

## Working with Social Media



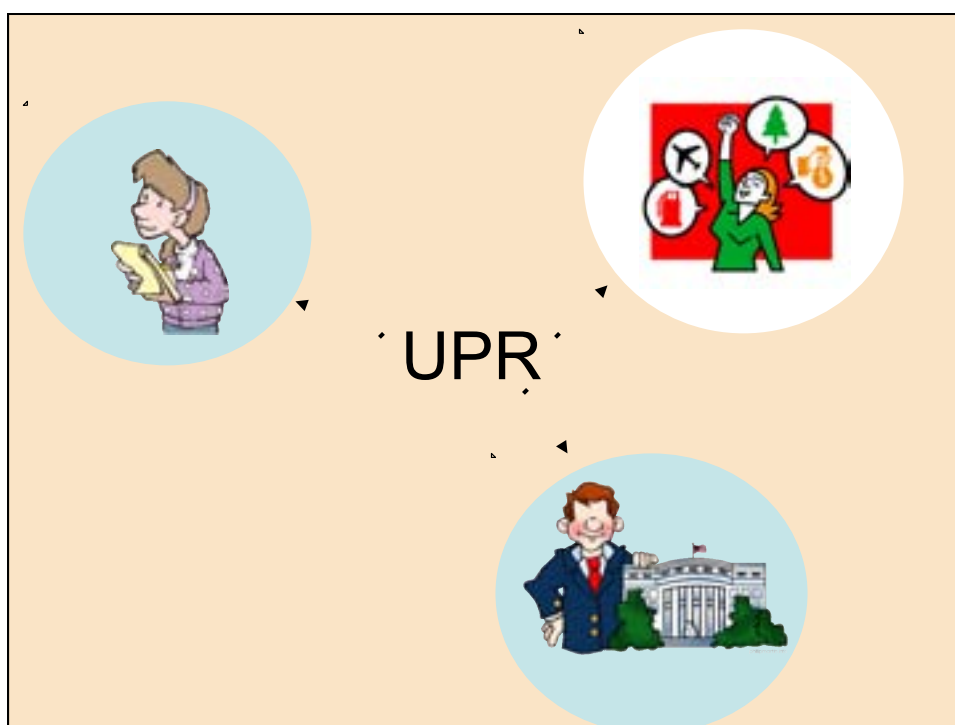
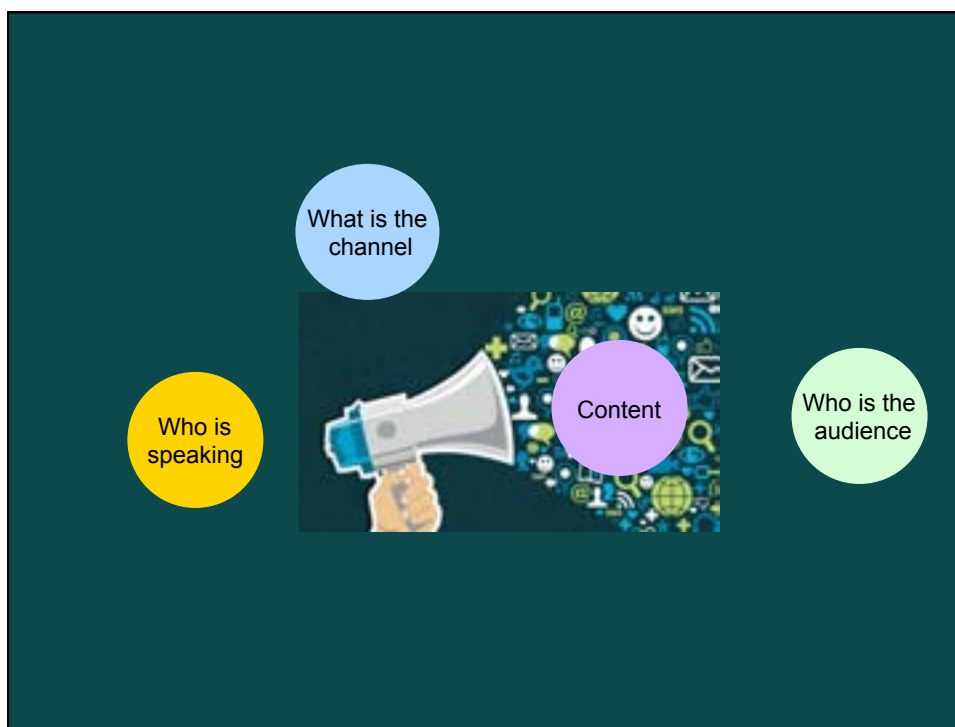
@duycks  
Sébastien Duyck

