A Practical Guide to
Social Media

A social media reference handbook developed for UNESCO Clubs, Centres, and National Federations

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FICLU

UNESCO
United Nations
Educational, Scientific and
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Federazione Italiana
dei Club e Centri
per l'UNESCO

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🌐 About the Report

This study was conducted to understand the current state of social media use by UNESCO clubs, centres, and national federations in response to a perceived need for greater coordination among by these organisations in regards to management and utilisation of social media. Over the course of the last decade, social media has rapidly developed to become the most widely used form of communication. it is an important tool to engage with audiences and disseminate information. Used properly, it is a highly effective tool for international organisations, governments, non-governmental organisations, and civil society overall.

The purpose of this report is to create a practical guide that can be implemented by UNESCO clubs, centres, and national federations in creating an effective and informational social media strategy. This will allow for greater reach and engagement with targeted audiences and wider circulation of information regarding clubs' initiatives and programs worldwide. Additionally, the aim of this guide is to facilitate greater communication between UNESCO clubs, centres, and national federations to create a network of information and resource sharing.

The UNESCO Policy Framework for Strategic Partnerships (190 EX/INF.7) identifies the need for UNESCO clubs, centres, and national federations to become innovative in light of the developments in the modern methods of communication. UNESCO also acknowledges the importance of using social media to strengthen coordination and communication of the clubs movement, as well as a being a medium to increase the presence of UNESCO clubs, centres, national federations and their activities.

The Policy Framework for Strategic Partnerships document also instructs UNESCO clubs and centres to utilise the 2009 Clubs for UNESCO A Practical Guide as a reference document on how an organisation should be established and conduct itself. While this guide covers a wide range of aspects relevant to UNESCO clubs, centres, and national federations, there is no mention of the importance of utilising social media properly in order to disseminate information and inspire action. This social media guide is intended to act as supplementary resource to this practical guide, in order to ensure that the social media practices of UNESCO clubs, centres, and national federations are both effective and in line with UNESCO's principles and conditions.

Following the initial survey, the project also researched the current literature regarding social media best practices for Nongovernmental Organisations and International Organisations. From these sources, a series of "best practices" were constructed for Twitter, Facebook, Instagram, and YouTube.

Objectives

Determine the current state of Social media usage by UNESCO clubs, centres, and national federations to help create a better of understanding of online social media use

Create a comprehensive and practical Social Media guide for UNESCO clubs, centres, and national federations to facilitate greater information and engagement with the target audience

Foster communication, coordination, and consitency between UNESCO clubs, centres, and national federations via social media forums

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Twitter

In this day and age, no international organisation should ignore the power of digital communications, especially Twitter. A majority of the world's organisations and governments are currently active on the site, which has become the channel of choice for digital diplomacy between world leaders, governments, foreign ministries, and diplomats. Twitonomy, a study by global communication consultation firm Burson Marsteller, analysed the use of Twitter by world leaders, governments, and NGOs. The results detailed the vast and highly interconnected "virtual diplomatic network" in which world leaders, organisations,and citizens can convey short messages and communicate in 140 characters or less.

"Twitter has proven to be a revolutionary social network even in politics. It is an extraordinary channel of diplomacy and communication"
- Federica Mogherini
High Representative for the Union and Vice President of the European Commission

As of March 2015, 84% of UN member countries have a presence on Twitter

Twitter is a powerful broadcasting tool for organisations to extend their messages and news to a wider, global audience. The site can be used to promote stories, news, publications, and provides an opportunity for engagement with followers. Engagement is measured through retweets, a repost or forwarding of the initial tweet, and replies, a direct reply to the initial tweet. According to Twitonomy, the most effective NGOs on Twitter in terms of engagement via retweets per tweet, were UNICEF, the United Nations, CERN, the World Wildlife Fund, and the World Health Organisation. The most active NGOs on Twitter were Human Rights Watch, with an average of 36 tweets per day, and Greenpeace with an average of 24 tweets per day.

320 Million Users

500 Million Tweets sent each day

6,000 Tweets every second

79% of accounts are outside the US

Tweets with images receive 18% more clicks and 89% more retweets

Twitter Best Practices

1. #Hashtags

Hashtags are very handy tools that allow for tweets of a similar topic to all appear together under one page and grant the opportunity for both followers and the Tweeter to engage in a wider conversation. Do not use more than two hashtags per tweet, as this tends to have a negative effect engagement.

