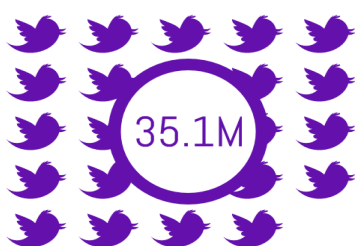
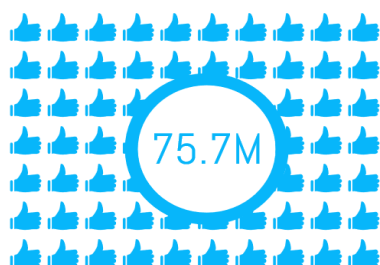


The VIP Social Media Zone during the General Debate 2017

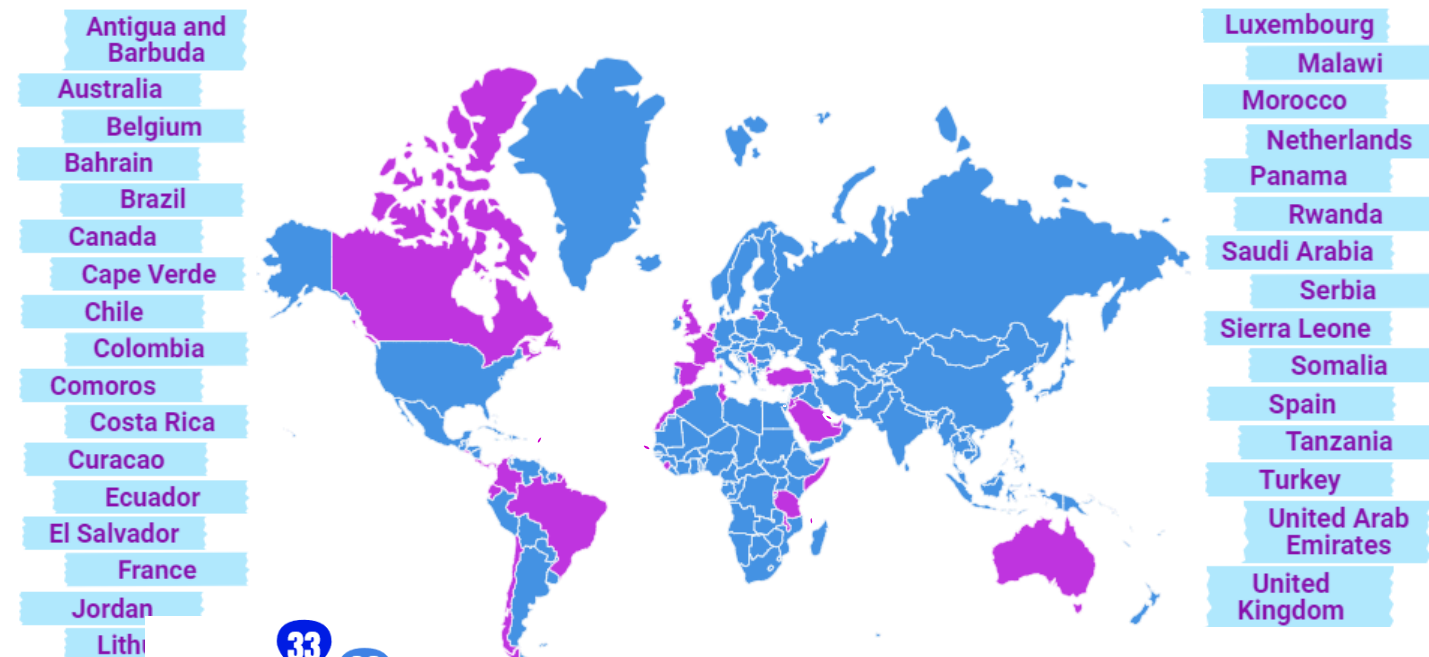
... published 74 Facebook Lives and over 1,000 tweets in 7 languages.

... featured almost 90 heads of delegation, senior UN officials and other high-level attendees.

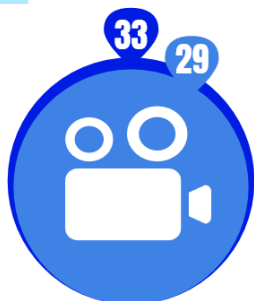
... reached almost 76 million people on Facebook and created over 35 million Twitter impressions around the world.



Representatives from 33 different countries participated and gained exposure. This included: 8 Presidents, 1 Vice-President, 1 Crown Prince, 5 Prime Ministers, 26 Minister, and a First Lady.



to give



Of the 33 countries that participated, 29 representatives chose brief interviews over Facebook Live streams.

