

UN SOCIAL MEDIA DAY

30 January 2015 #socialUN

United Nations Headquarters
Conference Room 3
9:30 AM - 5 PM

UN Social Media Day

The first UN Social Media Day will take place at UN Headquarters on Friday, 30 January 2015. UN grounds pass holders are welcome to attend the event, featuring panel discussions and briefings by high-profile experts about the constantly changing social media landscape.

Social media professionals, digital diplomacy practitioners and academics will share their experiences, discuss trends and provide interesting insights into their work.

The event will be opened by Maher Nasser, Acting Head of the UN Department of Public Information, followed by a keynote speech delivered by Adam Snyder of Burson-Marsteller on the latest ["Twiplomacy" study](#).

The event will be divided into three panels:

- Tweeting from the Top: Ambassadors and Digital Diplomacy
- Making the Most of Social Media Platforms
- Social Media Trends for 2015

Three short "TED"-style talks will also showcase how three different organisations have used the power of digital media to create online movements through strategic storytelling, community-generated content and amplifying action.

["Social Media Medics"](#) will be available on-site for one-on-one sessions to help cure the growing pains that we all encounter in our digital identities and personal profiles.

Throughout the day, attendees will have the chance to get a professional picture taken and meet staff members working on social media accounts at the UN.

While the event is primarily aimed at a UN audience, all panels and sessions will be streamed live via [UN webcast](#) and on [UN YouTube](#).

The conversation will continue over cash bar drinks at the [Delegates Lounge](#) after the closing of the last panel.

Updates and more info on the event are available at blogs.un.org

Follow the conversation on Twitter via:

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PANEL 1: TWEETING FROM THE TOP: AMBASSADORS AND DIGITAL DIPLOMACY (10:30 am)

Diplomacy no longer just happens in the closed world of démarches, summits and diplomatic dinners; it is increasingly happening through the use of networked technologies.

Join a distinguished set of Ambassadors to the UN for an engaging discussion on **the changing nature of diplomacy**. The Ambassadors will candidly discuss where they think diplomacy is heading in the digital age and how the use of new digital technologies is shaping government and foreign policy.

SPEAKERS

Ambassador Masood Khan [@Masood_Khan](#) *Permanent Representative of Pakistan to the UN*

Ambassador Peter Thomson [@ThomsonFiji](#) *Permanent Representative of Fiji to the UN*

Ambassador Michael Grant [@M_Grant_NY](#) *Deputy Permanent Representative of Canada to the UN*

Moderator:

Scott Nolan Smith [@ScottNolanSmith](#) *Associate Director at Portland Communication and a founder & board member of the Digital Diplomacy Coalition*

PANEL 2: MAKING THE MOST OF SOCIAL MEDIA PLATFORMS (11:45 am)

The rise of social media has affected diplomatic practices and increased the complexity of our communication landscape, **which presents both obstacles and opportunities** for those working in international relations. Experts from **LinkedIn, Twitter and Tumblr** will showcase best practices and share their expectations for 2015.

SPEAKERS

Sean Evins [@Evins](#) *Partnerships Manager on the Government & Elections Team, Twitter*

Florencia Iriondo [@Floriondo](#) *Editor, LinkedIn*

Liba Rubenstein [@libawr](#) *Director of Social Impact and Public Policy, Tumblr*

Moderator:

Lexie Riegelhaupt [@LexieGrieg](#) *Director of Marketing, Mashable*

PRESENTATIONS: TURNING MOMENTS INTO MOVEMENTS (2:35 pm)

In these three short "TED"-style talks, hear how three different organizations have used the power of digital media to create online movements through strategic storytelling, community-generated content and amplifying action.

Strategic Storytelling in Social Media by Anna K. Nelson [@ICRC_DC](#)

Spokesperson and Intercross Editor, ICRC Washington, D.C.

This presentation will explore how humanitarian agencies can connect and inspire people to act through strategic storytelling on social media platforms. It will also examine how the strategic use of social media and content sharing platforms can extend the reach and impact of offline events.

Knowledge, Conflict and Creation: Lessons from Wikipedia by Katherine Maher [@krmaher](#)

Chief Communications Officer, Wikipedia Foundation

Wikipedia is the largest collaborative knowledge project in human history. It includes more than 34 million articles over 288 different language versions. Every single one of the articles, photos, and other media was added by a volunteer editor. Katherine Maher will share what we can learn from collaborative global creation and what the incentives are that encourage people to participate.

All Out: Are you in? by Andre Banks [@andre_banks](#)

Co-founder and Executive Director, All Out

Andre Banks will share how All Out harnesses social media to amplify action, bringing people power to its movement for LGBT equality. With an internet-driven strategy, All Out has mobilized millions of people around the world to stand up for love and equality by taking advantage of key moments to shift policy and cultural norms.

**PANEL 3:
SOCIAL MEDIA TRENDS FOR 2015 (3:30 pm)**

Speakers from various fields will take a look at social media trends for 2015. When it comes to social media, **change is constant**. Many feel that these changes are so rapid that the need to stay in the know can be overwhelming, while playing catch-up with new trends is impossible. Experts will share their experiences and provide guidance through the social media jungle that has become an inevitable part of our lives and societies.

SPEAKERS

Liz Borod Wright [@Travelogged](#)

Social Media teacher and consultant

Chris Brown [@cbrown035](#)

Director of Social Media Strategy, Story Worldwide

Hayes Brown [@HayesBrown](#)

Foreign News Editor and Reporter, BuzzFeed News

Adam Glenn [@AAdamGlenn](#)

Associate Professor, CUNY Graduate School of Journalism

Moderator:

Sree Sreenivasan [@Sree](#)

Chief Digital Officer at The Metropolitan Museum of Art

SOCIAL MEDIA MEDICS will be available throughout the day to help cure the growing pains that we all encounter in our digital identities and personal profiles. Get your professional picture taken and meet our staff member, who will hold one-on-one sessions throughout the day, to **answer your questions about the use of social media**.

Follow the conversation on Twitter via:

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UN SOCIAL MEDIA DAY IS JOINTLY ORGANISED BY



The UN Department of Public Information
The Consulate General of Canada
The Permanent Mission of Canada to the United Nations
The New York Chapter of the Digital Diplomacy Coalition
The New Zealand Permanent Mission to the United Nations
The Permanent Mission of the Kingdom of the Netherlands to the United Nations
The Consulate General of Switzerland



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