Twitter Graphics

Profile Picture 250 x 250

Header Photo 1500 x 500

Photos for Tweets 506 x 506

2. Photos

Sharing photos on Twitter will increase your engagement. A study by xxx showed that Tweets with photos increased engagement by 62%.

It is also important to have a Header photo and Profile photo for the organisation's page. These add credability and aesthetic appeal for visitors.

When choosing photos, make sure they will fit within the proper web formats. Photos shared in tweets that are not x by x will be cropped on the top and bottom, leaving out part of the photo.

3. Share links

Readers want tweets with content, such as photos and links. Spread information and generate engagement by posting links to articles featuring UNESCO initiatives or Club newsletters. Studies have proven Bitly.com to be the most effective for shortening links to include in tweets.*

4. Tweet or Retweet throughout the day

Be active daily. Try to tweet and retweet multiple times throughout the day. Most people will check their Twitter throughout the day either on mobile or desktop. Twitter is especially convenient during down times like commutes and breaks.

5. Plan your Tweets

The best times to tweet during the week are 12pm, 3pm, and 5-6pm as these are peak hours during work breaks. The best weekday to tweet is Wednesday.

6. Tweet on Weekends

Tweeting on weekends will set your organisation apart from others. Engage with the weekend crowd by scheduling tweets for Saturday and Sunday ahead of time.

7. Use Twitter Analytics

Studies have shown that certain times and days foster greater engagement, however, it is best to be familiar with your organisation's' own audience. Twitter analytics is a great, and free, tool offered by Twitter that will help you understand what generates engagement with your followers. Understanding which hashtags are successful and which content creates the greatest conversation among followers will boost your club's influence in the digital network.

Facebook

Facebook is by far the largest and most popular of the social media forums. In the first four months of 2016 alone, Facebook saw over 1,654 million registered users. Facebook has increasingly become popular among governments, leaders, and international organisations. As of 2015, 95% of NGOs worldwide have a presence on Facebook. Master Facebook to stand out from the other users.

Facebook is preferred for its visual communication nature. It is very easy to post and view photos and there is no 140 word limit, allowing for greater detail and description of the posts.
Engagement is measured by likes (page likes) as well as post likes, shares, and comments.

Facebook allows for communication between similar organisations through the option for Pages to pages to like other pages of a similar nature. This can facilitate communication and build a social network between other UNESCO entities, such as the United Nations, UNESCO, National Commissions, and National Federations, as well as other clubs, centres, and associations.

Because of its reach and aesthetic appeal, Facebook is a great tool for disseminating pertinent information. Organisations can share photos from organisation sponsored events or links to publications and salient articles. Facebook is beneficial to use in coordination with other social media forums by promoting publications on organisation website or blog sites. It is also a tool for communication, as pages can discuss directly with followers by replying to comments on posts and the page itself.

1.65 Billion Users

500,00 new users every day

6 new profiles every minute

Videos earn the highest rate of engagement, despite only making up 3% of content

47% of users only access the site through mobile

Facebook Best Practices

1. Use Quality Graphics

Facebook has very specific dimensions for Banner and Profile Pictures. Take advantage of this feature and make a good first impression by using quality, and if possible, original photos and graphics for your organisation. Having both a profile and banner photo is an important aspect of your organisation's Facebook profile page. Surprisingly, as of May 2016, a great number of UNESCO club Facebook pages do not already have a banner photo. If applicable, use the banner photo as an advertising tool and change it with coming events.

Facebook Graphics

Profile Photo 180x180
Cover Photo 851x315

Shared Image 1200x900
Linked Image 1200x627

2. Post Photos over links

Facebook users prefer to use the site for its visual nature. Studies from communications firm have shown that photos receive more engagement than links on Facebook. According to the study by Twitonomy, the most active world leader on Facebook, the government of the Dominican Republic, posted 5,100 pictures in 2015 alone. The government of the Dominican Republic was also the most engaged world leader on Facebook according to Twitonomy

4. Tag Posts and Photos

Tagging is one of the most effective tools available on Facebook. Each tag multiplies the post's reach and engagement. By tagging all relevant people and pages in posts, those tagged will receive a notification and see the post as will all their friends and followers.

Facebook offers the option to "pin" popular updates to the top of the page. Pin upcoming events or recent photos so that these posts will be the first followers will see on the page regardless of the time posted.

3. 'Pin to Top'

5. Post Daily

Facebook users are most active during the day at work. The Best times to post to Facebook are 9am, 1pm, and 3pm. Posts at 3pm have proven to receive the most likes, while posts from 1pm have received the most shares. Posts on Fridays receive the most likes, as it is suggested people are happiest on Fridays. The median rate of Facebook posts by NGOs is 1 post per day.

