

Social Media Tools for Energy Access

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ENERGY ACCESS
PRACTITIONER NETWORK



SUSTAINABLE
ENERGY FOR ALL

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PRACTITIONER NETWORK

1.1 billion people worldwide lack access to electricity, and a billion more have only intermittent access. 2.8 billion people lack access to clean cooking solutions.

In 2011, UN Secretary-General Ban Ki-moon launched the Sustainable Energy for All initiative, calling on governments, businesses, and civil society to make commitments to action to accomplish three objectives by 2030:

 ENSURING
universal access
TO MODERN ENERGY
SERVICES.

 DOUBLING THE GLOBAL
RATE OF IMPROVEMENT IN
*energy
efficiency.*

 DOUBLING THE SHARE OF
renewable energy
IN THE GLOBAL
ENERGY MIX.

The UN General Assembly Member States have unanimously declared 2014-2024 as the Decade of Sustainable Energy for All.



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The Energy Access Practitioner Network, in numbers:

- 2,000+ members
- 170 countries
- 230 million+ individuals reached



The United Nations Foundation, in numbers:

- 17 campaigns and initiatives
- Digital reach of nearly 3 million individuals around the world
- 100,000 followers on Instagram



Social Media for Campaigns

What is the goal?

- Building awareness?
- Advocacy?
- Constituency building?
- Website traffic?
- Donations?

Who is your audience?

- Policymakers?
- Potential donors?
- General public?

Social Media for Campaigns

Social Media Tools:

- Twitter chats
- Live-tweeting events
- Google Hangouts
- Facebook posts/promotion
- Instagram



Twitter Chats

Key Tips:

- Number your questions, and your answers (Q1, Q2, Q3; A1, A2, etc.)
- When starting a tweet with a handle, don't forget to put a period [.] in front (unless you only want it to be seen by shared followers)
- Pick a hashtag and stick with it
- Feeling uneasy? Work off a script
- Invite everyone – come one, come all!
- Do your homework – get those handles ahead of time (and check them!)
- Promote, promote, promote (One week out, day before, morning of, 60 mins/30 mins/10 mins before)
- Engage with your audience – it's a conversation, not an oration
- Host chats, but join them as well. Thank your participants!
- Use Storify to capture the conversation and share with those who may have missed it



Live-tweeting

Key Tips:

- Get a handle on things: Research handles, event hashtags ahead of time
- Include event hashtag in every tweet to ensure you stay in the conversation
- Bring the event to your audience: Photos, quotes are key
- Direct quotes are powerful. Attribute accordingly (keep those handles handy)
- Sum up key themes from discussions
- Engage with other event participants – ask and answer questions, thank them at end
- Engage with your audience – it's a conversation, not an oration



Google Hangouts

Key Tips:

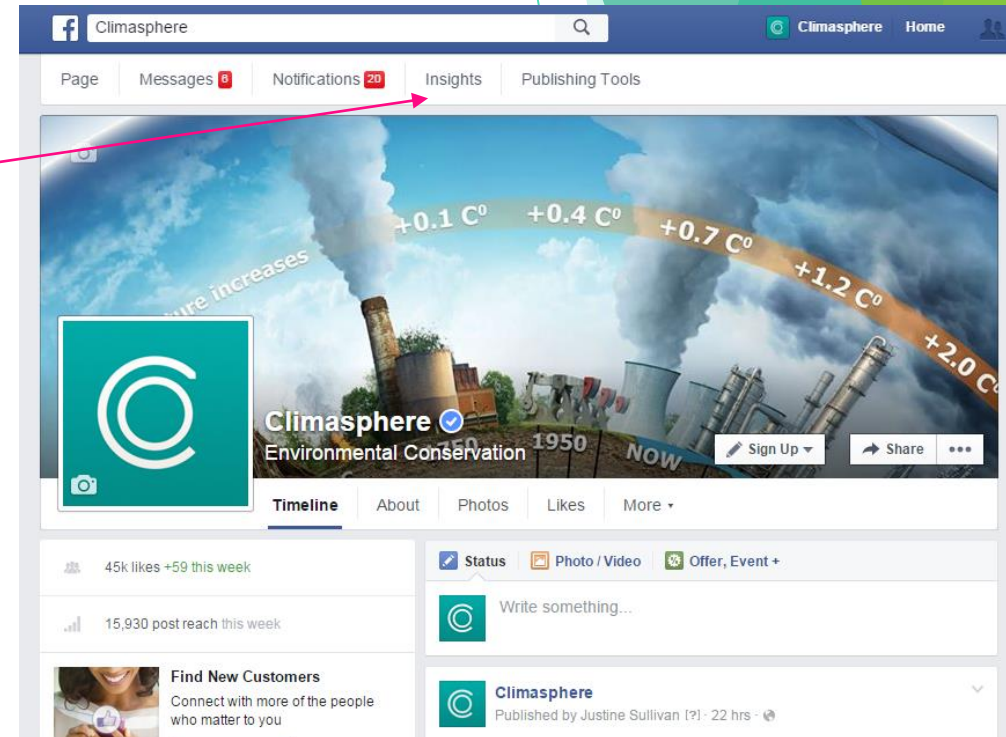
- Build a discussion like a panel – moderator, participants
- Test and troubleshoot ahead of time (day before, 15 mins before)
- Good connection is key
- Live-tweet the Hangout, with links to watch (but delegate, don't try to produce and cover simultaneously!)
- Promote before, during, after!
- Use YouTube link created afterwards as evergreen content for social media



