



United Nations Activity Report

Viewing of the [DPI/NGO Communications Workshop](#). Purpose of the event was to discuss digitalizing strategy to communicate issues for non-governmental organizations.

The workshop was held 14 December 2017 at the United Nations headquarters in New York, NY, United States.

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It is impactful to link what you are doing in your work/organization relevant to a Sustainable Development Goal. This will help create one global movement through implementation of the goals and targets for the goals. One way to do this is to use the logos and identifiers as a digital asset in your work.

Richard Yepp, member of the executive committee for Department of Public Information (DPI): It is essential to be strategic with your social media plan. "It's all about communication, our message, our mission, our needs". Therefore, it is important to:

- Have a social media presence
- Measures for social media presence (analytical tools)
- Have a plan for dealing with people who are inappropriate

Communications preferences are evolving; therefore, digital media is essential. Having good social media posts are important in reaching an engaged audience. Some important parts of a social media post include:

- Information tailored to your audience
- Must be timely to hit the curve
- Brief (280 characters)
- Helpful, useful, practical
- Informative, interesting, relevant
- Actionable
- Entertaining, fun, unique
- Inspiring, call to action
- Need to have a visual to have it be seen
- Have a link but also explain it
- Do abbreviations
- One to two hashtags
- Shorten links using bit.ly
- Weekly hashtags #TBT #FBF
- If someone sends the organization a message or comments on something, it is very important to respond.

- Watch analytics natively, know what your numbers are now, and see where you would like them to go tomorrow

Social media for youth: Instagram and Instagram stories, Snapchat. The social media channel is not as important as the social media strategy.

Social Media Keys:

- Make it a conversation. Posts that end with a question mark vs. a period generate twice as many likes, comments, and shares.
- Share the load and have a plan. More staff means more ways to communicate things.
- Wikipedia page.
- Consider social media notifications rather than email.
- When asking for donation, ask for their social media profile.
- Make a wish list.

Social Media Online Tools for NGOs:

- Crowdrise: Crowd-funding platform ideally suited for nonprofit fundraising
- Amazon Smile: You can set up your organization to receive donations from Amazon purchases.
- Classy, First Giving, and Blackbaud: Peer-to-peer fundraising
- Mention: Social media monitoring
- Buffer: Social media scheduling and management