## Why use the UPR for social media activities?

UN credibility

Moment

UN interest





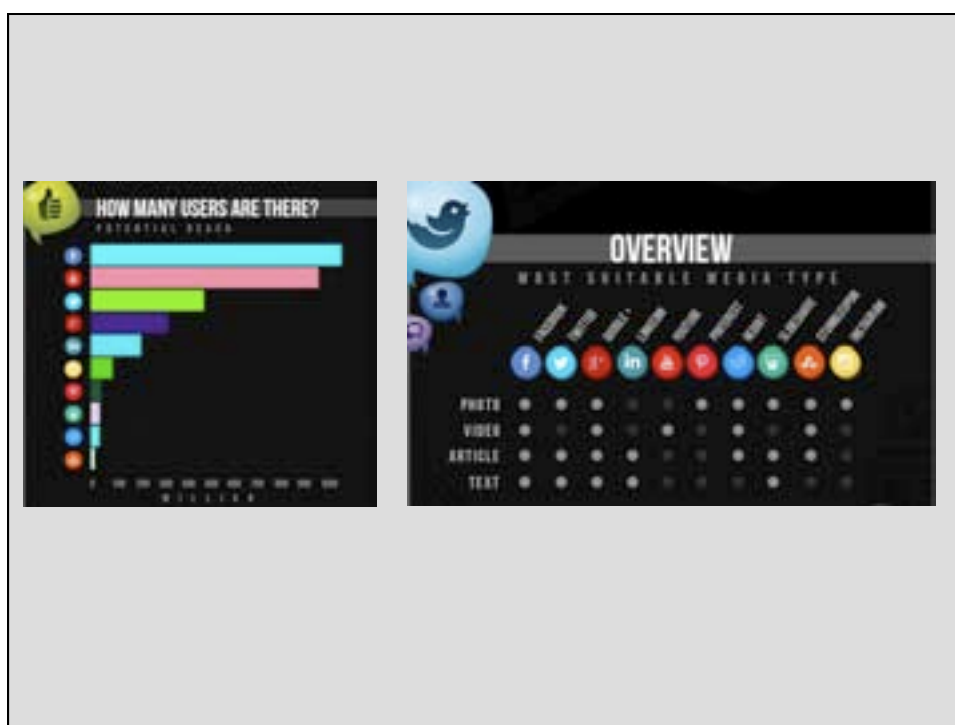
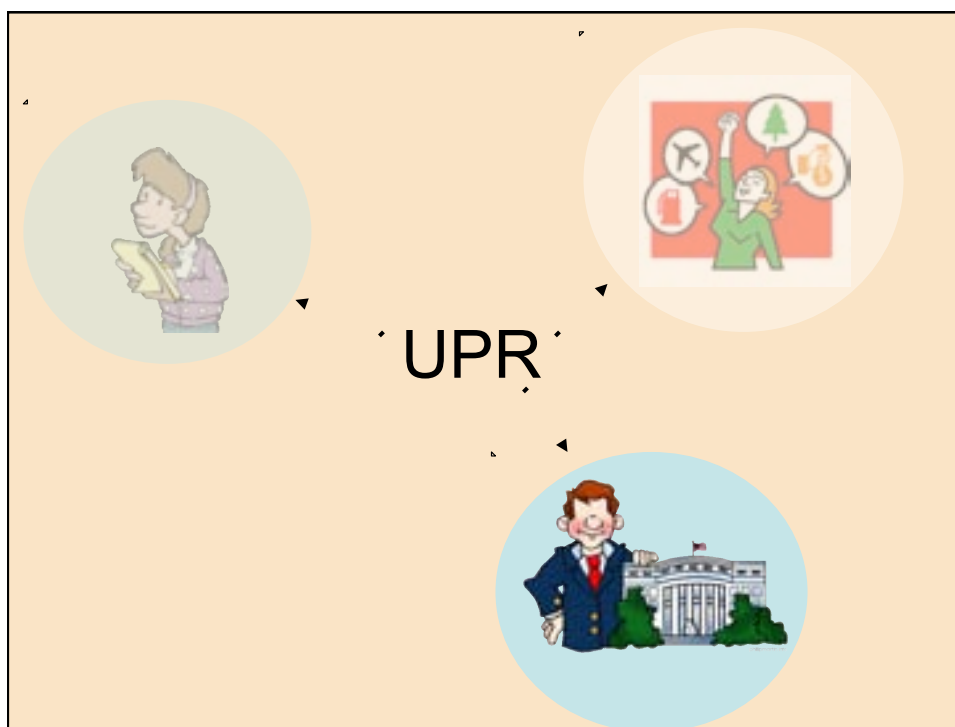
## UPR