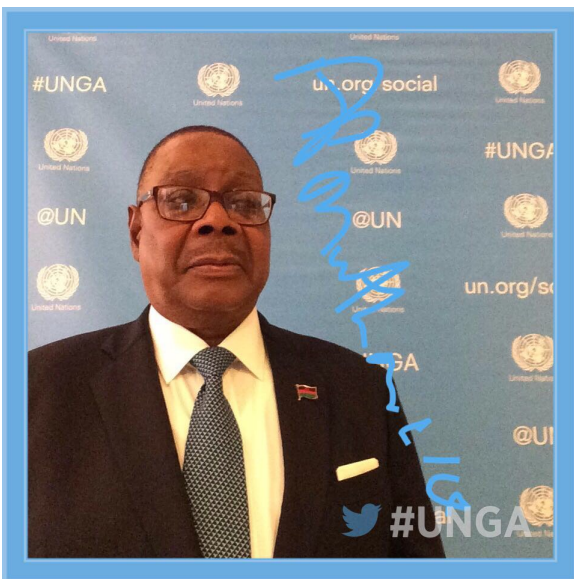
Facebook Live



Instagram Wall



Twitter Mirror



Annex

Country	Name	Title	Links
Antigua and Barbuda	Walton Webson	Permanent Representative	https://www.facebook.com/unitednations/videos/10155818521990820/
Australia/Global Partnership for Education	Julia Gillard	Former Prime-Minister and chair for the Board of Directors	https://www.facebook.com/unitednations/videos/10155822307915820/
Bahrain	Shaikh Khalid bin Ahmed bin Mohammed Al Khalifa	Minister of Foreign Affairs	https://www.facebook.com/unitednations/videos/10155826463150820/
Belgium	Didiers Reynders	Foreign Minister	https://www.facebook.com/unitednations/videos/10155815096215820/
Brazil	Marina Silva	Former Environment Minister	https://www.facebook.com/unitednations/videos/10155818599835820/
Canada	Marie-Claude Bibeau	Minister for International Development and Francophonie	https://www.facebook.com/unitednations/videos/10155815522760820/
Canada	Catherine McKenna	Environment and Climate Change Minister	https://www.facebook.com/unitednations/videos/10155823094295820/
Canada	Chrystia Freeland	Foreign Minister	https://www.facebook.com/unitednations/videos/10155826232780820/
Chile	Michelle Bachelet	President	https://www.facebook.com/unitednations/videos/10155828089180820/
			https://www.facebook.com/unitednations/videos/10155828143640820/ (Spanish)
Colombia	Juan Manuel Santos	President	https://www.facebook.com/unitednations/videos/10155818400515820/ (spanish)
			https://www.facebook.com/unitednations/videos/10155818430795820/
Comoros	Rashid Mohamed Mbaraka Fatma	Health Minister	https://www.facebook.com/unitednations/videos/10155828945700820/ (Kiswahili)
Costa Rica	Luis Guillermo Solís	President	https://www.facebook.com/unitednations/videos/10155814433155820/
			https://www.facebook.com/unitednations/videos/10155814495875820/ (spanish)
Costa Rica	Edgar Gutiérrez	President of the UN Environment Assembly and Minister of Environment and Energy	https://www.facebook.com/unitednations/videos/10155822416975820/ (Spanish)

Costa Rica	Ana Helena Chacon	Vice President	https://www.facebook.com/unitednations/videos/10155829453175820/
Ecuador	Lenín Moreno	President	https://www.facebook.com/unitednations/videos/10155822894635820/
El Salvador	Hugo Martínez	Minister of Foreign Affairs	https://www.facebook.com/unitednations/videos/10155815096215820/
France	Emmanuel Macron	President	https://www.facebook.com/unitednations/videos/10155821683220820/
Jordan	Ayman Safadi	Foreign Minister	https://www.facebook.com/unitednations/videos/10155825455405820/
Jordan	Imad Najib Fakhoury	Minister of Planning and International Cooperation	https://www.facebook.com/unitednations/videos/10155828316365820/
Malawi	Peter Mutharika	President	https://www.facebook.com/unitednations/videos/10155823115910820/
Morocco/COP 22	Salaheddine Mezouar	Former Foreign Minister and President of COP22	https://www.facebook.com/unitednations/videos/10155818555190820/ (French)
Netherlands	Bert Koenders	Foreign Minister	https://www.facebook.com/unitednations/videos/10155818477395820/
Netherlands	Lilianne Ploumen	Minister of Foreign Trade and Development	https://www.facebook.com/unitednations/videos/10155822943095820/
Panama	Juan Carlos Varela	President	https://www.facebook.com/unitednations/videos/10155822534670820/
Panama	Lorena Castillo de Varela	First Lady	https://www.facebook.com/unitednations/videos/10155825226705820/ (Spanish)
Rwanda	Vincent Biruta	Environment Minister	https://www.facebook.com/unitednations/videos/10155815616125820/
Saudi Arabia	Adel bin Ahmed Al-Jubeir	Minister of Foreign Affairs	https://www.facebook.com/unitednations/videos/10155826152710820/
			https://www.facebook.com/unitednations/videos/10155826116705820/ (Arabic)
Sierra Leone	Samura Kamara	Minister of Foreign Affairs	https://www.facebook.com/unitednations/videos/10155825104765820/
Spain	Alfonso Dastis	Foreign Minister	https://www.facebook.com/unitednations/videos/10155825510355820/ (Spanish)
Tanzania	Augustine P. Mahiga	Foreign Minister	https://www.facebook.com/unitednations/videos/10155826418300820/ (Kiswahili)
Tunisia	Kheimaies Jhinaoui	Foreign Minister	https://www.facebook.com/unitednations/videos/10155814687120820/
Turkey	Mevlüt Çavuşoğlu	Foreign Minister	https://www.facebook.com/unitednations/videos/10155815026295820/
United Arab Emirates	Shamma Suhail Faris Al Mazrui	Youth Minister	https://www.facebook.com/unitednations/videos/10155817232465820/
United Kingdom	Boris Johnson	Foreign Secretary	https://www.facebook.com/unitednations/videos/10155822399205820/