPVietnam; can be shortened for longer country names to be UNDP Pak for UNDP Pakistan. Based on social standards and best practices, UNDP should also claim vanity URLs for all eligible pages. The vanity URL names should reflect the naming convention above.

- [6.3 Profile Messaging](#)
- [6.4 Integration of Programmes](#)
- [7. Social Voice and Editorial Content](#)
 - [7.1 Language](#)
-

GUIDELINES

[Guidelines for Personal Use](#)

While communication through social media networks is primarily a personal matter, this is not the same as it being private. In a lot of cases, written conversations inside these networks can be found through search engines such as Google and the author can be easily affiliated with UNDP. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

We encourage UNDP staff to use social media tools like Facebook, Twitter, Flickr or YouTube, to blog and post comments on other people's blogs and engage in unofficial interaction about UNDP. However, when UNDP staff shares on social networks - whether for professional or private purposes - we recommend keeping some basic advice in mind:

Think before you post. Use your judgement and common sense before you post on social networks. When in doubt, just don't click the send button. Don't publish anything that you don't want to share with CNN, your mother or your boss. As UNDP staff members you are also responsible for knowing and following UN Staff Rules and Regulations – these apply online as well as offline.

Keep Safety and Security in mind, respect privacy. Respect people's right to privacy and don't take photos or videos without their permission, be especially careful with photos from children. It is your job to protect vulnerable people, not to exploit them. Don't disclose any private information of yourself, your colleagues or your clients, especially in an operational context. Read and follow office security requirements, never disclose travel information and personal details such as home addresses. Consider political implications.

Observe neutrality. You are bound to the UN Codes of Conducts. Rules such as respect for diversity, impartiality, integrity and professionalism also apply to your behaviour online. Don't get involved with political initiatives. In the context of social media, it is important to remember that this applies not only when you represent the UNDP or during working hours but around the clock and even when you are on leave. Share cautiously, even on your private Facebook page or when sending Direct Messages on Twitter. Resharing of content such as retweeting can be seen as endorsement, the same applies to "liking" or "following".

Be trustworthy. Always post accurate, updated information and avoid sharing hearsay. Be transparent and don't post anything UN related anonymously. Wherever relevant or possible, link back to the original source. Ensure your posts are based on facts, not personal opinions. Avoid endorsing or posting links to content that you haven't read thoroughly. For UN related content, refer to UN sources. Give credit where credit is due - respect copyright laws and cite your sources. If you don't know the answer to a question, refer it to someone who does - or say that you will respond later, once you have the correct information. Acknowledge and correct mistakes if you did something wrong.

Don't use the emblems or the UNDP logotype on personal blogs or social media profiles. You cannot use the emblems or the UNDP logotype as any part of your personal blog or social media profile. Add a disclaimer, such as "Tweets are my own" but please don't forget that this does not free you from your obligations under UN Codes of

Conduct.

Keep your manager in the loop. The UNDP requires that you obtain permission before publishing anything related to your function or assignment. This also applies to blogs and similar online publications. To avoid problems, discuss your work-related social media activities with your manager.

Observe IT security rules. Don't download or install software that you find through social networks on your work computer. If you have questions, please contact your OIST focal point.

Corporate Accounts. Please get in touch with UNDP's Office of Communication if you plan to set up a corporate UNDP account in your office (socialmedia@undp.org). Observe our corporate branding and naming guidelines.

Credit: This advice draws on social media policies from other UN and humanitarian organizations such as UNAIDS, UNOCHA, IFAD, UN DPI and IFRC.

Guidelines from other UN Agencies:

[DPI SocialMedia Guide](#)

[IFAD social media guidelines](#)

Interaction with the Online Community

Part of having social networking as a key UNDP outreach point is that it is interactive. The audience can “like”, comment on, and discuss issues that are important to them. As mentioned before, there is still the risk of negative comments and controversial opinions.

How can UNDP manage negative comments and criticism while still maintaining an identity that is transparent and authentic? Carefully. When political debates happen (and they will), UNDP should let them happen. Deleting them can reflect badly on UNDP, making it appear to have a political agenda. However, since social media happens in real time in a threaded manner, starting new discussions will help drive any negative comments further down the page, burying them. If UNDP has also identified local evangelists or advocates, it can ask members to help steer conversation away from that topic naturally.

When someone expresses frustration or negativity towards the organization, it is important to make sure that the situation doesn't escalate. Acknowledge that UNDP welcomes input, and ask for thoughts on solutions to frustrations. If the tone is overly aggressive or abusive, UNDP doesn't have to respond, but the situation should be noted and monitored.

When comments contradict UN values and principles, or could be threatening, UNDP must respond directly. The response should be clear but not confrontational, stating what UNDP's values and goals are in the region and why they are important. UNDP should point directly to UNDP.org where messaging publicly combats such comments. If the comments continue, UNDP should temporarily remove commenting privileges and contact the social channel directly for help in talking to the user about abuse of privileges and spamming.

On each Facebook page, who can comment, post videos or links can be selectively turned on or off per situation.

Additionally, when someone posts a message like this:

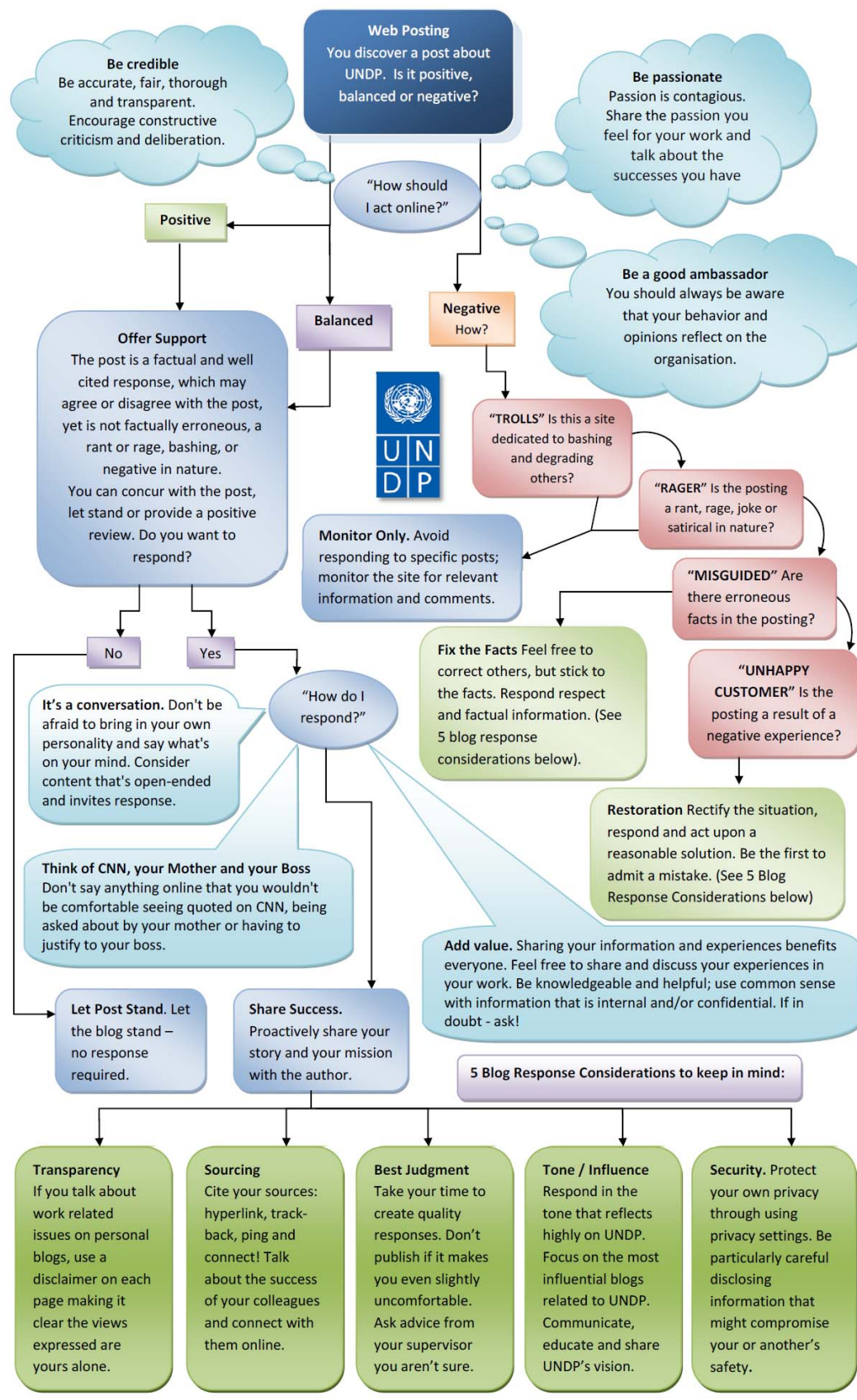
Ramhari Khadka

dear sir/madam we are request for help for our NGO helping for helpless and disable people who doesn't have education and jobless poor people we need help them so our NGO name is center for helpless and disable people in

*nepal pls hope fully if you help our ngo pls email us chdp.ngo@gmail.com or rhkhadka@hotmail.com telli phone number is:0097714411948
June 17 at 8:19am • Flag*

that is outside the direct purview of UNDP's efforts in the country, the country representative should both publicly respond in the comments section and message the user to point them to the appropriate resources. This will help foster the idea that UNDP is working to help the citizens of the country, while correcting any misinformation.

[Graphic: Reacting to Posts about UNDP](#)



CHANNELS

BEST PRACTICE

Blogging

Blogging is a conversation. It is a space to discuss ideas, throw out thoughts and challenge readers. You should think of a blog as the exact opposite of a press release. While press releases are impersonal, self promotional, and draw skepticism from readers, a blog should express a clear point of view, talk in a more casual voice and contain only original writing.

Quick tips for writing a great blog post:

Know your point: Ask yourself what you're trying to achieve with each bit of text you write and get to your point quickly. It's a hard discipline to learn, but you can really only get one good idea across in any one article or program — everything else either supports and develops that idea, or conflicts with and confuses it.

Know your audience: You can theoretically know exactly who your audience is and target your writing accordingly. Before you lay any words down on the page, figure out who you're speaking to, and write with them in mind.

Make your content dense with value: A blog is a great place to post links and highlight online content that you think your reader ought to know about. Make use of it! Try and link your page to as many interesting facts, news items, videos and reports as you can. Your blog post is not a static article - let your reader know that you are part of the conversation.

Be accurate -- ensure all information is from reliable sources, check facts.

Keep it short: Aim for between 250-350 words — and certainly never go over 500 words for a post. This will keep it focused and make it more likely that your reader gets to the end before something else grabs their attention.

Visualize – photos can help you catch attention of your readers and convey your message. Include a high resolution picture or video related to the blog issue. Always include credit and caption.

Avoid mentioning UN/ UNDP in the headline or first paragraph. When mentioning UN/ UNDP avoid “Thanks to UNDP...”, prefer “with UNDP support...”

Make it scannable: When it comes to scannability, large blocks of text are your enemy. Structure your post with easy chunks and short, descriptive headings. Make it easier for your reader to pull out the central topic points by using descriptive headers and sub-headers, bulleted lists and highlighting of key points.

