



UNA★USA

2019 GLOBAL LEADERSHIP SUMMIT



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#USAforUN

Nice to Meet You!



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Goals for the next hour:



Understand the importance of a digital toolkit



Learn how to build and design an effective toolkit



Learn how to identify partners that will amplify your message

This session will be beneficial, regardless of your experience with social media!



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UN Day is Just Around the Corner!

This year's theme is:

Our Planet, Our Future

UNA-USA calls on communities to take LOCAL ACTION against climate change, and hold U.S. leaders accountable for the health of our planet and future.



Activation Starts NOW!

- ➔ You don't need to have your event planned to start messaging on climate
- ➔ Social media audiences can be a good litmus test – try out different messages, themes, and ideas on your followers
- ➔ Start thinking about what you want your event to accomplish
- ➔ Identify potential partner organizations, speakers, etc. that could help take your impact to the next level



Promoting Your Event on Social Media:



- ☐ Create a **Facebook event**
- ☐ Invite **likeminded groups** — don't be afraid to reach out to community groups you don't know personally
- ☐ Build a drumbeat — **post in the event group** frequently to keep people excited and **pin the event to your page**



- ☐ Always **add a link**, if possible
- ☐ Tag and **tag some more!**
- ☐ Conduct outreach — **direct message** other community partners



- ☐ Add relevant **link to your bio**
- ☐ In Instagram posts and Stories, **tag others!**
- ☐ Spread the word — **direct message other accounts** and community partners



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For Example, on Twitter...

UNA-USA Austin Chapter uses save-the-date, clear call to action, and even started a video series to get people excited.



UNA-USA Austin @unausa_austin · Jan 31, 2018

SAVE THE DATE! @unausa_austin invites you to celebrate International Women's Day on March 8th! Get your tix here bit.ly/2yfrbNZ
#womensday #austin #Texas #un #unwomen



UNA-USA Austin



UNA-USA Austin @unausa_austin · Mar 4

Series post: United Nations Association-Austin Chapter President, Aditi Joshi, explains why she supports International Women's Day 2019 & the mission behind #balanceforbetter . Join us this Wednesday, March 6th for our International Women's Day 2019 celebration! 🎉





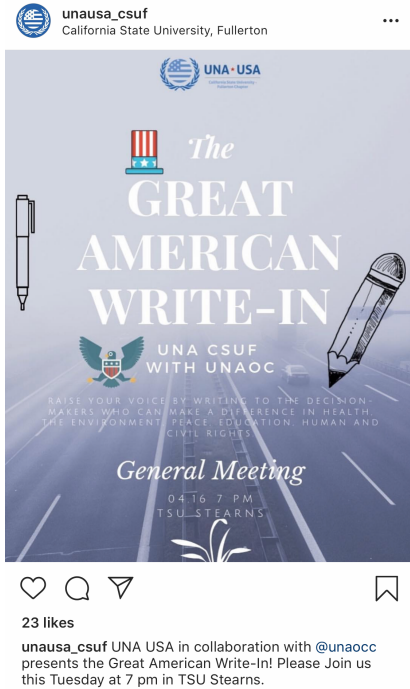
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For Example, on Instagram...

UNA-USA CSU Fullerton advertises their advocacy event, "The Great American Write-In"



UNA-USA member Bianca Salgado incorporates facts, and advocacy into her Earth Day celebration post





Promoting Your Event to the Media:



**Invite press to attend
your event**

- What is a media advisory?
- We create special media advisory templates ahead of big UNA-USA moments throughout the year. For your other events, use our generic template found in [Chapter Resources](#).
- Customize the template by changing the highlighted sections. Then, write a brief intro email and attach the Media Advisory — send it out to reporters and news outlets in your area! (4-7 days out from event.)
- In case you didn't know, we have so many communications resources for chapters [here](#).



Promoting Your Event Through UNA-USA National Channels:

Tell us about your upcoming event so we can share post it on our website and link it to your chapter landing page!

- Use the UN Day event notification form (coming soon!), or reach out to membership@unausa.org

UPCOMING EVENTS

5
JUN

World Environment Day: Achieving Zero Waste with Green Architecture, Sustainable Recycling and Just Governance
 California
Chapter: San Francisco Chapter

9 - 11
JUN

2019 Global Leadership Summit
Chapter: All Chapters

18
JUN

Java Café Global Conversations: World Refugee Crisis and the United Nations
 Michigan
Chapter: Greater Lansing Chapter

18
JUN

Jave Café Global Conversation: How the UN is Tackling the World Refugee Crisis – in General and in the Kakuma Refugee Camp
 Michigan
Chapter: Greater Lansing Chapter



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BRAINSTORM BREAK!

Questions & Ideas



Creating a Drumbeat

Plan and schedule your content.

- Identify different categories for your messages (i.e. advocacy, editorial, events, etc.)
- Develop a tentative schedule—consistency is key

Identify key international days.