Facebook Posts

Key Tips:

- Like Twitter, use hashtags and handles prodigiously!
- Have video content? Upload the raw video directly as native content for more views
- Get to know your **Facebook Insights** to know your audience – when they're online, where they're from, what posts resonate, etc.
- Consider promotional posts to get your content and page out to new audiences
- Target posts to specific regions, interests, etc.
- Schedule posts for consistent engagement with your audience

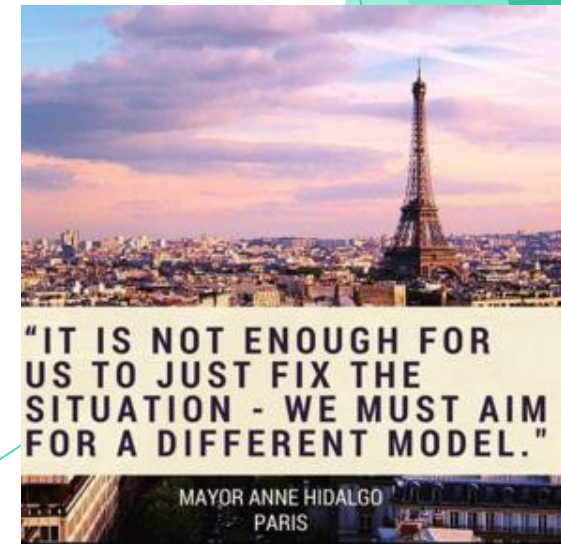
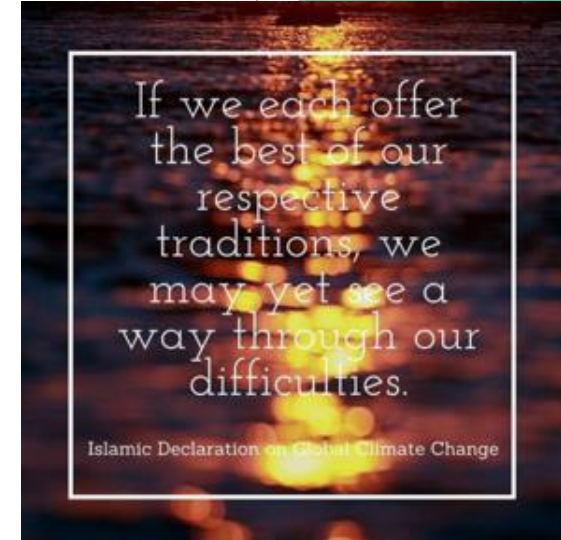




Instagram

Key Tips:

- I'll say it again – Whenever possible, add hashtags and handles!
- Post photos of your work, your staff, your impact
- Instagram for photos, but also for quote graphics and infographics
- Build your audiences across social platforms (promote Instagram on FB and Twitter, and vice-versa)
- Short videos and animated videos



Find your voice on each of these channels – each platform’s voice, like each audience, will be a little different.

Test, measure impact, repeat. **Good luck, and have fun!**

Questions?

Email jsullivan@unfoundation.org

Follow @climasphere
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Thank you!