Talk like a human being: Let your inner self come out rather than your “inner bullet point.” Don't feel like your prose has to sound like it was crafted by a university professor. Just speak! This is the place that relevant personal experiences and insights are welcome and where you can use plain language. Use active verbs (e.g. “teach” not “are taught”)

Don't use jargon! Often we do not even realize the jargon that becomes part of our everyday vocabulary. Big words and complicated sentences make blogs much less friendly to a web passerby. Pay attention to your choice of words — if a simpler word can be used with no loss of meaning, use it. (e.g. DO NOT USE “capacity building”, “basket fund”, “multifunctional platform”)

Blog regularly: Most successful blogs put out new content at least a couple of times per week and try to stick to a regular schedule. Consistently putting out quality content will keep readers returning and over time it will help you build a community.

Enable conversation: You want your reader to engage with what you are saying so invite them to participate. Ask questions, invite feedback and prompt your reader to leave comments. And don't let the dialogue end there — write back on the comments you receive.

What to write about: Finding Inspiration!

Express UNDP's perspective and thought leadership on key issues of the moment

Cover global, regional, or country level achievements (or local level with a global or scalable dimension), putting people or communities at the center of sustainable development respectively around our new slogan "Empowered lives. Resilient nations."

Brainstorm editorial ideas ahead of time – anything can provide fodder for a good blog post, so pay attention to the things you read or see on other blogs, newspapers, magazines, or television. If you end up hearing an interesting speaker at a conference or lunchtime seminar, take a minute to write it up as a blog post. What did you think of the topic? What personal insights can you offer? How does this relate to the broader development discussions? How can you get your reader involved?

Read other people's work - Get smarter about your field – Blog reading is one of the easiest ways to do this - make a daily habit of checking up on the latest conversations going on in development.

Use an RSS reader – Once you find blogs worthy of your attention you need to make it easy to check up on them. An RSS reader is a tool that allows you to subscribe to blog or newspaper and then read all the new content from all the webpages you follow in one place. Google Reader does a fine job and it's free.

Blogging Guidelines - Graphic

UNDP Our Work Millennium Development Goals Our Perspective

Honouring Humanitarian Workers Worldwide

19 Aug 2011 **Succinct introduction for a timely blog post**

Today, 19 August 2011, the United Nations celebrates the third World Humanitarian Day to honour people who have dedicated their lives to helping those in need around the world.

Humanitarian workers assist those who have lost their loved ones, their homes, and sources of income to the terrible toll of disasters and conflict. Many humanitarian workers face danger, live in difficult conditions often far apart from their families and loved ones. Their commitment and dedication advance the cause of our common humanity and make us proud. Wherever there are people in need, there are people at the ready to help – brave individuals seeking to ease suffering and bring hope to those less fortunate.

High quality, topic-related photo

UNDP STAFF LENDS A HAND AT A HAITI CASHFOR-WORK PROGRAMME FOLLOWING THE JANUARY 2010 EARTHQUAKE PHOTO: UNDP/MARIAHA NISSEN

Introduction to the author

About the Author
Jordan Ryan is the Assistant Secretary General and Director of the UNDP Bureau for Crisis Prevention and Recovery.

Post related material and news

UNDP's One Day on Earth

Short, pithy paragraphs

Far too many have paid the ultimate price for this commitment, and have lost their lives. It is with them in mind that we mark this day. It is only fitting that each of us consider what we can do to help people enduring disaster, violent conflict, and hardship. We should not underestimate the **positive impact each of us can make for those in need.**

Appropriate caption and credit

Link to relevant issue/news or UNDP work

UNDP's supporting role; relevant link

The current crisis unfolding in the Horn of Africa requires immediate and concerned action. People are in danger from drought, famine and conflict. In Somalia alone, 3.2 million people are in need of urgent lifesaving assistance—that is twice the entire population of Manhattan. Tens of thousands of children have already lost their lives and more will die in the coming days unless aid is provided to them.

At the onset of an humanitarian crisis, UNDP supports works to build the resilience of communities and establish a firm foundation for longer-term development. Our work aims to ensure that people are better prepared to cope should another crisis hits.

On this World Humanitarian Day, let us honour aid workers and thank them for their valiant efforts to care for the vulnerable. And let us be inspired by them to act and together to make the world a better and safer place.

Encourage participation by ending with a question

Talk to us and inspire others: What are you doing to make the world a better place?

Related Links

- World Humanitarian Day 2011 Official Website ↗
- United Nations Office for the Coordination of Humanitarian Affairs ↗
- World Humanitarian Day Citizen Ambassador's Video Contest ↗

Contributing to UNDP's Corporate Blog: Our Perspective

We encourage UNDP country offices, departments and individual staff members to contribute posts for [our corporate blog "Our Perspective"](#) in order to showcase the wide variety of development expertise captured by our staff and increase the degree of informative, timely and provoking discussion with our audience. Submissions must be in adherence with the below guidelines and can be emailed to the Office of Communications at online.communications@undp.org

Submissions should:

- Adhere to UNDP Blogging Guidelines and Best Practices below
- Include a short biography and high quality photo of the author
- Include a high quality photo or video of the subject matter
- Be between 300 and 350 words long
- Contain a list of related links and topics
- target the following audience: general global public; media, government officials, academics and other partners

- Have an engaging question at the end.
- Use the official [UNDP Editorial Style Manual](#).

[List of Development Blogs](#)

Interactive Events

UNDP hosts a huge amount of development related events all around the world on an almost daily basis - but how do we facilitate the participation of professionals and the general audience not able to attend in person? How do we realize a “quality online hub on development showing what top thinkers outside and inside of UNDP have to say about development”, as [Jan Szczycinski](#) of our Regional Center in Bratislava suggested?

Using live streaming and social networks could certainly be a start. From previous experiences at [Helen Clark’s lectures at the University of Cambridge](#) as well as [Amartya Sen’s discussion on the next generation of development goals](#), here are a few ways to make your event global, interactive and social:

Set up live streaming

Equipment needed:

- A computer with webcam and microphone
- Earphones
- A reliable internet connection at the event facility
- Another computer for live tweeting, monitoring the online conversation etc.
- Live streaming software: You’ll find a couple of free programmes online such as [ustream](#) and [livestream](#). Another option is to have a [Google+ Hangout](#), which is a live video conversation with up to nine other people. Such a hangout can also be [livestreamed on your YouTube channel](#). If you do not have profiles of your own on these channel, please [contact us](#) to see if there is a possibility to stream through UNDP’s corporate accounts.

When making a decision on which programme to use, please check if the streaming channel is advertisement free and if it provides an embed code for other websites. It’s also great to have a social stream featured next to the video as well as an option to stream directly on your Facebook page. Alternatively, you can hire a TV crew with their own software, which of course will get you better quality but might be quite costly. [Please note: As social networks like Ustream, Facebook, Youtube etc. are blocked in some countries be aware that you’re excluding these audiences from your discussions.]

Event preparations

- Create a web page like [on.undp.org/undplive](#)
- Embed the code for the live stream
- Embed a Twitter stream if you choose to have one
- Announce your event by posting messages on your own social channels
- Create sample updates for different social media platforms and share these with partner organisations and other potentially interested parties
- Include handles of UNDP and other speakers/panelists in draft messages. If your event is relevant for our global audience, you can also use our corporate channels. [Contact us](#) for further discussion.
- List relevant Twitter accounts/Facebook pages etc. to follow about this event.
- Make sure a global audience knows what time the event starts is [timeanddate.com](#). Include a link to the "Event Time Announcer"-page in your draft messages
- Decide on an event hashtag if you include Twitter in your outreach. For HQ, we use #undplive for our events; feel free to use the same and [let us know](#) if you do to avoid overlap. If you choose a different or second hashtag make it short and easy to type, considering special characters are especially complicated

for people using mobile devices. It doesn't need to be self-explaining, you can explain the hashtag once in a while in your tweets around the event. Tweets with #undplive will automatically be streamed on our website via a [Twitter widget](#) that you can embed as well on your websites.

- Prepare slides as background for your speakers. Note that the background is also important for the visuals during the livestream. Something colorful, simple and light works best to draw attention but not distract from the speaker. Make sure it's UNDP branded ([find our logos here](#)) and include the Twitter handles of speakers as well as a call to action:
 - Join the conversation: use #undplive in your tweets | follow @undp

Promotion

- Prepare sample social network updates for partners to use on their website and social platforms. The best time for posting these is right at the start of your event. There's no need to start your promotion earlier than three days ahead of the event as social network users are used to real-time information.
- Make information about the event as simple as possible:
 - date and time (possibly in multiple timezones),
 - short info about the content (possibly phrased as question to encourage a dialogue, such as "How can we achieve gender equality?")
 - one link: a vanity URL such as on.undp.org/undplive helps
 - the hashtag
- Create simple graphics announcing the event – images always work best on social networks such as Facebook. Click here for [banner templates](#).
- Create a blog post for UNDP's corporate blog [Our Perspective](#) on the content of the event. The cleared speech of the main speaker is a good source of content. Find our [blogging guidelines here](#).
- Solicit questions for the speakers from your networks beforehand as well as during the event. Make sure that the panel/speaker will take questions from social networks during the Q&A session.
- Set up social tracking for your event so you can collect statistics afterwards (see point 4 under "Once the event ends").
- Do you know any other effective ways to create buzz around your event? Please let us know in the comments below or [send us an e-mail](#).

During the event

- Test the live stream at least two hours before the event to make sure it is working properly
- Start broadcasting and recording shortly before the event starts, announce it at the same time on your social networks. Use hootsuite for prescheduling this. Make sure your social network audience knows the URL for your livestream. Listen in once in a while - or if possible follow the whole webcast - to check if audio & video is working.
- Start live tweeting from @undplive (email me if that's an option) or your own account – read our [live tweeting guidelines](#) here. Real-time event photos always work. Don't forget to put the event hashtag in all your tweets and encourage questions for the speakers.
- Screen incoming questions and select the best ones for concluding Q&A session. Let the moderator know when you have any, forward them to the moderator or ask them yourself. Make sure to identify the person asking a question (e.g. "This question is from Twitter from a user with the handle @nickkristof who is a New York Times columnist", etc.)
- Decide if you want to show incoming tweets on a side screen at the event. There are great tools for it such as visibletweets.org, <http://www.tweetwallpro.com/>, <http://www.walloftweets.net/>. Although it can add value for the audience there is the risk of distraction. Also, if you did a lot of promotion in advance you might have many of your promotional tweets on the side screen.
- Once the event ends:
 - Stop broadcasting/recording
 - Thank all social network participants

- Collect statistics on the reach of your hashtag (hashttracking.com, socialbro.com) and any other numbers you might find relevant

After the event

- Create a [storify](#) with best tweets/photos/videos from event

When you organize your own interactive event, please don't be disappointed if you do not get huge audiences. UNDP's topics can be highly specific and there are certain limits to the amount of interested people online. But streaming and recording them will give the interested and knowledgeable audience an opportunity to join the conversation around it, give their feedback and help us spread the word. Also, recording livestreams preserves the knowledge that is contained in the discussion.

Do you have any suggestions/do you know about any best practices for using social platforms at UNDP events? We're always curious to hear about them, please leave your comments below or [send us an email](#). Thanks!!

[DPI Guidance on using social media at events](#)

Twitter

Twitter should serve as a way to spread awareness of UNDP's efforts through easily digestible micro-updates. UNDP should not use Twitter as an RSS feed, but the content used should still get to the point. What is the main idea in 140 characters or less? Twitter can work to raise awareness for UNDP's global and local goals and do direct outreach to influencers or affected peoples. It is great for instantaneous real-time message blasting that is not only seen by its followers but also searchable on Google and Bing.

