Social Media Toolkit

February 2020

UN2020 Background

The UN2020 initiative is dedicated to using the 75th anniversary of the United Nations in 2020 as an opportunity to take stock and strengthen the UN system in partnership with civil society, governments, and the UN in support of a people-centered multilateralism or strengthened means of cooperation between and among states.

We believe that strengthening the UN system means improving multilateral relations and structures for global problem-solving.

To this end: we involve the progressive voice of civil society in the conversation about the UN we need to meet the challenges of the 21st century.

Why #MultilateralismMatters

At a time when nationalism is on the rise and multilateralism is being called into question by powerful governments, we are faced with an increasing number of global threats that require greater international cooperation across borders, sectors and generations.
What will the future look like if the major trends of climate change, environmental loss and degradation, military conflict, and inequality are left unchecked in the absence of global cooperation?
Renewing multilateralism: we need bold collective action more than ever.

Ways to help promote UN2020 on social media

Social media channels

Facebook: https://www.facebook.com/UN2020Initiative/
Twitter: https://twitter.com/_UN2020_

New to social media? See the appendix.

Regular posts to help promote UN2020 generally:

1) You can find images for your posts (formatted for Twitter, Facebook, and Instagram) on UN2020's Trello board.
2) Remember to use our hashtags (#MultilateralismMatters #UN2020 #Make2020Count) along with other relevant ones.
3) There are also header images for Twitter and Facebook.
4) Post about relevant UN days.

Sample posts and tweets

2020 is the 75th anniversary of the United Nations, an opportunity to take stock and strengthen the UN system through a partnership of civil society, government, and the UN.

See what we're doing at UN2020.org

Help us create the Future We Want together at UN2020.org

Now is the time to solve our most urgent global problems #Make2020Count, before it's too late!!

#MultilateralismMatters

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Join the UN2020 mailing list to keep up to date on current activities and monthly calls at http://un2020.org/updates/ #MultilateralismMatters #UN2020 #Make2020Count

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I'm supporting the UN2020 initiative! Check out what's happening at un2020.org #MultilateralismMatters #UN2020 #Make2020Count

I'm supporting the UN2020 initiative! Creating a Better World for Everyone. Check it out at un2020.org #MultilateralismMatters #UN2020 #Make2020Count

Special Events

Are you attending an event co-sponsored by UN2020 or otherwise relevant to UN75?

Here are some suggestions for making the most of it.

Infographics and other digital assets will be produced for larger events and will be shared on the [UN2020 Trello board](). (If you have suggestions for content, please email [UN2020@UN2020.org]() or the #media-communications-working-group Slack channel.

Before the event:
- Make a note the names and organizations of those involved, including their Twitter handles.
- Draft sample tweets from the event
- Let people know (on Twitter and Facebook) that you will be livetweeting the event or sharing a livestream/watch party on Facebook.
- Encourage people to ask questions or reply to your tweets.

During the event
- Don't try to quote speakers directly, it's okay to paraphrase.
- Include photos and video clips if possible.
- Remember to use relevant hashtags (including #MultilateralismMatters #UN2020 #Make2020Count)
- Share/retweet content from others at or watching the event.

After the event:
- Link to the UN2020 website to direct people to further information on how they can become involved.
- Share photos and video on the UN2020 Slack channel #attending-an-event

Resources

Social media toolkit online http://un2020.org/social-media-toolkit/ *(coming soon*

Content can be found on the UN2020 Trello board.

Appendix: Social Media Basics

Facebook

On the UN2020 Facebook page, you can Like or Share posts.

You can join the conversation by commenting on posts or posting UN2020 content to your own account or your organization's page.