- For example: World Environment Day, Earth Day, etc.
- Also look for national themes and events in the news and influencers



UNA-USA @UNAUSA · Jun 1

Happy #PrideMonth! 🏳️‍🌈❤️💛💚💙💜

Everyone deserves to love who they love without fear.

Today, send a message to your Members of Congress asking them to support the @UN's work to secure free and equal rights for all.

After all, love is love.



Tell Congress YOU Support LGBTI Rights

🔗 unausa.org





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Creating a Drumbeat

Link to advocacy asks.

- Connect your message to a clear advocacy ask to drive engagement
- [Check out UNA-USA's petitions](#)



UNA Saint Louis @UNASTL · Mar 15

#ClimateChange is an issue we can't afford to ignore. Join me and tell Congress to step up on #climate—our future depends on it: bit.ly/2Xljqh #USAforUN @UNAUSA



UNA-USA Austin @unausa_austin · Apr 1

Water is life. Pollution, population, and climate change are all factors in the decline of global water sources. Consider urging congress to support the @UN efforts to provide clean, safe water. #cleanwater #sdg6 Photo: @Water Learn more 🇺🇸 💧 unausa.org/world-water-da...



UNA Saint Louis @UNASTL · Mar 25

The first of many advocacy gatherings writing to our representatives about fully funding the @UN. #USAforUN





Creating a Digital Toolkit

WHAT IS IT?

A communications tool that supports the amplification of your key message(s) regarding a specific topic or event

WHY DO I NEED ONE?

- Puts you in control of the narrative
- Makes it easy for partners to amplify your message(s)
- Generates awareness and engagement



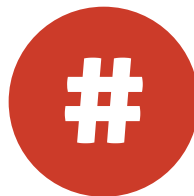
A digital toolkit has four elements:



**BRIEF DESCRIPTION
OF EVENT**



**SAMPLE POSTS
AND MESSAGES**



**RELEVANT HANDLES
AND HASHTAGS**



**PHOTOS OR
GRAPHICS**



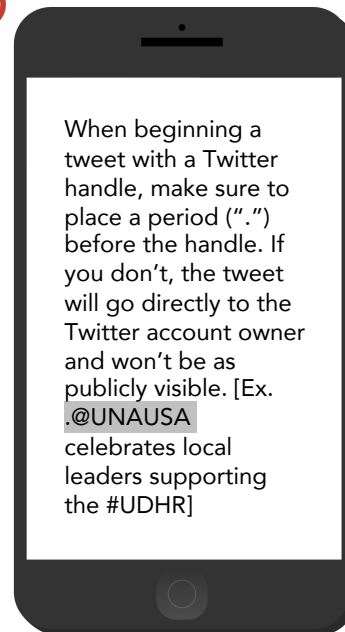
What does a digital toolkit look like?

EXAMPLES:

- [UN Day 2018 Toolkit](#)
- [UDHR 70th Anniversary Toolkit](#)
- [2019 Global Leadership Summit Toolkit](#)

BEST PRACTICES:

- 3-5 sample posts for each channel
 - Keep in mind character limits!
- Include a diverse set of photos or graphics
- Include handles and hashtags in posts
- Complete toolkit at least 1-2 weeks in advance





Tips for crafting your message

Be creative in your messaging. Your message doesn't have to be, and shouldn't be, about ONLY the logistics of your event.

QUESTIONS TO CONSIDER:

- Which audiences am I trying to reach?
- What larger/broader messages do I want to amplify?
- How do I link UN Day with the UNA's mission and objectives?



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Take the Global Leadership Summit, for example:



UNA-USA @UNAUSA · Apr 24

What if we told you there was a way to leave a Yelp review for the U.S. government's efforts to [#StandUp4HumanRights](#) in our country? The upcoming Universal Periodic Review is the closest you can get. Cool, right? Here's how YOU can get involved: buff.ly/2uAFb3P [#USAforUN](#)



1 5 11

Promotes UPR sessions



UNA-USA @UNAUSA · Apr 10

Have you always wanted to work at the @UN? At our Global Leadership Summit in June, hear firsthand what it's like to work for the @UN and gain insight into the Young Professionals Programme. Admission is limited. Save your spot now: buff.ly/2uAFb3P [#USAforUN](#) [#Youth2030](#)



United Nations and 4 others

2 13 28

Promotes careers at the UN



UNA-USA @UNAUSA · Apr 1

The Global Leadership Summit is your moment to head to Capitol Hill to fight for what you know is right:

- standing with refugees
- demanding equality for women
- protecting LGBT rights
- combating climate change

This movement needs you: buff.ly/2uAFb3P [#USAforUN](#)



United Nations and 3 others

2 18 33

Promotes session topics



Amplifying your message



Once you've completed your digital toolkit, be sure to share it with key people to help them elevate your message.

PARTNERS

Are you joining forces with other groups or organizations?

ALLIES

Are there other organizations that share a same mission that can amplify your message?