However, this channel does not have as high an engagement rate as Facebook. Facebook is predicated on the idea that the trusted friends you approved are sharing this content and their activities with you. You have chosen to be their friend and receive their updates. Unless a user is actively blocked, anyone can access a Twitter feed, and such links have a lower click-through ratio because there isn't as large a personal connection to the user or content.

Getting Started

- Naming your account: Choose a name that clearly indicates your topical or local affiliation. Keep your account name (Twitter handle) as short as possible so your name can be re-tweeted more easily.
- When using a word or phrase that is either highly topical or relevant to key themes with UNDP's social presence, be sure to use hashtags – keywords on Twitter beginning with the “#” symbol. It makes the content easily searchable and helps facilitate the discovery of related information. Examples - *#kickoutpoverty*, *#MillenniumGoals2015*, *#genderequality*
- Don't use up all 140 characters for a tweet so users can retweet the message (leave space for e.g. “RT @UNDP” – 8 characters)
- Make titles short and snappy. Something that would entice you to click on a link.
- During the weekdays, @UNDP and @UNDP_Countries should tweet at least 3 times a day
- Do not send more than 1 update in 10 minutes unless it is a reply
- Use re-tweet functionality to highlight good news and points from other UN & UNDP authorized Twitter accounts
- Make sure to check @replies and mentions either via search.twitter.com or a Mentions tab in Hootsuite. Country offices should also be monitoring all mentions of UNDP in order to see how the overall brand is being mentioned in the social space alongside their office accounts
- Use Twitter handles (usually @ in front of the username, if they exist) when referring to any person or organization with a Twitter account.

- Example: . @UNDP met with goodwill ambassador @ZinedineZidane to discuss how we should #kickoutpoverty. What are your thoughts?
- Use <http://bit.ly> to shorten your URL, then copy and paste this link to your tweet. With bit.ly you can get detailed user statistics later on.
- create Twitter lists featuring twitter accounts of partners, other UN agencies in your country / area of work, etc.
- list other UNDP staff as "guest tweeteres" on your twitter background
- see what today's Twitter trending topics are (<http://search.twitter.com/>) and try to piggyback by using them in your tweets (only if the topic fits, of course)

Some Twitter Conventions

- @-symbol = convention for public reply to another Twitterer, or attribution/reference to another Twitterer
- RT ("retweet") = convention for forwarding someone else's tweet to your own followers; SYNTAX: RT followed by @ symbol name, so RT @ WeCanEndPoverty MESSAGE. Can also use "via" when not a direct retweet (i.e. via @ @ WeCanEndPoverty).
- d = direct message. Your message can only be seen by the addressee. EX: d WeCanEndPoverty. You cannot send a direct message to a user who is not following you.
- More Information: [Sree Sreenivasan's Twitter Guide](#); [Twitter Fan Wiki / Hashtags](#)

[Please find a sample background for you to adjust here](#) (psd)

Photo Sharing on Twitter

It is easy to share a link to a photo on Twitter, but better to imbed the photo directly in Twitter so your users can see it in their feed. The latest version of Twitter allows users to see photos that other users post directly on the right side of the screen. Sites such as flickr, twitpic and others can embed photos directly into twitter.

We recommend using a program called TwitPic (<http://twitpic.com/>) to insert pictures into Twitter. Using this program is easy, and will allow your followers to see photos directly on their screen when you tweet about them. This can be done from your mobile device or computer.

- To use TwitPic, go the website (<http://twitpic.com/>) and choose to "Login or Create an Account". Allow Twitpic to connect to your twitter account. From here, there are 2 ways to upload a photo to Twitter:
 1. Email the photo as an attachment to the email address provided to you with your new Twitpic account e.g. username@twitpic.com. Write your twitter update in the *Subject Line* of the email. Your post can be up to 114 characters long, allowing for twitpic to auto-link within the twitter update. Allow 1 minute for the update to appear.
 2. -OR-
 3. Go to <http://twitpic.com/upload>, and upload the photo you want from the desktop. The page will prompt you for your Twitter update, and post automatically

Twitter Content Strategy

Content on Twitter should follow the brand's social voice with the main focus of getting people to speak about facts, findings and progress from UNDP. UNDP Twitter fans are most interested in spreading awareness of the organization's causes. UNDP's social voice should be one that is knowledgeable, informative and one that appeals emotionally enough to fans that they want to share the message. It is important for UNDP to establish hashtags or topics that are not solely time-sensitive so that the conversation stays easily measurable over long periods of time. Examples would be #endpoverty, #genderequality, etc.

Types of content to post on Twitter:

- Re-tweets of content from UNDP & its country offices
- New hashtag reports, findings or studies released on UNDP.org
- Pushes to any current contests, promotional campaigns or relevant efforts by UNDP
- Replies to individuals thanking them for their support of UNDP causes
- Updates of on-the-ground efforts in countries, especially during times of emergency

Examples of Updates in UNDP Twitter Updates:

Social exclusion is creating a lost generation in Central Asia & Eastern Europe (<http://bit.ly/d2NQzD>). How would you work to decrease this social divide?

Forget the #vuvuzelas: Let's make noise w/ Zidane and Drogha to #kickoutpoverty.

*One step closer to #genderequality in @UNDP_Pakistan. Meet Muhammad, the sole provider for her family-
<http://bit.ly/dsVINj>*

735 people have pictured how we can end poverty. Show @UNDP your vision: <http://picturethis.undp.org>

A humbling visual reminder from India of why we must end poverty and empower our children: <http://picturethis.undp.org/entries#48740>

Tips

Show the human side of UNDP: Twitter profiles are considered a less formal web presence and have the potential to have a more human quality than other news feeds. Speak in a voice that is informal, engaging and accessible.

Encourage Re-tweets: A Re-tweet (RT) is a quote of a tweet originally sent by a different author, generally to imply support of the original tweet and to expose the message to a wider audience. Re-tweets are viewed both by UNDP followers as well as the followers of the individual re-tweeting, and therefore can hugely increase one's audience. Re-tweet messages from other authors as well, if the tweet is in line with UNDP's message – government agencies and non-governmental organizations are a good source. This shows that UNDP is receptive to the Twitter community and highlights shared goals and ideas. It is considered good twitter etiquette to thank people for re-tweets; however, as a professional organization, UNDP cannot respond to all re-tweets. You can use #ThankfulThursday or #FollowFriday to express public appreciation for RTs. You can also message them a "Thank You" directly. An occasional public "Thanks for the RT!" is fine, but everyday or a few times a week is too much.

Engage in dialogue: Twitter is a platform for conversation. Be engaging by encouraging followers to share their views through questions, polls, quizzes and live chats. Example: Helen Clark's [live twitter chat](#) increased our twitter audience.

Host Live-chats:

1. Choose a Time, Topic, and Tag: Your chat's hashtag should be as short and explanatory as possible. Everyone who participates in the chat will have to use the hashtag with every tweet, so the shorter the tag, the more space they have to write chat messages.
2. Choose a Format (Single Topic, Question Based. Multiple Topic, Question Based Single Topic, Freeflow, Q&A , Free For All)

3. Launch the Chat: Promote it to your community leading up to the chat. Let people know beforehand when they can join and how the chat will be run.
4. Consider multimedia. You can interact with participants over Twitter and answer questions on video. Video services like [Tinchat](#) and [Ustream](#) integrate with Twitter, making them ideal platforms for Twitter chats.
5. Promote your participants – Write a recap of the chat and note key participants. Highlighting community members and the things they're doing gets people more engaged. Chat tweets can be saved with [Twapperkeeper.com](#).

Ask questions: Solicit opinions and ideas from your users. Use twitter as a conversational tool rather than to simply push a message. Specific “what” questions work well. “What does _____ mean to you?” will receive more responses than “How can we address the issue of _____?” Offer to re-tweet or feature the best opinions.

Don't only Tweet your own content: Twitter is a source for news and resources. Participate in news. Tweet articles or blog posts by newspapers, bloggers, or other nonprofits. Promote our work but don't link to the UNDP website in every post.

Tweet powerful stats related to UNDP's mission. A surprising or shocking statistic or fact can be very powerful on Twitter because some people will be compelled to ReTweet the stat. Example: The tweet “Shocking fact: [#India](#) accounts for 50% of the world's hungry: [#MDG 1](http://on.undp.org/m2x6FR)” was re-tweeted 41 times.

Tweet inspirational quotes: It never fails. Tweeting relevant and inspiring quotes from famous people consistently gets more ReTweets than any other Tweet. Use this sparingly though.

Repeat your most popular Tweets: Tweets that you have posted in that past that received a lot of traffic and were ReTweeted many times may be worthy of posting again. People are on Twitter at all times of the day all over the world, so a Tweet you posted on Monday at 10am, for example, that was well-received can be posted again 10 days later on Thursday at 3pm.

Customize: Customize your Twitter avatar for special fundraising or awareness campaigns. If you are running a special fundraising or awareness campaign, get a custom avatar designed for the campaign, but make sure it also includes your logo. The vast majority of the time your avatar should be a square version of the UNDP logo (that you also use consistently on all social networking sites), but for special campaigns changing your avatar can help get your campaign noticed. You can also create a Twibbon for your campaigns, or create and share custom backgrounds for your followers that can be downloaded from your website.

Mix it up with polls, pictures, videos and infographics: Don't limit your tweets to text and statistics. You can tweet polls, pictures, videos, and infographics. Twitpic is one way to do this. A “picture of the day” with a snappy caption works well. [Storify](#) is another free tool available online that allows you to capture text, video and photos from twitter, facebook, and websites. Storify is useful for gathering tweets from questions (Eg. “A world without hunger_____”. Share your views and we'll RT”) and creating a multimedia story. This can then be tweeted to featured users, who typically re-tweet stories they have been included in. Twtpoll.com is a free service that allows you to create polls with your Twitter ID. Polls often get Re-Tweeted which can be great exposure. Also, keep in mind that the polls can be posted on Facebook, MySpace, Change.org, etc.

Live-tweet – Use twitter smartphone apps or [m.twitter.com](#) to tweet from speeches, meetings or events. Be a valuable source of news - Getting behind-the-scenes coverage and information from events they are unable to attend is one reason users follow us on twitter. When you do this, you can also enable Tweet locations. Under Settings > Tweet Locations > Check the box enabling Tweet Location. There are an increasing number of third-party Twitter tools like [TwitPic](#) and [@2Gov.org](#) that use geo-location so that Tweets show up on numerous maps and Twitter tools. Enabling Tweet Location increases exposure.

Tips For live-tweeting

1. Give some context to your followers so that they are aware you are live-tweeting from a conference or event. Use the conference/event hashtag. Make sure that every tweet you share from the event has contains this hashtag.
2. Give proper attribution: When tweeting quotes from speakers, try to include their Twitter username. This helps the reader know who is making the statements. It also gets you out of trouble if the quote is controversial.
3. Boil statements down to the main point. Rephrase the main ideas into short, succinct bite-size chunks.
4. Share information that both you and your followers would find interesting. Imagine being the eyes and ears for your followers as you tweet. Share compelling information that they would enjoy knowing.
5. Add links to speaker resources. Capture resources and references that the speaker gives. Do a quick search and provide the shortened link in your tweets.
6. Ask your followers for their opinions, e.g. questions they might have for the speaker, or thoughts on ideas.

