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Instagram Live Series: SDG Spotlight with Sophia Kianni

Series Overview:

Sophia Kianni, UNA-USA Advisor, takes the digital stage on Instagram to dive deep into the world of Sustainable Development Goals (SDGs). In this captivating series, Sophia will be joined by influential guests from diverse backgrounds to shed light on each SDG. Through engaging conversations, insights from ground zero, and tangible action steps, "SDG Spotlight with Sophia Kianni" aims to educate, inspire, and mobilize a new wave of UNA-USA members.

Instagram Live Episode Structure:

1. Introduction (2-3 mins): Sophia introduces the specific SDG of the episode and offers a brief overview of its significance.
2. Guest Introduction (3-5 mins): Guest joins the Instagram live. Sophia sets the scene by inviting the guest to speak about their achievements and connection to the chosen SDG.
3. Deep Dive Discussion (15-20 mins): Engage in a Q&A format, sharing experiences, success stories, challenges, and the guest's perspective on how the SDG relates to everyday lives.
4. Impact Pathway (5-7 mins): A segment where Sophia and the guest discuss tangible ways individuals can contribute towards achieving the particular SDG.
5. UNA-USA Membership Pitch (2-3 mins): Share the benefits of joining UNA-USA, emphasizing the platform it provides for individuals to actively contribute to the SDGs.
6. Q&A Session with Viewers (5-10 mins): Address questions, encouraging viewers to engage directly and feel more connected to the topic.

Promotional Strategies:

1. Teasers: Share graphics with the time, date, and guest information to tease upcoming episodes a few days in advance to generate excitement.
2. Interactive Polls/Stickers: Use Instagram's interactive features to gauge viewer interest in specific SDGs or gather questions in advance.
3. Guest Takeovers: Allow guests to take over the UNA-USA Instagram stories for a day, giving viewers a behind-the-scenes look at their SDG-related work.
4. Highlight Reels: After each live session, post the highlight reel on the UNA-USA Instagram profile, ensuring newcomers can access previous episodes.
5. Shareable Graphics: For each SDG, create shareable infographics with key takeaways, action steps, and quotes from the episode.

End Goal:

Through "SDG Spotlight with Sophia Kianni", viewers will not only gain an in-depth understanding of each SDG but will also be inspired to take actionable steps in their communities and join the UNA-USA in their mission for a better world.