SOCIAL MEDIA NOTE

Social media have become an indispensable tool for the Consultations. Not only do they enable the event's key messages and proceedings to reach a much larger audience than was previously thought possible, they also enhance remote participation and allow a more inclusive and interactive discussion. In 2019, we will continue to develop new opportunities to allow participants, near and far, to get involved.

Leading up to, during and after the Annual Consultations, Twitter is used to give an active voice to not only those in attendance but also to those that are on the other side of the world. The opening and closing plenary sessions are broadcasted live over the Internet and a dedicated Tumblr blog and Instagram account give people across the globe the opportunity to post and view rich media relevant to the event.

During the 2018 Annual NGO Consultations, over 8'000 tweets were sent with the event's dedicated hashtag, #UNHCRNGOs, linking the conversations.

Pigeonhole is an interactive Q&A tool that allows participants to ask questions, make comments and vote on an online platform. If you want to know which sessions use Pigeonhole, look for the bird on the agenda!

Ways to get involved?

- **Ensure that your colleagues who cannot attend in person have the access to the social media information** (hashtags, Twitter handles, livestreaming links and schedules, etc.) well in advance and are informed about how they can participate. Every session has a dedicated hashtag which you can find in annex in this document. Use them to make sure your voice is heard!
- **Tweet!** Follow the @UNHCRPartners Twitter account and use the hashtag #UNHCRNGOs in your tweets that are relevant to the Consultations. Encourage your colleagues and project participants to do the same.
- **Watch the Opening and Closing plenaries in livestream,** on the Annual Consultations webpage.
- **Question? Comment? Concern?** Make your voice heard on **Pigeonhole** and vote for your favourite intervention for the panel. Sessions which will use Pigeonhole will be indicated with the 🐦 symbol.
- **Create videos, photos and other media about your projects**, encourage others to do the same and upload them to the event's blog. http://unhcrngos.tumblr.com. If needed, get in touch with the Partnership Section for assistance.
- **Check out our social media summary** on Wakelet at the end of each day of the Consultations.

The primary hashtag that should be included in each tweet related to 2019 UNHCR NGO Consultations is: **#UNHCRNGOs**

The following hashtags can also be added to tweets that are specific to a particular session:

High level panels

- Panel with the High Commissioner - **#AskHC**
- Panel with the Assistant High Commissioner for Protection – **#AskAHCP**
- Panel with the Assistant High Commissioner for Operations – **#AskAHCO**
- Panel with the Deputy High Commissioner - **#AskDHC**

Thematic Sessions:

- Are standards the key to working together better?- **#HumanitarianStandards**
- IDPs and data **#IDPsData**
- Data protection **#DataProtection**
- Information for risk analysis, early warning and preparedness **#PartnertoPrepare**
- Social media **#UNHCRNGOs**
- Statelessness Data and Evidence **#Statelessness**
- Enhancing Partnership Integrity **#Partnership**
- Our Joint Journey – preventing sexual misconduct **#UNHCRNGOs**
- Protecting rights in mixed movements **#MixedMovements**

Workshops

- Evidence for action **#EvidenceforAction**
- Facilitating and measuring self-reliance and economic inclusion **#EconomicInclusion, #SelfReliance**
- Urban crises: can area-based data make a difference? **#UrbanCrises, #AreaBasedData**

Global Refugee Forum day:

Primary hashtag for the Global Refugee Forum day is **#RefugeeForum.** The following hashtags can also be added to tweets that are specific to a particular session:

- OPENING PLENARY with the Director for the Global Refugee Forum – broadening the base of support **#BroadeningSupport**
- Cities and local authorities **#CitiesandLocal**
- #BeyondFundraising: working together, better, with companies **#BeyondFundraising**
- Islamic social finance **#IslamicFinance**
- Inclusion of refugees and other persons of concern **#ByRefugees4Refugees. #MoreThanVoices**
- Solutions **#Solutions**
- Protection capacity **#ProtectionCapacity**
- Energy and infrastructure **#EnergyInfrastructure**
- Education **#Education**

Dos and Don'ts

Do	Don't
✓ **Include an introductory tweet about the conference**. This initial tweet lets your followers know where you are and what you will be tweeting about for the upcoming hour or days.	✗ **Tweet for the sake of tweeting**. Be picky about what you send out. Try setting a limit for the number of tweets you send per presentation. You don't want to overwhelm people's twitter streams. If a presentation is going too fast to keep up wait until the end and tweet one or two takeaways.
✓ **Use and follow the conference/meeting hashtag** (e.g. #UNHCRNGOs). Using the conference and meeting hashtags allows followers to easily track the entire conference conversation. Following the conference hashtag allows you to make sure your tweets are findable and contribute to the conversation.	✗ **Get engaged in a back and forth with other Twitter users**. If a follower asks a simple question about a presentation that would benefit other followers to answer then absolutely answer. If a follower has a more in-depth question that you'd like to address but not have to send it out to your entire Twitter following ask them to DM (Direct Message) you. However, if someone is clearly trying to pick an argument do not engage with them.
✓ Introduce the presentation you will be live tweeting from. If you are attending multiple presentations be sure to keep your followers in the loop with a quick introductory tweet.	✗ **Use a bunch of abbreviations or slang**. Yes, that pesky 280-character limit can be quite frustrating sometimes! However, when possible do not overuse slang or abbreviations such as 2 for to or too, or b4 for before.
✓ **Tweet direct quotes/concepts from presentations**. Use short concise quotes to convey the presenters overall idea. Pictures of presenters or slides are a great way to attract attention too. **BUT** be sure to respect the wishes of those who request to say something off-the-record, particularly on sensitive topics!	✗ **Directly criticize any presentation**. If you were tweeting from your personal account then you should feel free to share your opinions, but when representing an agency or organization Twitter account, it's probably best to keep your personal opinions to yourself. Think of the old saying: "If you don't have anything nice to say don't say anything at all."
✓ **Find Twitter handles of presenters and the handles of the organizations with which presenters are affiliated and use those in your tweets.** If you know what presentations you will be attending ahead of time make a list of Twitter handles for presenters and their organizations. This is a great way to interact with presenters and will increase retweets. It will also link your followers to more information on the presenters without having to tweet a biography.	
✓ **Link to interesting programs discussed in presentations.** When you want to provide more information on a program or presentation, but don't want to send a flood of back-to-back tweets, look for an informative website to point followers to.	
✓ **Send a Thank You tweet at the end of the conference**. Sending a "Thank you" tweet at the end of conference is both polite and signals to your followers, "That's a wrap!"	