Time your tweets: Find out when your users are most responsive and time your tweets accordingly. Tweets sent at the beginning and end of the hour typically reach more users. [Tweriod](#) is a free tool that analyzes your twitter following to find the best times to tweet.

Building Partnerships: Linking to, conversing with, and re-tweeting other organizations with similar missions can increase exposure to their followers. You can Favorite Tweets to build partnerships and organize Twitter profiles; for example by Favoriting a tweet of another UN agency or non-profit. Remember that other users can see your Favorite tweets. FavStar.fm is a tool that allows you to see if any of your Tweets have been Favorited by others on Twitter.

Monitor your Tweet Statistics: How often are you being re-tweeted? How many new followers have you gathered? Make sure you keep track of which tweets are successful (gather a lot of re-tweets or responses). Search.twitter.com provides an advanced search function if you want to track or find specific tweets.

Add ReTweet Buttons to your website and blog: You can use ReTweet Buttons to encourage their audience to tweet content from your website or blog on Twitter. <http://twitter.com/goodies/tweetbutton>. You can also enable Twitter's @anywhere function, which allows users to interact with twitter features embedded in websites. <http://support.twitter.com/groups/31-twitter-basics/topics/111-features/...>

Don't sync Twitter with other social media!: People use different social media platforms for unique reasons and do not appreciate being marketed to aggressively.

Add a Twitter Tab to your Facebook Page: Make sure you are logged into Facebook and designated as an Admin for your organization's Facebook Page. Go to Involver's App Gallery [You can install two of the basic Apps for free]. Click the Facebook Install button for Twitter. It will ask you to choose which Facebook Page you want to install the App. Select your page and then click the "Add Twitter for Pages" button. You will then be prompted to enter your name, email address, phone number, and Twitter User Name. All four fields are required. Click "Save & Continue" and then "Continue to Fan Page". The final step is to click "+ Add a new tab" on your Facebook Page, then Select "Twitter". The Twitter Tab will automatically appear. You can then drag and drop your Tabs in the order you think it most important for your Facebook Strategy. Keep in mind that the default settings are that the "Wall" Tab is first, the "Info" Tab is second.

Measuring Twitter Performance

In addition to the engagement through monitoring the interaction with links via bit.ly, the main KPIs to measure on a weekly basis are the week-over-week change of:

- Mentions (either of UNDP, UNDP country office or key hashtags)
- Followers
- Reach/Timeline Deliveries

Tweettrionics (www.tweettrionics.com) is a great way to view and monitor overall Twitter mention volume, reach, number of speakers and most common key words associated with UNDP's brand in the Twittersphere.

Track and benchmark twitter statistics in Excel

How to set up your Twitter account

Step 1 Go to www.twitter.com and click the "Sign Up" button to join.

Step 2 Create account

User name This will be your Twitter handle, make it as short as possible (e.g. first letter of first name and last name), avoid special characters (please send it to me when done)

Password make it as strong as possible (include numbers and special characters)

--> Create account

--> You will receive an email from Twitter asking you to confirm your email address

Step 3 Choose your interests

Search for Twitter accounts that are active on Twitter in your area of interest by typing a topic into the search box. Start following accounts that sound interesting for you. You will see their updates on your Twitter homepage like a newsticker.

Step 4 Search for friends

If you want, you can find out here which of your friends are already on Twitter – or just skip this step by clicking on "skip import" at the bottom.

Step 5 Change Account Settings

Click on your username (Twitter handle) in the upper right corner à click "settings" à click "Account" tab

- Don't check "Add a location to your tweets" (for safety reasons)
- If you want to restrict your Twitter updates to only those who follow you, check the box marked, "Protect my updates." You'll maintain your privacy, but you'll limit your reach. To get the full Twitter experience, leave the box unchecked.
- You can choose "always use HTTPS" to avoid getting hacked. This is particularly important when using Twitter over unsecured Wi-Fi connections.
-

Step 6 Update Twitter through Text Messaging

Follow Step 5 & click on “Mobile” à add your phone number

- You don’t have to be online to use Twitter. No matter where you are, you can stay connected with your cell phone. Enter your mobile number to receive and post Twitter updates via text message.
- Note: Twitter doesn’t charge for text messages, but your wireless provider might. Make sure you know the details of your messaging plan.
- If you don’t want people to find you by your phone number, uncheck respective box

Step 7 Personalize your profile

Follow Step 5 & click on “Profile”

- Upload a profile photo - use your picture as a way for people to identify you and to create a visual and hopefully emotional connection with your Tweets even if they haven’t met you in-person.
- Location: Use “United Nations” to show your connection to other UN accounts
- Web: You can add the URL of your web site or blog if you have one respectively your Practice’s webpage or to www.undp.org
- Bio: Be clever, be witty, or just be yourself! In a few words, sum up who you are and make it sound interesting. Use “@” and “#” to link to other accounts (e.g. @UNDP). Identify yourself as UNDP staff member and list your interests/passions with a # - that way, you can be found easier via Twitter’s people search. Add “Opinions are my own” .

Step 8 Personalize the Design

Follow Step 5 & click on “Design”

- customize how your profile appears to others by choosing background themes
- [Feel free to use our corporate UNDP background](#)

Step 9 Use Twitter on your phone

You can post updates from the web in the update box, via text message, on your cell phone’s web browser using m.twitter.com, or from any third party application (such as Hootsuite, Tweetdeck, CoTweet, UberSocial). Apps are available at twitter.com/downloads

Step 10 Your first tweet

On the home page, type your message into the box at the top of the screen and hit “Update.” Congratulations! You’ve posted your first tweet!

How To.. LiveTweet from events

Twitter basics

Quotation marks indicate parts of hypothetical tweets – in a real tweet these are left out.

- “@JohnDoe..” : reply to JohnDoe. Only you, him and those who follow you both see this.
- “... @JohnDoe”: mention JohnDoe. He and all your followers will see this.
- “RT @Johndoe ...”: retweet JohnDoe. Put RT in front of a tweet you copy and resend. Also possible is leaving out RT, but ending the tweet with “v @JohnDoe” or “via @JohnDoe”.
- “MT @Johndoe ...”: modified retweet. Allows for minor alterations, shortening etc. Gist of the tweet must remain the same.
- #: Hashtag. Unique marker to tag tweets. Linked to topics (#greendev) or events (#rioplus20). Make it short, unique and easy to recognize and type.
- Direct message: private message between you and addressee of the tweet. Also “DM”.
- Shorten your links via www.bit.ly or [another](#) URL shortener. A personal account with bit.ly lets you trace how often your link was clicked on.
- Give credit to your sources by adding “v” or “via” and the source’s handle, link or name at the end of your tweets.

Before – Preparing to LiveTweet

- If you don’t have a Twitter account yet, please follow our [guidelines](#) how to create a corporate Twitter account.
- Find the website for the event and whether it has a special Twitter account and/or a specific event hashtag (e.g. #WEF for World Economic Forum). Look for handles of key people that will attend/speak/meet you there. An easy way to find them is to Google the names of the participants, e.g. “Helen Clark Twitter”. Please make sure that the account is not fake (if you’re not sure, you can double check on their website if it’s linked there). Usually a look over the last tweets of the person helps.
- Announce beforehand you will be live tweeting from the event, share your excitement and other expectations.
- Please tell us via socialmedia@undp.org about it so we can retweet some of your tweets on @undp.
- If you don’t use a laptop, download a mobile phone application such as the Twitter app, Hootsuite or Tweetdeck beforehand and add your Twitter account to it as it makes tweeting easier.
- In case you don’t have internet connection, you can also tweet via text messaging. Please see Twitter’s guides for mobile tweeting [here](#) and [here](#).

During - The LiveTweeting itself

- Use the event hashtag at the end of all your tweets and click on it/search for it via Twitter search to see what other participants are tweeting. Engage with other people tweeting about the event.
- Not too much, not too little - think “dinner party conversation”. As a rule of thumb, tweeting every minute is too much and tweeting less than four times in an hour is too little.
- Make it engaging and interactive: apart from tweeting interesting quotes from the event as well as your own thoughts, post retweets, replies, ask questions, invite interaction from your followers outside the event, link to good and relevant content and post photos and/or video if at all possible.
- Tweets under 120 characters are most likely to get retweeted: try to stick to it.

After – Recap

- Thank the organizers, speakers, people you interacted with.
- Share your thoughts about the event with your followers. Point your followers to resources on the topic and to ways they can stay/get involved.

More Resources

- 10 TeamWorks [tips](#) for successful conference tweeting
- Main TeamWorks article on [Twitter for UNDP](#)
- Live-tweeting [best practices](#) from Twitter itself
- An exhaustive list of different [uses for Twitter](#) on Wikipedia
- A brief [guide](#) to Twitter via text by DPI
- An attractive and easy to read [guide](#) to Conference Blogging (via [Marc LePage](#))
- A TW [article](#) on event promotion via SoMe from [Barbora Galvankova](#) (via [Giulio Quaggiotto](#))

Useful Resources

- [Twitter/Hootsuite basics – UNDP training presentation](#)
- [Twitter Basics](#): Overview of helpful articles regarding Twitter from the company itself
- [Twitter glossary](#): Meaning of all Twitter terms and slang
- [DPI Twitter guide for senior officials](#)
- [How to excel on Twitter](#) – great blog post on what to do to get followers
- [Twitter Support Page](#)
- [Twitter Fan Wiki](#)
- [New York Times - Twitter Lists](#)
- [Muckrack - List of Journalists on Twitter](#)
- [Mashable - HOW TO: Build a Twitter Strategy](#)
- [Mashable - Free Services for Pre-Scheduling Your Twitter Updates](#)
- [Mashable - HOW TO: Use Twitter Lists](#)
- [Mashable - HOW TO: Make a Background for New Twitter](#)
- [Mashable - HOW TO: Build Community on Twitter](#)

Facebook

Facebook is currently UNDP's strongest social asset in terms of both audience size and engagement. With the network's high fan page retention rate of 97% and global reach, Facebook should be the comprehensive destination for the primary heavy editorial content. Although this network is intermittently blocked in China, Afghanistan and Pakistan, it has high penetration in most countries and is slowly overtaking even Orkut in countries like India.

Facebook posts should direct online traffic to more substantial information on UNDP websites. Facebook's audience has a younger demographic than that of Twitter, and Facebook also allows embedded videos, photos and greater interaction.

Facebook also is inherently built on spreading the message between personal networks. Anytime a user interacts with a piece of content, that interaction is posted to his or her wall. This allows for the increased awareness of UNDP's activities both at a global and country level through natural interaction on the channel.

[How to create a Facebook page for your Country Office](#)

Before you do this, please consider if there is an actual need for such a Facebook page and an audience that might be interested in "liking" it. Does it fit into your longterm communication strategy? Do you have enough resources available to maintain & update it at least every second day? Is there another social network in your country that is more popular with your target audience? Once you have answered those questions in favour of your own Facebook page, you can get started:

UNDP's presence on Facebook should always be a Fan Page listed under the Non-Profit Organization category. Country offices that are currently noted as groups or personal pages should do the same.

