

“Social media: How to use it for effective communication”

Social Media Training organized by DESA Office for ECOSOC Support and Coordination (OESC)

**UN Secretariat
9:15 a.m. – 1:00 p.m.**

**16 December 2015
Conference Room 9**

Background

In today's world, social media has become a powerful force, uniting people locally, nationally, and internationally on a level unprecedented by previous technological advancements. Social networking sites allow individuals and organizations to share and exchange information at a rate incomparable to any traditional promotional or educational endeavor. For companies and organizations, the use of social networking platforms has become a necessity to communicate with not only the average person, but professional communities as well.

The UN Economic and Social Council (ECOSOC) will need to improve its social media

Format and role of trainer

The half-day event would feature training sessions which are facilitated by a lead trainer supplemented by presentations from experts in social media, use of audio-visual materials and hand-on exercises. The trainer will also distribute hard copies of educational materials which highlight key learning points. The lead trainer will have the primary tasks of:

- Overall facilitation of the social media training and delivery of key concepts to staff on the use of social media technologies for effective communication;
- Integration of the contributions and presentations of guest speakers into the programme with the aim of addressing concrete communication objectives for the Economic and Social Council (e.g. How to strengthen ECOSOC key messages through social media? What opportunities are there for ECOSOC to promote innovative social media campaigns?);
- Coordination with speakers before the training to review their talking points and receive any Power Point presentations they might use;
- Production of hand-outs for the attendees providing a background for each module, including questions;
- Presentation of a road map of what a social media communication strategy for ECOSOC could look like at the closing of the event, and a written road map one week after the event.

Focus areas

1) The role and vision of the UN in social media

What has been the overall UN strategy for mobilizing the public-at-large and other partners through social media? The United Nations has fully embraced social media tools to tell its story while still relying on traditional means such as radio, television and print to disseminate its messages. Many UN system entities maintain presence on the major social media networks, including Facebook, Google+, YouTube, Twitter and Flickr, to convey the UN story to varied audiences worldwide.

2) Best practices in social media

How to organize a global social media campaign? What are the steps involved? How can we measure the impact of the campaign on the ground? As part of the overall strategy to mobilize the public-at-large and other partners on the work of the United Nations, UN specialized agencies, funds and programmes have organized around the world various social media campaigns to gather attention from the public and attract them in the work of the UN. Recent successful examples include:

- The 2015