INFLUENCERS

Are there social media influencers that can share prepared messages?



Check out these free resources:



Adobe Spark

Create webpages, graphics, and videos



Canva

Create graphics using designed templates



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“Digitalizing” Your Event

No livestream? No problem. There are plenty of ways to involve people virtually in your mission!



Involve your social media followers in the event's mission

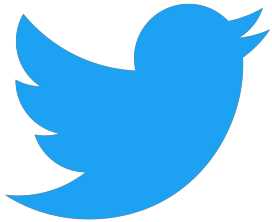
- Designate a video statement area where guests at the event can answer a question for Instagram story
- Encourage followers not present to record themselves and post it to their own Instagram story



Pro tip: if they tag your handle in an Instagram story, you can add it directly to your own!



Coordinate a “tweet storm” to U.S. lawmakers



- Have a sample message prepared. Instruct your audience to take out their phones and tweet at their Reps all at once
- Have a “tweet to Congress” support table where a twitter-savvy member helps others to locate their Reps’ handles and post a tweet



Plan a text-to-advocate moment at the event

- Plan a moment for all attendees to take out their phones and initiate an advocacy action. Post on social media instructing your followers to do the same
- We have plenty of text-to-advocate petitions available for your use! Find them in our advocacy resources section: unausa.org/mobile-advocacy



Text **EARTH** to **738-674**



Text **CLIMATE** to **738-674**



Host a side interview on Facebook Live with VIPs



- Hosting an expert, speaker, or special guest at your event? See if they would be willing to participate in a Facebook Live interview.
- Make sure to draft questions ahead of time, and make sure they are comfortable with everything you'll be asking them.



Make a plan to capture content at your event — you'll be glad you did!

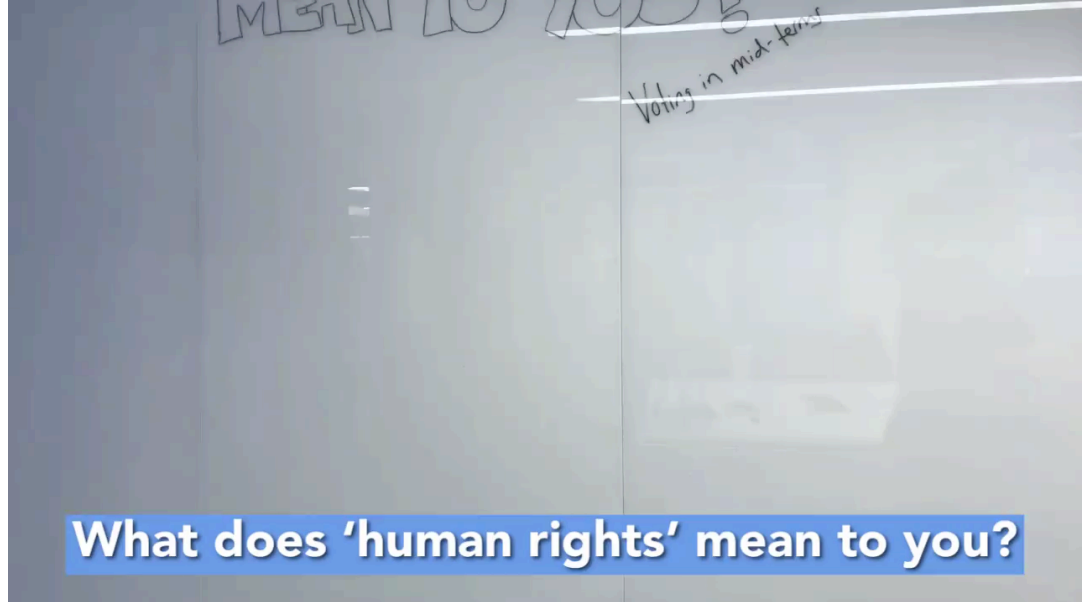
- Timelapse video
- Twitter Moment
- Selfie signs
- Group mural
- Other ideas?





Timelapse video, Human Rights Day

- Mini iphone tripod (\$15 on Amazon)
- Find a member who's willing to let go of their iphone for a bit, select the timelapse record setting
- Set it and forget it!





Twitter moment, 2019 Global Engagement Summit

- A Twitter Moment allows you to curate a group of tweets in any order you'd like, and aggregate them in one place
- Good for capturing the reach and scope of your event, and easy to share the link post-event
- Helps you to tell a story through tweets

Moment



UNA-USA @UNAUSA

2019 Global Engagement Summit

February 27, 2019 · 2 Likes

On Feb. 21,800 Americans convened at UN Headquarters to confront global challenges & support the UN's vital work. UN Secretary-General António Guterres sounded the alarm on climate change, asking attendees & citizens of the 🌍 to take action. Photo via @UNAUSA



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Mini whiteboards + letter
decals + creative question
= awesome content!





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BRAINSTORM BREAK!

Questions & Ideas



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THANK YOU