Here's a quick overview over the key steps you need to take:

1. Click here: <http://www.facebook.com/pages/create.php>
2. Choose Company, Organization or Institution
3. Choose Non-Governmental Organization
4. Choose Name (please note that you cannot change the name after creating a page) - the example doesn't quite fit to a Country Office page! Here are our general guidelines for COs:

- **Naming your page:** The page name is what appears before any of your status updates. To make clear to users that they are on a UNDP Facebook page, we advise you to use the full spelling "United Nations Development Programme", add an "in" (according to our website guidelines) and your country name. For e.g. the Liberia CO, the page name would thus be "United Nations Development Programme in Liberia". Please note that there is a space limit for the page name. If your country's name does not fit into this space, please use "UNDP in Liberia" (in your local language).

[5. Add a Profile Picture - please click here for design file](#)

- Use a human photo for your Facebook profile attached to the UNDP logo

[6. Edit Info part \(please see global UNDP Facebook page\)](#)

- Add bio/description and either a link to the main UNDP Twitter feed or the applicable country office feed
- Indicate your geographical or topical affiliation.

7. Vanity URLs can be claimed after a page reaches 25 "Likes" at www.facebook.com/usernames. These should be claimed right away under the naming standards mentioned on this page.

8. User Name/URL: Choosing the "user name" or URL for your Facebook page: Whatever you choose as user name should also be your twitter handle / Twitter URL in case you choose to open a Twitter account to make it easier for your target audience to find you. We advise to use "UNDPCountryname" (according to your local language) as Facebook URL/user name and Twitter handle. So for Liberia, the Facebook user name/URL would be www.facebook.com/UNDPLiberia, the twitter handle/URL would be www.twitter.com/UNDPLiberia

Facebook Content Strategy

Content on Facebook should follow the brand's social voice with the main focus of spurring interaction. UNDP Facebook fans respond best to strong statements, images and video. Currently, some of the most popular updates include links to articles by UNDP with an emotional lead ("True development cannot happen without empowering women"), videos from UNDP's YouTube channel and photos that give a glimpse into its daily activities.

UNDP's tone should be welcoming and encourage feedback and participation with Facebook fans to help facilitate the conversation on how the world can work together to end poverty.

Content should be only photos or videos, linking to further information, that editorialize the categories:

- Real-time news that is important to either global initiatives, country level information, crisis, or disasters
- Promotion of programs – announcing new initiatives like Kick Out Poverty to the general public in a conversational manner
- Human Development Reports/human stories – the translation of UNDP’s large-scale philosophic goals into a public facing impact and results story. The human element to overarching goals helps build accountability and transparency on a public relations level.
- MDGs/human stories – the effect of the Millennium Goals in each country, success stories, human stories of what more needs to be done.

Use vibrant images: Emotionally resonant photo albums get great responses, as do photo quizzes. Consider a weekly photo quiz. Ask users to tag themselves in photos they like or to upload photos as part of a campaign – example: UNDP’s Hug a Tree campaign.

Communicate our successes: We are striving to communicate UNDP’s results and success stories. Focus on the human angle of success stories. Avoid promoting conferences, meetings, talking heads, hand-shake photos etc.

More tips

- **Language:** To reach out to the national general public and government, we advise you to keep your Facebook page also in this local language.
- **Frequency:** Sending out more than five update posts per day through Facebook could be considered spamming an audience. Because of different timezones UNDP is operating in, the global UNDP Facebook page status should be updated at least three times a day.
- **Time your posts:** When you post on facebook matters! For the US, the three biggest usage spikes tend to occur on weekdays at 11:00 a.m., 3:00 p.m. and 8:00 p.m. ET. The biggest spike occurs at 3:00 p.m. ET on weekdays. Weekday usage is pretty steady, however Wednesday at 3:00 pm ET is consistently the busiest period. Fans are less active on Sunday compared to all other days of the week. Typically, users are more active in the first 15 minutes of the hour. However, varying time slightly might help avoid getting lost amongst other posts during peak time. Find out when users are most active in your region and post during high-traffic times.
- **Adding a link:** If you link to videos, websites etc. on Facebook please use the “attach” tool at the bottom of the blurb space and don’t post the URL directly into the blank space. Even if you do not include a blurb in your update the “attach tool” will in most cases create a thumbnail and headline, which looks nicer than just placing a link.
- **No Hashtags:** Please don't use hashtags (#) in your status updates, this Twitter function does not work in Facebook yet.
- **Be succinct:** Facebook posts with 80 or less characters get the biggest responses. This is not a rule of thumb, but posts with bigger blocks of text are less likely to solicit likes, shares or comments.
- **Be engaging:** In general, our audience on Facebook is looking for ways to get engaged in the work of UNDP. The best way to reach out to them is through polls, questions, photos (asking them which one they “like” best), featured wall comments to highlight specific positive/innovative comments from users, contests, etc. Have a look at facebook.com/undp for more ideas. Content on this platform should be interesting for an audience beyond a specific country. Be creative! Once you have built a community, determine ways to get users to share more UNDP posts with their community of friends who will then share onwards. Most importantly, make sure that you talk with your fans, not at them.
- **Build partnerships:** Link to other initiatives, especially UN agencies, by cross posting, likes, and comments, particularly on high traffic pages. In doing so you may be able to “poach” some of their audience and draw traffic to your own page. This also creates the impression of your organization as a collaborative, helpful partner.

- **Ensure high-quality content:** Make sure your content is adaptable and relevant to your audience. Occasionally link to interesting development-related work created by others. And be human! Social media is powerful and effective because it is personal. Link to UNDP news and success stories; however, when linking to a story, keep the accompanying text tag brief.
- **Share globally relevant content on the main UNDP page:** If you send us ideas for stories, please create a short text in respective language introducing the website, photo or video you are linking to. This should not be more than 1-2 short sentences and should be less formal than corporate UNDP texts. Please use “we” and “our” instead of “UNDP” and avoid acronyms. Send us the URL to the video, website or else you would like the link to go to - please note that it is bad practice to link to PDFs on social media.

Measuring Facebook Performance

Measure social media success: Articulate concrete goals and objectives and measure success. Measuring tools (Edgerank, Facebook Insight, Radian6, Cymfony Orchestra, SM2, etc.) determine if content on Facebook shows up on your fans or friends newsfeeds, tracks fan interactivity and engagement. They show what kind of content engages your audience and what isn’t working, so that you can tweak your strategy appropriately. They also measure positive/negative sentiment for your brand, which is key to reputation management and brand awareness. Monitoring engagement and social media campaign impact allows you to quantify how what you are doing matters. Facebook Insights is a great free tool to track user engagement. Pay attention to what types of posts get the most responses and replicate them.

Use Facebook’s free Insights tool to understand UNDP’s performance. KPIs (key performance indicators) can be determined at a high level on a weekly basis by evaluating the week-over-week change of:

- Total interactions
- Fans
- Number of active fans (“Talking About”)
- as well as monitoring links through bit.ly.

It is also important to take a look on a weekly basis and note which status update received the most engagement in terms of likes and comments combined.

Useful Links

- [Statistics by Country](#)
- [Mashable - The Facebook Guide Book](#)
- [OPEN Forum - How to Build a Facebook Landing Page for Your Business](#)
- [Mashable - The Journalist’s Guide to Facebook](#)
- [Mashable - HOW TO: Find and Add Facebook Apps](#)
- [WebProNews - Reasons to Have a Facebook Page and Ways to Make it Better](#)
- [memeburn - 10 simple ways to grow your Facebook Page](#)

Flickr

Photos are the most uploaded type of content in the global social media space. 50% of the world’s social network participants upload and share images, and it is important for UNDP to make visual content readily available through creative commons and visual networks like Flickr. UNDP’s Flickrstream can serve dual purposes: providing a look into the efforts of UNDP to an outside audience and creating a central, easily tag-able and searchable UNDP image archive. The UNDP Flickrstream should function similarly to its YouTube page: one central Flickr profile on

which multiple countries may submit images to share. Given the ease and popularity of photos, each country can also maintain its own Flickr profile.

Flickr Best Practices

- Upload high quality photos.
- Each country office or department should have its own Collection within the Flickrstream in addition to their own pages
 - Example: *UNDP Headquarters; UNDP Pakistan*
- Each batch of photos should be uploaded in a separate set with a description title that lists the date, the title, and a descriptor
 - Example: *6.26.2010 – Kick Out Poverty Behind-the-Scenes Stills*
- Upload maximal 5 photos at once, that is the maximum amount of photos shown in your flickr profile's photo stream.
Keywords to always include in photo tags: UNDP; the countries or departments involved; the Millennium Development Goal related to the video
- There should always be a description to accompany each photo; the term “UNDP” should always be used for search purposes in the description
- Frequency: To keep traffic steady, it takes four or five uploads a week
- Promote pictures by joining Flickr groups and re-posting them there as well.
- [How we got our photos published in Guardian - Read this Best Practice Example from Bratislava](#)

Flickr Link Shortening: It is easy to shorten the URL of a photo in flickr. Shortening links allows for ease of use when sharing on other social media sites and in email correspondence.

- Simply locate the photo you would like to share in flickr, and click the "Share This" button above the top left hand corner of the photo.
- Go to the "Grab the Link" line below "Share this".
- A long link will be available for use, but instead click on the Blue Writing "Show Short URL". The link will immediately be shortened with the flic.kr designation.
- Copy and Paste the link as you please! - *this is especially good for use on Twitter as it will embed the photo directly.

Flickr Content Strategy

Content and frequency of updates relies solely on the amount of official images produced by UNDP. Continue to encourage country offices to send photos that give the world a glimpse into UNDP's toughest issues and the progress being made on the ground.

The photos don't always have to be professional and polished, as candid shots can provide emotional impact without being too cost or resource-heavy. Photos from the country offices shot on mobile phone cameras or point and shoots could serve to show a more realistic, human experience. However, candid shots should still be clearly related to UNDP's efforts. Flickr users in general are either passionate about photography or people looking for free stock photos. A high-level review should be done of all photos on UNDP's Flickr sites with recommendations of what constitutes a good photo submission vs. one that is too candid for the medium. Before uploading a photo please ask yourself if this photo could make it to the first page of a national newspaper.

Photos shouldn't solely be of talking heads, either. Avoid posting photos of meetings, handshakes and conferences. They should also reflect the actual program efforts in each country. Multiple photos of the same moment should be limited to two per event. The photos should be relevant to the program rather than personal shots from UNDP employees. Descriptions should be added to each photo in order to contextualize the image.

Measuring Flickr Performance

KPIs can be established for Flickr once UNDP is ready to explore the option of creating a Flickr group; those elements of success will rely on metrics based on group member number, amount of content uploaded to the group, and the frequency of discussion posts. In addition, UNDP can help galvanize efforts by joining already established photo groups that can help expose its content to others. Success of these postings should be measured based on comments and “likes”.

[How to upload your photos to the UNDP Flickr account](#)

The Office of Communications hosts a gmail account that can be used to email pictures and upload them automatically on Flickr.

Attach the photo to an email to undp.pictures@gmail.com. You can only attach one photo to each email.

1. CC boaz.paldi@undp.org and dylan.lowthian@undp.org
2. Write the general title in the **subject line** – e.g. ‘UNDP Administrator Helen Clark at the COP18 Conference, Doha, Qatar, December 2012’
3. Write an **optional** more specific caption in the **body of the email** – e.g ‘Helen Clark meets with foreign ministers to discuss environmental sustainability.’
4. Make sure to put the **photo credit in the body of the email** even if you choose not to include a detailed caption – in this case the credit will be ‘Photo: Stanislav Saling/UNDP
5. Make sure to **remove all other text/email signatures from the email body**. Anything in the email will appear on the photo caption.

