

UN SOCIAL MEDIA DAY

30 January 2015 #socialUN

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

Programme

Friday, 30 January

- 9:30** **OPENING REMARKS** by Maher Nasser,
Acting Head of the UN Department of Public Information
- 9:40** **KEYNOTE** by Adam Snyder, Global Digital & Social Media Strategist, Burson Marsteller
Mr. Snyder will present the latest Twiplomacy Report and provide social media insights from the World Economic Forum 2015.
- 10:30** **PANEL DISCUSSION**
**TWEETING FROM THE TOP:
AMBASSADORS AND DIGITAL DIPLOMACY**
- Panelists:
Ambassador **Masood Khan**, Permanent Representative of Pakistan to the United Nations
Ambassador **Peter Thomson**, Permanent Representative of Fiji to the United Nations
Ambassador **Michael Grant**, Deputy Permanent Representative of Canada to the United Nations
- Moderator: **Scott Nolan Smith**, Associate Director at Portland Communication and a founder & board member of the Digital Diplomacy Coalition
- 11:45** **PANEL DISCUSSION**
MAKING THE MOST OF SOCIAL MEDIA PLATFORMS
- Panelists:
Sean Evins, Partnerships Manager on the Government & Elections Team, Twitter
Florencia Iriondo, Editor, LinkedIn
Liba Rubenstein, Director of Social Impact and Public Policy, Tumblr
- Moderator: **Lexie Riegelhaupt**, Director of Marketing, Mashable

1:00

LUNCH BREAK

2:30

INTRODUCTION by Margaret Novicki

Chief of the Communications Campaigns Service, UN Department of Public Information

2:35

TURNING MOMENTS INTO MOVEMENTS

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

Panelists:

Anna K. Nelson, Spokesperson and Intercross Editor, ICRC Washington, D.C.

Katherine Maher, Chief Communications Officer, Wikimedia Foundation

Andre Banks, Co-founder and Executive Director, All Out

3:30

PANEL DISCUSSION

SOCIAL MEDIA TRENDS FOR 2015

Panelists:

Liz Borod Wright, Social media teacher and consultant

Chris Brown, Director of Social Media Strategy, Story Worldwide

Hayes Brown, Foreign News Editor and Reporter, BuzzFeed News

Adam Glenn, Associate Professor, CUNY Graduate School of Journalism

Moderator: **Sree Sreenivasan**, Chief Digital Officer, The Metropolitan Museum of Art

4:45

NETWORKING AT THE DELEGATES LOUNGE (cash bar)

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 members for one-on-one sessions throughout the day, to **answer your questions about the use of social media**.

Follow the conversation on Twitter via:

#socialUN

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
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