DEVELOPING SOCIAL MEDIA CONTENT

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Workshop on SDG & COVID-19 Data Visualization Toolkit: UNSD-FCDO Project on SDGs Monitoring

17 & 18 August 2021 | Virtual

SO YOU HAVE DATA/A REPORT/WEBSITE ... WHAT NOW?

Social media brings your data to where people already are.

- 42% of people in the world use some kind of social media.

- Consider which platform is best for your audience.

  - **Facebook:** 2.7 billion monthly active users. Roughly 80% of people ages 18-49 use it. 50% of people 50-65 use it.

  - **Instagram:** 1 billion monthly active users. Used by 70% of people 18-29; 50% of people 30-49. More people under age 18.

  - **Twitter:** 330 million active monthly users. Roughly 40% of people 18-29; 25% of people 30-49. Average higher income level.

  - **YouTube:** 2 billion monthly active users. Used by more than 65% of people age 55 and under.

  - Also, there are country-specific platforms: Weibo, Wechat, VK

Data: 2021 data from khoros.com

HOW TO APPROACH SOCIAL MEDIA POSTS

5 easy steps for a quality social media post

- **Identify** one message you want to convey
  → Key message or statistic, or advertise a webinar, or inspire action

- **Choose** the appropriate platform for the audience you want to reach

- **Create** the media.
  → It could be a digital card, GIF or video that you create, or an engaging photo.
  Just make sure it's the the right size/specifications.

- **Write** text accompanying the post, ensuring the correct length and tone.
  → Include hashtags, website URL, emojis if appropriate

- **Post** or schedule your post at an appropriate time.

BEST PRACTICE EXAMPLES – PART 1

United Nations Department of Economic and Social Affairs (DESA) ✓
Published by Michal Szmanski · August 15 at 7:00 AM · 🌐

We are living through a global climate & environmental crisis! Indigenous knowledge & territorial rights are essential to address it. Read our latest State of the World's Indigenous Peoples report👉 bit.ly/3jQpKxH #WeAreIndigenous

WE ARE INDIGENOUS

NOT YOUR LAND NOT YOUR DECISION

State of the World's Indigenous Peoples, Volume V: Rights to Lands, Territories and Resources

United Nations | Department of Economic and Social Affairs   #WeAreIndigenous

Convey a key message: World's Indigenous Peoples Report

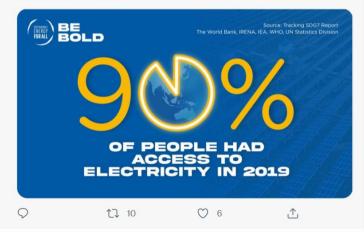**UN DESA** ✓ @UNDESA · Aug 13

✅Good news: 90% of the population had access to electricity in 2019

❌Bad news: 660M are still projected to have no access to electricity by 2030

The Energy Compacts are here to ensure we #LeaveNoOneBehind👉 bit.ly/EnergyCompacts

SUSTAINABLE ENERGY FOR ALL
BE BOLD   Source: Tracking SDG7 Report
The World Bank, IRENA, IEA, WHO, UN Statistics Division

90%
OF PEOPLE HAD ACCESS TO ELECTRICITY IN 2019

🔁 10   ♡ 6

Convey a key statistic: Tracking SDG 7 Report

BEST PRACTICE EXAMPLES – PART 2

Convey a key message as a graphic: vaccine access

Advertise an event: Youth Day

LIVE STREAMING ON SOCIAL MEDIA

Live events on social media can help spread the word

- **You can stream your public events/webinars straight to social media**
  - → Stream a long-form event from Zoom or WebEx to YouTube or Facebook

- **Even better, host an event specifically for that social media platform**
  - → Interview with report authors
  - → Q&A with policymaker

- **Note that events specifically for social media should be short, 15-20 minutes, max.**

USE ANALYTICS TO MEASURE PROGRESS

Free analytics tools provided by all the social media platforms can inform your future posts

- **The best metric is "engagement."**
  → This tracks how many people liked, shared, or clicked-through to a URL on your post.

- **You can also find out:**
  → Where your audience is coming from
  → What time of day is best for posts
  → How many people saw your post ("reach" for static posts, "views" for videos)

THANK YOU!

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