Youtube

YouTube is the #2 search engine on the web and is an effective channel for putting a face to a name, contextualizing abstract themes into understandable visual content. This humanization of content creates a more engaging tie and encourages repeat visits by users. YouTube videos are easily embeddable on blogs and shareable on social networks, encouraging the distribution of content.

The UNDP Office of Communications in New York manages UNDP's video channel on YouTube - www.youtube.com/undp. This channel is a great resource to disseminate information about UNDP's work and impact via video to a wide variety of audiences. The channel is corporately branded and is open to Country Offices to submit their videos for inclusion. As of March 2013, UNDP's YouTube channel has had over 2,6 million views and is growing steadily. If you would like to submit a video please write to our Video Unit (video@undp.org), led by Boaz Paldi (boaz.paldi@undp.org).

Country Offices can create their own channels but should follow the same branding guidelines and include a link to the global channel in profile messaging. UNDP welcomes and encourages all country offices to submit video via video@undp.org for upload on UNDP's YouTube channel.

YouTube Best Practices

- **Video titles:**
 - All video titles should begin with “UNDP”; the title should be clear yet intriguing
 - Examples: *UNDP – We Can Kick Out Poverty*; *UNDP – Youth Climate Change Challenge*
 - For country office videos the naming should include the country office before each title – *UNDPNigeria-We can Kick Out Poverty*

- **Video Category:** The video category should always fall under “Nonprofits & Activism”
- **Video description:** Add a call to action to visit UNDP’s Facebook page and / or its related country office page if applicable
- **Playlists:** Create playlists that organize content regularly into targeted groupings. Videos can be in more than one playlist, but each playlist should have a different function.
- **Moderating:** Look for any inappropriate comments or feedback on a weekly basis, and respond accordingly
- **Promote your channel:** Send direct emails to channel subscribers to inform them about a special video or event. Tweet the latest videos through the UNDP and UNwebcast twitter accounts and post them on Facebook.
- **Monitor user engagement:** Frequently review user comments and messages posted on your channel as well as on individual video pages. Approve comments for posting if they are relevant to the channel and provide opinions or suggestions (positive or negative). Do not approve (and remove) user comments if they include inappropriate language, promote hatred or racism, or are slanderous towards the organization or its staff. Stimulate and encourage conversation by responding to comments, questions or requests. Approve “friend requests” by users.
- **Post comments on the "Nonprofit Organizations" YouTube Channel:** Individuals on YouTube use the Nonprofit Organizations YouTube Channel to find new nonprofits and causes to support. Make UNDP stand out by posting wall comments on the Nonprofit Organizations YouTube Channel.
- **Optional: Subscribe to Agent Change:** The YouTube Vlog for Nonprofit Organizations: YouTube has a Vlog for nonprofit organizations called Agent Change. Make sure you subscribe so you can stay current with what is happening on YouTube in relation to the nonprofit sector.
- **Get subscribers by subscribing to other channels:** Do searches on YouTube for anything related to UNDP’s mission and programs and start subscribing. The more you subscribe to other channels, the more your channel is out there on YouTube. This will eventually result in more exposure to your channel as well as new subscribers. If you are a regional office, subscribe to channels that are in your area.
- **Send "Friend Requests" on YouTube:** Connect with other UN agencies and non-profits. YouTube allows you to send friend requests in order to build your YouTube communities. Again, search YouTube by key words relative to your organization's mission and geographical location, and send those potential new supporters friend requests.
- **Allow your friends to post comments on your Channel Wall:** Whatever you do, don't disable the wall on your YouTube Channel! Channels that have disabled their wall have almost no activity. Keep the wall to build community around your videos.
- **Send Friend Requests to relevant "Most Viewed" Channels:** These individuals/Channels are the Super Stars of YouTube. Make sure UNDP is on their radar screen by sending those with similar missions Friend Requests. See Most Viewed Channels.
- **Thank your "Subscribers" with Wall Comments:** If someone has subscribed to your YouTube Channel then that means they are very interested in learning more about UNDP. These are you most dedicated supporters on YouTube. Post some form of "Thank you for subscribing to our YouTube Channel" on their walls.
- **Send friend requests and subscribe to "Reporters":** Make sure the press and the reporters are aware of your YouTube Channel. Send the friend requests and subscribe to Reporter Channels.
- **Post your YouTube videos as "Links" on your Facebook Page and on Twitter:** Make sure you promote your YouTube videos via Facebook Status Updates and Twitter messages. Post brief message explaining the video and then attach the link to your video (for twitter, shorten this link using bit.ly). This is fast, simple way to increase your video and channel views.
- **Upload a "Channel Banner" to your YouTube Channel that links to the UNDP website:** To upload a banner, you must first be approved for YouTube's Nonprofit Program and then go to My Channel > Branding Options. You can add an "Image Map Code" to have the banner link to multiple websites. The banner should be visually appealing. **Use a non-commercial feel:** Stay away from an opening image that feels like an ad. Make users believe they are getting an experience, not a commercial.

- **Upload a "Channel Side Column Image" to your YouTube Channel:** Again, you must first be approved for YouTube's Nonprofit Program to be able to upload a "Channel Side Column Image". Once approved, go to My Channel > Branding Options. The banner must be (maximum) 300px by 250px.
- **Add a YouTube Tab to your Facebook Page:** Involver.com allows you to install two of their basic Apps for free. Your YouTube Channel will appear as a Tab on your Facebook Page.
- **Regularly monitor your Insights on YouTube:** Under Account Settings > Insight, YouTube provides tools and stats about your videos and users. You can get a good sense of what your supporters on YouTube do on your channel and what types of videos they are interested in watching by regularly monitoring and analyzing your YouTube Insights.
- **Keep it Fresh:** Rotate creative content on a regular basis. The highest click-through and click-to-play rates are in the first 5 days of a campaign.
- **Keep it short:** The longer the message, the higher the possibility users will tune out. 60 seconds is a good benchmark.
- **Keep it engaging:** Entertain, inform and be relevant. Users will view the majority of a video if they are interested and engaged.
- **Inspire, don't just educate:** Avoid focusing solely on being educational.
- **Deliver key messages early:** Plan for user tune-out near the end of the video and deliver your message early.
- **Include a call to action:** If it's appropriate, a call to action can be very effective. If your objective is to increase visits to your channel or participate in a contest—encourage your audience to get involved.
- **Schedule Contests:** Create special projects and engage particular groups by hosting a "video contest". Example: UN Webcast's "Student Video Contest" and "Citizen Ambassador to the UN contest"

Measuring YouTube Performance

The main KPIs to measure on a monthly basis are the month-over-month change of:

- Most viewed videos
- Number of subscribers
- Total channel upload views

YouTube has its own free Insights tool, which UNDP can use to understand more about its video content. UNDP should also explore the "hot spots" tool, which shows a channel owner the most popular points of engagement during the duration of a video play and when the drop-off rate occurs. The YouTube Insights tool can also be used to measure the KPIs listed above.

LinkedIn Company Pages

What makes it special?

- People using it are business-minded, eager to learn more about your company (more than on other networks where nature of content is broader) and develop a conversation with you – there are 135M people on the network as of January 2013
- Updates posted on the company profile do also appear on the profiles of its followers – making them visible to their contacts as well
- You can use "Targeted Status Updates": a way to engage in a more personalized way. Delivering right content to targeted audience increases loyalty to your company. You can choose to include/exclude employees, for example, and can target further by company size, industry, function, seniority and geography.
- Follower Statistics: who is following you/interested in your company? What reach do specific updates have?

How you should go about building your LinkedIn presence as a company:

1. Create a social strategy

What are your goals? Do you want to generate leads? Showcase your products? Engage customers? Use it for customer service? Recruit talent?

23.1 million people are learning about new brands/companies through Social Media. Ask yourself if you are getting your company across successfully on social, as this is what people use. Imagine your LinkedIn page as a magnet that should be attracting the right people to your business.

2. Optimize your company page

To enable updates, make certain employees you see fit admins so that they regularly update. Add company info (always have URL leading back to company website). Keep company description short and put what's most important on top, as people usually won't scroll down to read it in its entirety. Add company specialties! Enter blog/RSS feed so that content that is created around your company is automatically added to LinkedIn page.

There are different sections of your profile.

- Overview page (1st impression, shows your status updates). Customize it and regularly optimize with great content - It keeps followers thinking about your company!
- Careers page
- Products page (Showcase your services and products and encourage ppl to recommend and like them)
- Analytics section (How are you doing? What's the demographic of your followers?)
- Employee Analytics (Where do your employees come from, where do they go?)

3. Start posting status updates

VALUABLE CONTENT IS YOUR BREAD AND BUTTER!

Have a couple of ppl in your company be admins so that there's always fresh content.

Content can be: Announcements, promotions, news- and blog articles you've read, videos, job offers (also of other companies!), intriguing questions, interesting facts (counter-intuitive ones, making ppl want to react). Think of yourself as a mini online magazine.

There are two places they will be visible: on your page and on your followers pages.

4. Build followers and reach

YOUR FOLLOWERS ARE YOUR NETWORK & YOUR PROMOTERS!

Encouraging engagement – you can measure it easily using the data LinkedIn provides below the update (obtaining impressions info takes 24hrs though).

How to promote follower growth: mention regularly that your company is on LinkedIn – also offline.

Incorporate it into conversations, on business cards, in email signature.

Monitor your follower growth!

Advice from Sree Sreenivasan (www.sree.net)

Vizualize.com: This takes your LinkedIn profile and turns it into an infographic!

Sree recommends LinkedIn Today, which you can access through LinkedIn Labs, or you can have sent to you by email each morning—it's a good way to keep up with industries you care most about.

Search for #litips (LinkedIn tips) on Twitter

LinkedInlabs.com has a really good resume builder tools.

CONTRIBUTING TO CORPORATE ACCOUNTS

In order to give your work more visibility and to show the whole breadth of UNDP's work around the world, we would like to invite you to contribute to our global social media platforms:

Please share with us your latest videos, photos (including captions), links to articles and other ideas for updates - contests, polls, questions for the audience – unleash your creativity! Let us know your ideas by sending us a note to socialmedia@undp.org or by using Hootsuite Enterprise (check with your Department's communication focal point if you have an account).