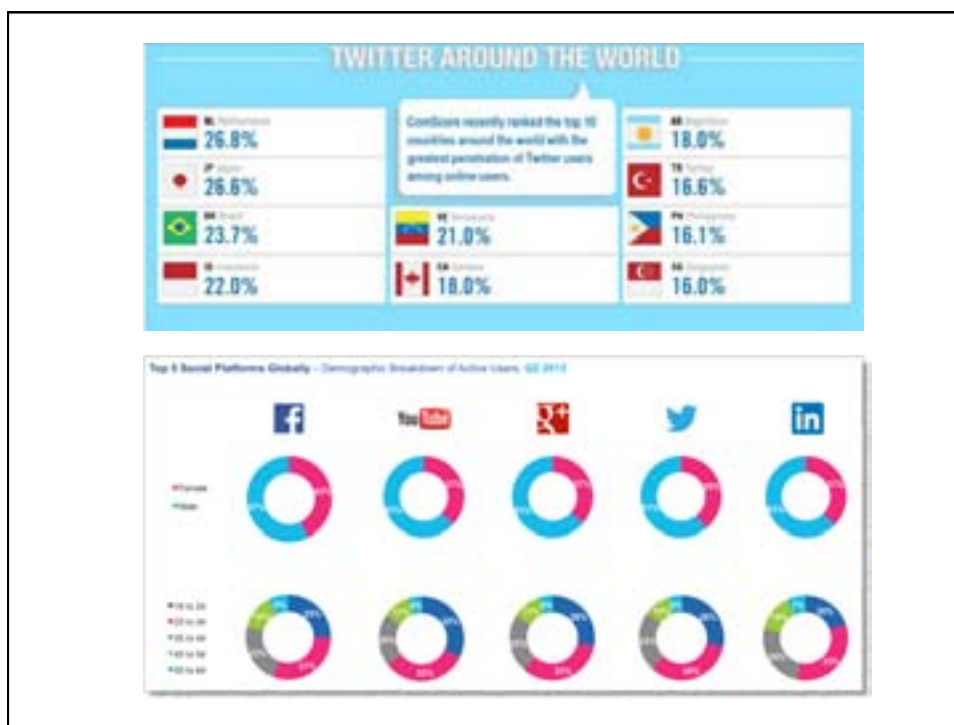
- Story-telling
- Offer opportunities for action
- Target communities & organizations



## UPR

1. Build relation:
  - Identify relevant media/individuals
  - Build trust / establish yourself as a source
  - Win-win relation (don't forget personal ego)
2. Use content

