



## **Thank you for your support on social media!**

The world is listening as the 70<sup>th</sup> Session of the UN General Assembly convenes this September in New York. Help spread the word by using these hashtags:

### **#UNGA, #GlobalGoals and #Action2015**

DPI's Social Media Team will be covering a wide range of events and conferences throughout the month. To find out more follow us on:

- **Twitter:** <https://twitter.com/un>
- **Instagram:** <http://instagram.com/unitednations>
- **Facebook:** <https://www.facebook.com/unitednations>
- **Snapchat:** united-nations

Arabic, Chinese, French, Spanish, Russian + more here: <http://www.un.org/social/>

#### **Special highlights:**

- Twitter "Mirror"
- Data visualization screens
- Videos, images and more.

**Social media images, content and info** is as follows (and updated daily):

- General Assembly, Papal visit and related high-level events: <http://j.mp/ungasocial>
- Sustainable Development Summit: <http://j.mp/summitsocial>

**Questions, comments and content submissions:** [socialmedia@un.org](mailto:socialmedia@un.org)

## Ways to Get Involved on Social Media

- Feature the series of social media content and products, developed by the United Nations Department of Public Information and partners to engage the public.

Digital products in the six official languages and suggested social media messages are available at: <http://j.mp/ungasocial> and <http://j.mp/summitsocial>

- To make it easier to follow all activities, use **#UNGA** hashtag when posting on your various platforms. For the Sustainable Development Summit, use **#GlobalGoals** and **#Action2015**. Uses of these hashtags will be highlighted on UN accounts.
- Encourage your followers and fans to get involved and support the Sustainable Development Goals. Ideas for taking action are at: <http://j.mp/takeSDGsaction2015>
- Follow the UN for updates. A list of the UN's social media platforms can be found at: [www.un.org/social](http://www.un.org/social)
- Share the products and messages with staff maintaining your mission or government social media accounts, your networks and partners to help amplify reach.
- Encourage your national influencers to get involved by posting content and materials on their accounts.

## Twitter Mirror

High-level delegates are invited to showcase their commitment to sustainable development and other global issues to a broad audience by visiting the Twitter Mirror, which will be located on the 2<sup>nd</sup> floor of the Conference Building near the entrance of the North Delegates' Lounge on 25 September and in the Visitors' Lobby on 28 September.

A Twitter Mirror consists of an iPad with a frame and lighting on a small stand, to have their photograph taken and, if desired, digitally write a message or sign their name. The photograph will then be tweeted on the UN Twitter account (@UN), which has 4.7 million followers, and shared on other UN social media and photo-sharing platforms. Participants may also record a short video if desired.

Appointments at the Twitter Mirror are highly recommended and can be made by contacting [socialmedia@un.org](mailto:socialmedia@un.org). Visits to the Mirror are expected to last no more than 2-3 minutes.