Here is some information about the content and format we are looking for:

Quick tips - Twitter

- Is used by journalists, NGOs and students a bit like a news ticker. Content on this platform should therefore be timely and newsworthy
- Content: Quotes, facts, headlines, questions; success stories and results from UNDP projects, can be website article, photo or video
- Make text short and snappy. Something that would entice you to click on a link.
- Keep the text to less than 100 characters (link needs about 20 characters & you need to give followers space for retweeting (= RT @UNDP))
- Always give credit to original source, i.e. If you mention another organization, news outlet etc. in your update, try to find their twitter handle (@undp for us - because our URL is twitter.com/undp) & use it in your tweet
- only use @ in front of a word if you know that this is the correct twitter account. To verify, you can go to the organization's or person's website and check respectively google ("UNDP Twitter" --> www.twitter.com/undp - -> @undp is what you should use when referring to UNDP on Twitter)
- Don't start a tweet with < @ > unless it's a reply
- If there is no handle, please quote people by using initial of first name and last name as hashtag (not K. Watkins but #KWatkins)
- There is no Twitter handle for the Secretary-General (@SecGen is fake)
- The #symbol is called a hash tag. Putting a # symbol in your tweet followed by a word (or words put together with no spaces) is a way to categorize or tag your post. This way, if other people are talking about the same subject or event, they can find related tweets by searching for this hash tag or join the conversation by using it in their tweets. don't use more than 2 hashtags/tweet
- Keep the text to less than 100 characters (link needs about 20 characters & you need to give followers space for retweeting (= RT @UNDP))
- Always give credit to original source, i.e. If you mention another organization, news outlet etc. in your update, try to find their twitter handle (@undp for us - because our URL is twitter.com/undp) & use it in your tweet
- only use @ in front of a word if you know that this is the correct twitter account. To verify, you can go to the organization's or person's website and check respectively google ("UNDP Twitter" --> www.twitter.com/undp - -> @undp is what you should use when referring to UNDP on Twitter)
- Don't start a tweet with < @ > unless it's a reply
- If there is no handle, please quote people by using initial of first name and last name as hashtag (not K. Watkins but #KWatkins)
- There is no Twitter handle for the Secretary-General (@SecGen is fake)
- The #symbol is called a hash tag. Putting a # symbol in your tweet followed by a word (or words put together with no spaces) is a way to categorize or tag your post. This way, if other people are talking about the same subject or event, they can find related tweets by searching for this hash tag or join the conversation by using it in their tweets. don't use more than 2 hashtags/tweet

Quick tips – Facebook

- We are striving to communicate UNDP's results and success stories, so please focus on those and avoid promoting conferences, meetings, talking heads, hand-shake photos etc.
- In general, our audience on Facebook is looking for ways to get engaged in the work of UNDP. The best way to reach out to them is through polls, questions, photos (asking them which one they "like" best) , contests etc. Have a look at facebook.com/undp for more ideas. Content on this platform should be interesting for an audience beyond a specific country. Be creative!
- If you send us ideas for stories, please create a short text in respective language introducing the website, photo or video you are linking to. This should not be more than 1-2 short sentences and should be less formal than corporate UNDP texts. Please use "we" and "our" instead of "UNDP" and avoid acronyms.
- Please note that it is bad practice to link to PDFs on social media
- We only post photos (with shortened links to further information & credits) and videos on our corporate Facebook page, showing the human faces of development (no conferences/meetings/talking heads)
- Photo should be accompanied by short, snappy update, should include results/successes
- Remember that updates should have a positive twist as users can only "like" a status update
- Get inspired by previous posts: www.facebook.com/undp
- Don't use hashtags in Facebook updates

Quick tips - Twitter:

Join our social media theme days

Our social media campaign "[Join the Campaign: 7 Days – 7 Development Challenges](#)" intends to initiate a long term daily global online conversation around UNDP's 7 key topics – from gender inequality (Equality Monday) and building institutional capacity (Empower Tuesday) and environmental destruction (Green Wednesday), to stopping the spread of HIV/AIDS (End HIV Thursday), ending poverty (End Poverty Friday), bad governance (Democracy Saturday), and recovering from disaster (Resilience Sunday).

Our aim is to encourage our online communities to join the global conversation on each of these key challenges on our networks and discuss solutions. We'll collect the best contributions every week in [storifies](#) (click to see some of the great content colleagues have posted so far) and share them with our experts. This campaign will not only make our outreach more consistent and coordinated, but it will give all of our practice areas a week day to which all of you can contribute!

Find more information [here](#).

Here's how you can get involved:

1. Try to post / update on your networks/website according to those theme days as well. (You can of course continue to promote time-sensitive updates, international days etc.)
2. Share this Facebook update on your Facebook page: <https://www.facebook.com/media/set/?set=a.10151355408547830.479877.44015482829&type=1>
3. Tweet this: How can we work together to find solutions 4 #globaldev problems? Join @undp's global convo: <http://bit.ly/U8IGqr> #7challenges
4. Or Retweet this: <https://twitter.com/UNDP/status/302545661029675008>
5. Retweet tweets from @undp @pnud_es and @pnud_fr and share from our corporate pages
6. [Create your own language versions of the graphics](#) (thanks to Nora for creating the templates!)

List of Hashtags (click on highlighted words for sample tweets):

English

French

Spanish

[#EqualityMonday](#)

[#LundiEgalité](#)

[#LunesDelGualdad](#)

[#EmpowerTuesday](#)

[#MardiProgrès](#)

[#MartesDeProgreso](#)

[#GreenWednesday](#)

[#MercrediVert](#)

[#MiércolesVerde](#)

[#EndHIVThursday](#)

[#jeudiDefiVIH](#)

[#JuevesVSVIH](#)

[#EndPovertyFriday](#)

[#VendrediSpauvreté](#)

[#ViernesSpobreza](#)

[#DemocracySaturday](#)

[#SamediDémocratie](#)

[#SábadoDemocracia](#)

[#ResilienceSunday](#)

[#DimancheUrgence](#)

[#DomingoUrgente](#)

Please note that this content needs to fit into one of the following categories:

- Number/Statistic/Fact of the Day/Week
- Video of the Day/Week
- Development Article of the Day/Week
- Development Quote of the Day/Week
- Photo of the Day/Week
- Infographic of the Day/Week
- Blog of the Day/Week
- Job of the Day/Week
- Comment/Tweet of the Day (sharing content from our community & giving them recognition)
- Country in Focus/Region in Focus

You can also flag your updates to us for sharing on our global accounts.

Timing of the posts: We start our theme days around 1AM NY Time to cover as many time zones as possible for 24hours. However, please use your local time when scheduling posts on your networks.

We strongly recommend using hootsuite.com for scheduling updates – please let me know if you’re interested in more information.

Hootsuite

Quick-Start Guide for HootSuite

The following list of how-to articles takes you step by step through using HootSuite for the first time. Click the title to see the article and explanatory screenshots. Happy socializing!



Setting up your UNDP Hootsuite Enterprise account (if you don't have one yet)

Please also note that with this account you can post on UNDP's Twitter, Facebook, Google+ and LinkedIn English accounts as well as Twitter/Facebook in French and Spanish.

When signing up, please use "**Your Country Office/Department**" as user name and not your own.

Please note that the invitation might have gotten stuck in your postini filter, thanks for whitelisting hootsuite.com in your spam folder. You can access your spam folder here: https://mc-s201.postini.com/exec/MsgCtr?action=display_Messages&disp=M

1. [To send a message](#)

Composing and sending messages is the number one way people communicate using the HootSuite dashboard.

2. [Attaching Images or Files to Messages](#)

Accompanying your text update with photos is a great idea - especially on Facebook, Google+ or LinkedIn. In fact, on Facebook we try to only post photo updates.

3. [Shrinking URLs](#)

When linking to webpages, shortening URLs saves characters (especially relevant for Twitter) and allows for tracking and analytics on the links.

[Changing Your Default URL Shortener](#)

We use two shorteners: the "on.undp.org"-one for any content on undp.org and the "ow.ly" one for anything not on our website.

4. [Scheduling messages](#)

If you want to plan ahead there is the option to schedule messages into the future.

[Viewing scheduled messages](#)

Once you've scheduled messages you can review them in the Publisher.

[Editing scheduled messages](#)

If you are unhappy with your scheduled messages you can easily edit and change them. This also applies for users with default or higher privileges, when editing messages that require approval. *Please note:* as a default or advanced user, once you edit and save an unapproved scheduled message, HootSuite automatically approves it.

For more information on organizing information flows within HootSuite see this article (link to "Setting up and using streams in HootSuite). You can also take a look at [this great list of video tutorials](#) from "HootSuite University". If you want even more training or information, [send us an e-mail](#) and we can give you access to the full University program with lots more videos and instruction.

Setting up and using streams in HootSuite

One of the most important ways to organize information within the HootSuite dashboard is the use of streams. A stream is a flow of information that displays content from social networks, keyword tracking, search and Twitter lists. You can group your streams into tabs to add more clarity.

Different types of streams

For example, UNDP has tabs for "UNDP Twitter", "UNDP Facebook" and more (see screenshot below). Within the "UNDP Twitter" tab there are streams for, among others, "scheduled tweets" (any approved tweets that are scheduled to be sent, in chronological order), "sent tweets" (any posted messages in reverse chronological order), "@UNDP/colleagues" (displaying the tweets sent by users on the Twitter List UNDP/Colleagues) and "mentions" (displaying any messages including the term "@UNDP").

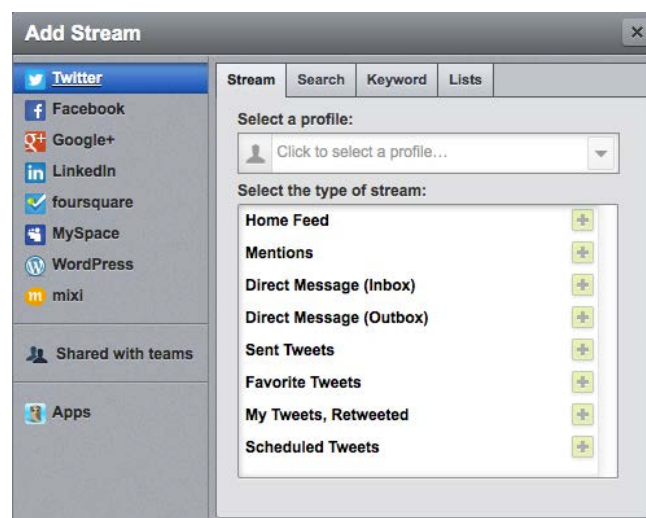
Fig. 1 - Overview of tabs and streams in UNDP's HootSuite Dashboard



Adding tabs and streams

To add a tab, click the plus sign on the top right of the tab overviews. To add a stream simply click "Add Stream" and specify the social network and kind of stream you want to create. Feel free to experiment and play around with the different kinds of tabs and streams to find out what is most useful for you. You can edit and delete or create new tabs and streams anytime you like.

Fig. 2 - pop-up after clicking "Add Stream"



Using Twitter "search" streams

To monitor specific keywords or topics, the "search" streams within Twitter are highly useful. There are some operators and specific search commands you can use to improve your Twitter search results. Find a list of examples including a brief explanation [here](#).

Filtering a stream

Within a stream there is the possibility to (temporarily) add another filters. There are two types: filter by keyword or by Klout score.

Keyword

Say you want to know what your colleagues are tweeting about the Commission on the Status of Women. You can create a list on Twitter that includes all your tweeting coworkers. Then, within HootSuite, you add a stream for that Twitter list. Now, all the messages posted by the coworkers on your Twitter list will appear in that stream. But you only want the ones mentioning the Commission - which has the hashtag #CSW57.

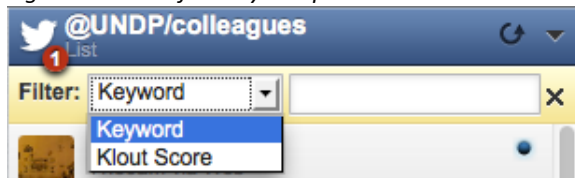
By clicking on the downward facing triangle in the upper right corner of the stream you will be able to see editing options.

Fig. 3 - stream editing options



When you click "Filter by" you will see the two options:

Fig. 4 - Stream "filter by..." options

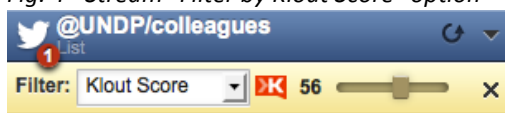


Choosing "keyword" will allow you to input a keyword to filter out only the tweets mentioning that search term. If you input #CSW57 as a keyword, this stream created from your "colleagues" Twitter list will only display the messages from your coworkers that include the hashtag - exactly what you wanted!

