



United Nations Social Media 73rd Session of the UN General Assembly

VIP Social Media Studio

High-level attendees are invited to showcase their commitment and actions on international issues to an extensive global audience by visiting the VIP Social Media Space, which will be located behind the ceremonial stairs in the Visitors' Lobby from 24-28 September.

Visit the **Instagram Studio** to take photos, videos and more to be featured on the @unitednations Instagram account (1.75 million followers) or an individual or government account as appropriate. The UNGA Instagram Studio will provide a uniquely visual backdrop for communicating messages during the General Assembly. A professional producer and team from Instagram will be on-hand to help guide and assist with capturing content.

Answer questions on the topics of your choice, either directly to camera or through interview format, at the **Facebook Live Studio** to be streamed live on the @unitednations account (4 million followers) or an individual or government account as appropriate. Professional interviewers will be available as needed. Experts from Facebook will be on site to produce the Live streams.

Take a selfie or short video message on the **Twitter Mirror**, consisting of an iPad in a frame on which attendees may, if desired, digitally write a message or sign their name to be tweeted out on the @UN account (10.4 million followers).

Record a short message to be featured on the UN **Snapchat** account and submitted to the special UNGA Snapchat Story.

VIP visitors can be featured on **Weibo**, **WeChat** and **VKontakte** upon request.

Appointments are highly recommended and may be made by contacting: **unitednationssocialmedia@gmail.com**. All visits to the VIP Social Media Studio will be featured prominently on United Nations multilingual social media platforms.

The hashtag for the high-level week is **#UNGA**.

UN digital products and suggested social media messages in the six official UN languages plus Kiswahili, Portuguese and Hindi are available at <http://j.mp/ungasocial>.

Follow the UN for updates. A list of the UN's multilingual social media platforms can be found at: www.un.org/social.



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Other engagement opportunities

SDG Media Zone #SDGLive

The SDG Media Zone will take place from 24 to 28 September under a glass tent at the UN Visitor's Plaza. There will be several 15-minute sessions every day, featuring one-on-one interviews, panel discussions and talks with eminent speakers, including world leaders, CEOs, civil society representatives as well as influencers such as young leaders, Messengers of Peace and Goodwill Ambassadors.

The Media Zone, a joint initiative led by the UN Department of Public Information, UN Foundation and Public Foundation, offers an online and offline platform for people and organizations to talk about ways to drive action around the SDGs. All sessions will be streamed live on UN Web TV and through other digital means.

For more information: <http://www.un.org/sdgmediazone/>
Contact: palanivelu@un.org

UN News Interviews

UN Department of Public Information personnel are available to conduct video and radio interviews in Arabic, Chinese, English, French, Kiswahili, Portuguese, Russian and Spanish, to be shared online and with broadcast partners around the world.

For more information: <https://news.un.org>
Contact: kubiak@un.org

#NotATarget Living Petition

During the General Assembly, the #NotATarget Living Petition will be on display in September near the ceremonial stairs in the visitor's lobby of the General Assembly.

The world's first "living petition," launched on World Humanitarian Day, is a representation of the global support for the UN Secretary-General's Report on the Protection of Civilians in armed conflict, presented in May this year to the Security Council.

The World Humanitarian Day campaign calls on global citizens to show their support and join the #NotATarget movement to demand greater protection of civilians and humanitarian workers in conflict by signing up with a 'selfie'.

For more information: www.worldhumanitarianiday.org
Contact: gurd@un.org