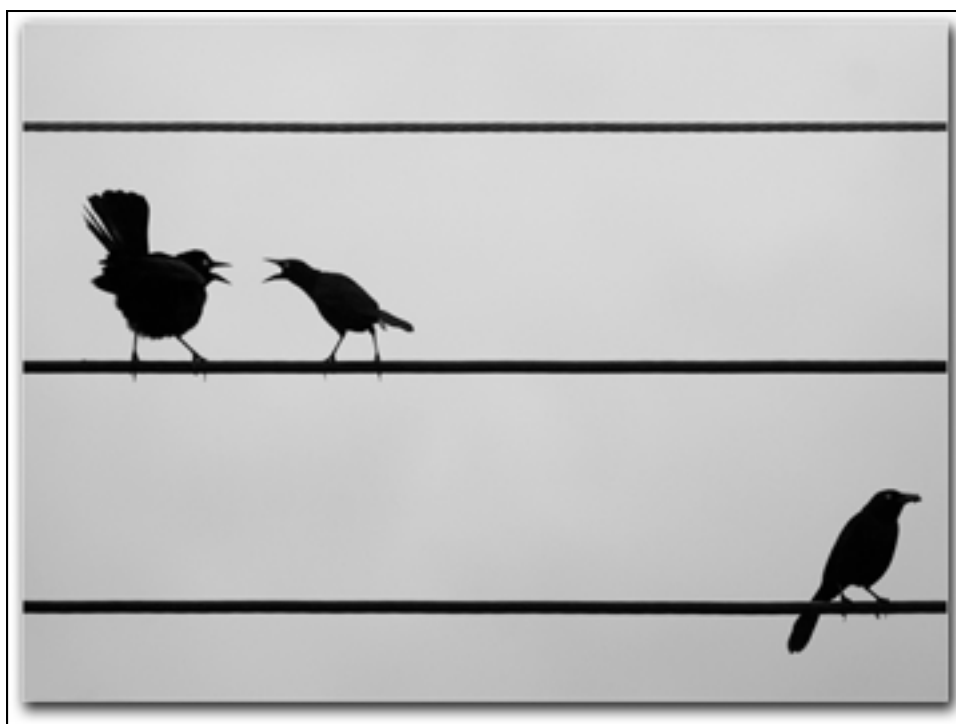
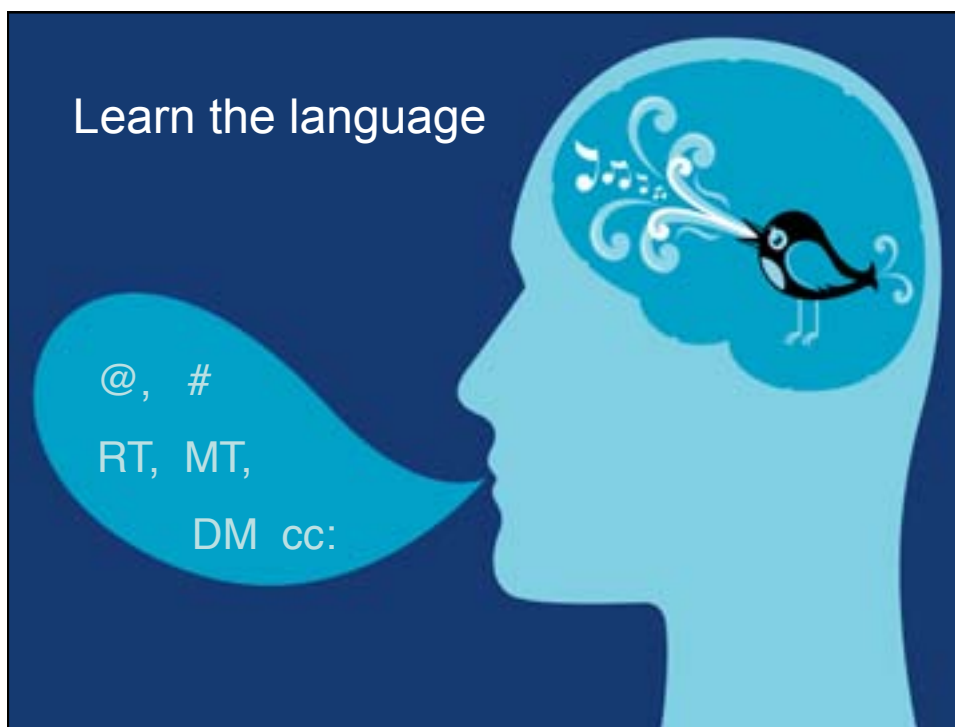




Be aware of different audiences

Select your outreach





Create the content....



Use the right tools...



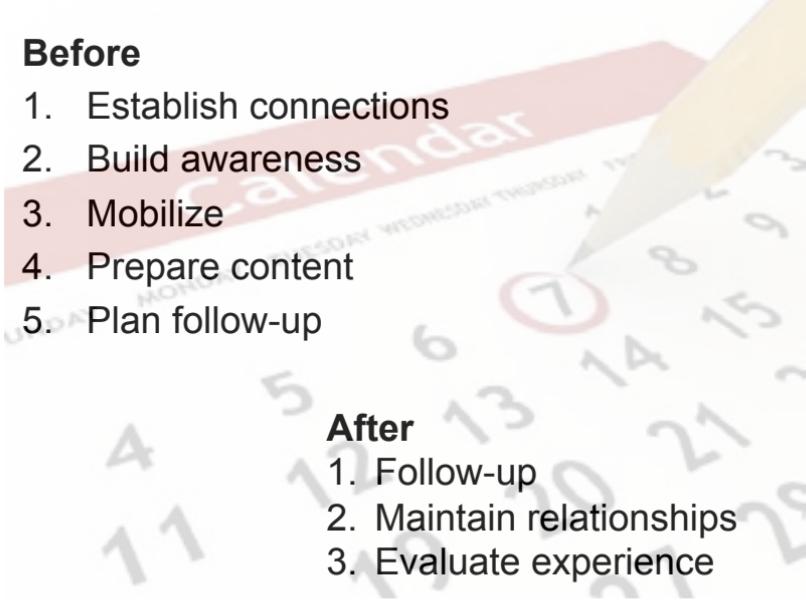


### Reaching your audience:

1. Monitor "hashtags"
2. Copy accounts to your message







**Before**

1. Establish connections
2. Build awareness
3. Mobilize
4. Prepare content
5. Plan follow-up

**After**

1. Follow-up
2. Maintain relationships
3. Evaluate experience

**Preparing content in advance:**

- Links to resources
- Accounts
- Pictures + memes
- Narratives
- Campaigns