Klout score

The second filtering option is by Klout score. Klout is a measure of social media influence calculated by the website klout.com. Selecting the "Klout score" filter will give you a sliding bar with a Klout number. If you set the bar at 56, only users with that score or higher will appear in the stream. This filter is especially useful for managing high volumes of replies: you can filter out the interactions from users with high influence and respond to them first.

Fig. 4 - Stream "Filter by Klout Score" option



Types of content

Now that you have a working knowledge of how HootSuite works you will need content to post to your social networks. Find below a few quick tips on where to find good content and links to more resources.

1. Your own experience

Whether you are posting to social media on behalf of an organization, group of people or just as yourself, the added value comes from stories that involve you in some way. This may include professional experiences you have had (e.g. [livetweeting](#) from a conference you are attending) or a [photo from a campaign](#) that you/your organization is hosting. Connect with colleagues, employers, thought leaders, journalists and others and interact with them - they will appreciate you sharing your knowledge, stories and expertise.

2. Your influencers

The people you interact with are most likely also a good source of content. Retweet, share and link to others - they will notice you, be thankful for your sharing and be more likely to share your content as well. Take a look at [UNDP's public Twitter lists](#) and consider creating your own lists as well.

3. Topics and events

A third source of content will be the topics and events you are monitoring. Adding relevant search streams to your HootSuite tabs is a great way to keep up to date with what people are discussing on a certain topic on social media. Keeping an eye on these conversations is also a great way to identify new influencers on your topics of interest. Try experimenting with adding [advanced Twitter search streams](#) to find out what is being said.

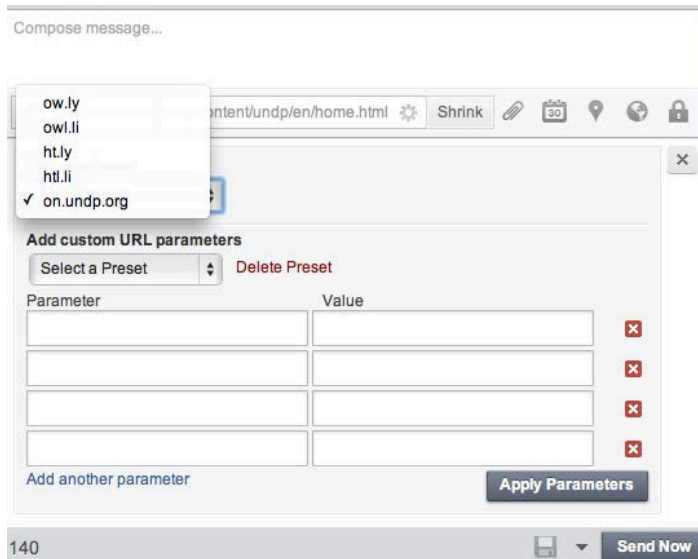
Tone of voice and editorial strategy

Editing content for different social networks is an acquired skill and the best way to learn is to watch others and participate as much as possible yourself. Please find below some links to resources on tone of voice, technical tips and how-to's.

SCHEDULING ON OUR CORPORATE ACCOUNTS

Quick tips – in general

- Please allow for 1-2 working days approval time. For time-sensitive updates, please send a message to socialmedia@undp.org flagging the need for approval.
- Content:
 - Quotes, facts, headlines, questions, success stories and results from UNDP projects, can be website article, photo or video
 - Content on our corporate accounts should be interesting for a global, diverse audience
 - Content should be helpful, useful, informative, entertaining, actionable and practical for your social media audience
 - Follow our theme days: We have a special "[7 Days 7 Development Challenges](#)" campaign ongoing – schedule your content according to those days
 - Real time news about human development/Millennium Development Goals
 - News clippings about impact our work has achieved
 - Development related campaigns
 - Engagement is key – ask users to give feedback, ask questions, ask them to like & share your update)
 - Tell your audience how they can support UNDP's cause.
 - Share great content from Country Offices/colleagues as much as possible
- Make updates short and snappy. Something that would entice you to click on a link.
- One idea per update
- Shorten your URL. For links to UNDP owned websites kindly use our corporate link shortener on undp.org, for other links the original shortened URL or ow.ly.



- Always add “.” before links
- Use exclamation marks and UPPER CASES sparingly!
- Be creative
- Mix your content by topic, source, format
- It is bad practice to link to PDFs, word documents or other types of non-photo/non-video/audio files on social media
- Please use “we” and “our” instead of “UNDP” and avoid acronyms as well as technical terms.
- Don’t add the UNDP logo to photos that we don’t own (this includes UN Photo resources!)

RESPONDING TO CRISES ON SOCIAL MEDIA

Everything happens at lightening-speed – Monitor all relevant consumer generated media, not just traditional media for the 1st 24 hours. Be ready to respond immediately or at least within 24 hours. When a crisis hits, consider using social media to keep followers informed; choose your medium according to the situation. Respond to Facebook/Twitter/Youtube comments when possible. Remember: Brand detractors have the same media tools as you do. Individual voices can travel around the world more easily today.

People demand hyper-transparency: Ensure any efforts are sincere, defensible, and authentic

Dialogue is as important as message delivery: Inviting people into a conversation is an effective way to build support if a crisis hits. Press releases and scripted interactions no longer satisfy audiences. Remain responsive by implementing a system of listening.

Prepare for Crisis Management on Social Media: Set up a trained crisis management team

and response channels and optimize a website or blog to use for crisis management. Start and continue monitoring and listening to the conversation around your brand or product (alerts, RSS Feeds, Radian 6) and make it someone’s job to listen every day. Imagine the worst PR scenarios possible to hit your organization and run regular “fire drills”. Nurture meaningful connections with major players and key influencers on the net who have strong followers so that they may help you in times of crisis.

Thoughts For UNDP:

- Keep listening. The earlier you know about a potential crisis, the better. Make use of RSS alerts, mentions, and media listening tools (I.E. Radian 6, Google Analytics)
- Important to build and nurture relationships with audiences, other UN agencies, and other development partners. Ensures that others will “back you up” in times of crisis.
- Have a team on hand of people who are ready to respond to crisis. Establish a chain of command for social media crisis responses.
- For Twitter, use a hashtag to aid people in search of information regarding the incident
- Send out tweets with correct information/official statements or responses and ask followers to RT
- Never lose your human touch. When facing crisis, delegate a person of authority to be the face to the crisis management team (e.g. the Administrator)
- Respond to commenters with courtesy. Never resort to sarcasm, insults, silence, or censorship!
- Allow people to voice concerns, but promote your side of the story!

Useful Slideshares:

Adonai Traning: Social Media Crisis Management: Three Case Studies : (<http://www.slideshare.net/elishatan/social-media-crisis-management-three-case-studies>) Good look at how BP, Ford Motors, and Nestle used social media for crisis management. Interesting insight into what the three companies got right, and what the companies got really, really wrong.

WSJ and Ogilvy (<http://www.slideshare.net/jbell99/wsj-and-ogilvy-social-media-for-crisis-management-2009>)

Sources: Social Media Examiner, Jontus Media, Ogilvy

MONITORING

Find Influencers: Identifying key influencers in the space and building a dialogue can help UNDP promote its larger scale initiatives to more networks. This can in turn help moderate potentially controversial or negative situations, acting as UNDP’s voice when it may not be appropriate for UNDP to say anything officially. Through monitoring the global, country, and program social media efforts, UNDP can observe and note which users are participating and sharing content regularly (bit.ly can be used as a tag to identify who is sharing the content the most via Twitter and Facebook). UNDP can then reach out to these influencers with direct messaging that starts a dialogue and builds trust.

Trace your clicks: Creating an effective system for monitoring link sharing is necessary in order to monitor the effectiveness of posted content. To keep links consistent and measurable, use a URL compressor such as bit.ly. Bit.ly will create a universal link that is short enough for social media. A bit.ly link is also traceable: UNDP can set up a profile to observe how many times a link has been posted, who has posted it, and the resulting conversation around the content. [Note: UNDP is using a vanity URL shortener through its corporate Hootsuite Enterprise account that creates on.undp.org/xxx links. Please contact socialmedia@undp.org if you want to use it]

Tools for monitoring: An additional social monitoring tool like Radian 6, Scout Labs or Sysomos can be used to help create a robust social media analytics package for UNDP. It can monitor its own efforts, but also track all UNDP-related conversations. Each of these are paid services but the use of a combination of free tools like Tweepolis, Addict-o-matic (<http://addictomatic.com/topic/UNDP>) or Social Mention (<http://socialmention.com/search?q=UNDP&t=all&btnG=Search>) can give an overview of general discussion around UNDP across social channels.

[List of social Media Monitoring Tools \(on Teamworks\)](#)

ONLINE RESOURCES:

Prezi-Presentations:

Overview & Introduction

- [General Presentation on how and why UNDP is using social media](#)
- [Presentation for Communication Focal Points](#)
- [Quick intro to Social Media @UNDP](#) (for use by UNDP Regional Communication Advisors)
- [Social Media, UNDP & YOU: Managing Your Digital Footprint](#) (geared towards ALL STAFF)
- [Social Media for One UN Country Teams: Rwanda](#)
- Senior Managers: [RR/RC Training March 2013](#) |
- Regional: [RBLAC Presentation 2012](#) | [RR/RC Presentation RBAS Regional Meeting 2013](#)
- Spanish: [El PNUD y las Redes Sociales en ALC](#)

Hands-on

- [Twitter & Hootsuite Training](#)
- [Twitter Basics](#)
- [Tips and Tricks for Social Media Practitioners](#)

Compilations of guidelines, best practices:

UNDP's [Social Media Wiki](#)

- [Social Media Monitoring Tools](#)

[UNICEF Social Media Guides](#)

- [Social Media in Emergencies](#)
- [Building a Social Media Strategy](#)
- [11 Recommendations for Twitter](#)
- [11 Recommendations for Facebook](#)

Hiring a Social Media Manager: Sample ToRs

- [Social Media Internship](#)
- [Consultant: Online Communication Specialist](#)

IT Security

- [Protect yourself from hackers \(OIST\)](#)
- [Security Settings on Facebook](#)

Social Media Strategies

- [UNDP China](#)
- [Rwanda](#)

- Bureau for Crisis Prevention and Recovery (Draft)
- Governance and Rule of Law Communication Plan for UNDP Somalia (Draft)

Recommended Reading

- Online Resources [Mashable](#) | [ReadWriteWeb](#) | [SocialMediaExaminer](#) | [SreeTips](#)
- Other UN Agencies' Resources
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UNDP ON SOCIAL NETWORKS

UNDP Social Media accounts around the world

Twitter

- English: [@undp](#) | Spanish: [@pnud_es](#) | French: [@pnud_fr](#)
- [List of UNDP Country Offices](#) | [List of tweeting UNDP Colleagues](#) (send a note to socialmedia@undp.org if you would like to be added)
- Leadership: [@HelenClarkUNDP](#) | [@RGrynspan](#)

Facebook

- [English](#) | [Spanish](#) | [French](#)
- Leadership: [Helen Clark](#) | [Rebeca Grynspan](#)

UNDP Youtube

UNDP Google+

UNDP Flickr

UNDP LinkedIn

UNDP Pinterest

Campaign Website Get Involved

Live-Streaming Website