6. Post on Weekend Mornings

Studies have shown that posts on Sundays and Saturdays receive 32% more engagement.

7. Use Facebook Analytics

Facebook analytics is another free and very helpful tool that will help you to understand the exact nature of your organization's audience. Analytics will measure post reach, how many people saw the post, as well as the times of the day for post engagement (Likes, shares, and comments)

Instagram

Instagram is an up and coming social media site that shares photos and videos that can also be shared on other social media platforms, such as Facebook and Twitter. More and more individuals, governments, and organisations are taking advantage of this creative and visual form of communication. Instagram does not have the same reach as Facebook or Twitter, but is becoming increasingly popular boasting 400 million active monthly users (NPO). As of 2015, 70% of UN member states have an official presence on Instagram (Twiplomacy). It is also becoming a popular communication platform for NGOs and nonprofits. Instagram is attractive to leaders and organisations because it offers a different perspective by allowing the user to tell its organisation's story through a series of pictures. These pictures should be different from those used on Facebook or Twitter, as these are often staged or professional. Instagram photos should be more artistic and offer a lighter and more personal view into the day to day life of the person or organisation. This a particularly useful aspect of Instagram for organisations such as UNESCO, as it allows for the promotion of and engagement with the community directly served by the club, centre, or association, which can post photos directly of initiatives and world heritage sites.

Because of its highly visual nature, Instagram is particularly popular among creative marketers who use the platform to edit their photos and videos in a number of ways. The mobile app offers very easy to use photo editing tools to adjust the photo to the user's' liking. The most basic of these tools are filters, which cast a single colour tone or light tone over the entire photo. Photos can be transformed to black and white, sepia, antique, or the colours can be enhanced or dulled. Additionally features include cropping, adjusting brightness, shadows, and vibrancy. Facebook and Twitter have recently added means of photo editing on their sites as well, however these tools are not nearly as developed as those of Instagram. Additionally, Instagram can be connected to Facebook and Twitter, allowing for an easier sharing of photos.

Like Twitter and Facebook, Instagram allows for captions, which unite a series of photos by different users of the same theme. For this reason, Instagram can be a powerful tool to promote for political and social campaigns. It is also another way to boost one's following and engagement for the platform. Instagram has to be managed from a mobile app, however other applications and websites allow for viewing and management from a desktop, making it easier to schedule and plan. Such sites are later.com and webstagram.com.

400 Million Users

Instagram usage has doubled in the last two years

75% of Instagram users are outside US

60% of users log in daily

Posts with at least 1 hashtag gain 12.6% more engagement

Instagram Best Practices

1. #Hashtags

Similar to Twitter, use hashtags to see what's trending and join the conversation. Support campaigns that pertain to your organisation's mission statement. Be sure to choose only a few relevant hashtags, too many may bog down the picture and alienate followers. Let the photos speak for themselves, you shouldn't need too many hashtags to explain a good picture, seven or fewer.

2. Filters

Create a style unique to your organization and pick a few filters that fit your style and stick with them. According to Burson Marsteller's study, the most popular filters by world leaders are Valencia, Amaro, Lo-fi, Rise, X-Pro II, and Ludwig

3. Be Creative

Market your organisation in an interesting way, don't post bland pictures. Have a healthy balance of fun and business images. Opt away from staged, professional photos and try to offer your followers unusual behind the scene pictures that show the character and personal side of your organisation. Pictures should tell stories and complement event experiences. Be spontaneous every so often!

4. Quality over Quantity

Don't worry about number of followers you have, worry about engaging with the ones you do have, Create a small but engaged following on Instagram and use it to tell the story of your organisation and its impact. Post photos of subjects that your followers will have an emotional connection to, such as the community your organisation serves or world heritage sites in the area.

5. Captions

Balance between short and long form captions, include the most important part of your message in the first three lines if using it to tell a story/microblog; Post statistics in the captions

6. Mentions

Mention pertinent organisations and people in your captions and tag them in the photo. Posts that include another user handle in the caption net 56% more engagement. It will also ensure those in the photo will see the photo.

7. Share location

Include a geo tag to share your location: posts with a location receive 79% higher engagement than posts without, useful for events and travel

8. Connect with Other Accounts

Connect Instagram with Twitter and Facebook page and share Instagram photos to these sites to boost following.

9. Optimize the Bio

Include links to the organisation's website in the Instagram profile bio section and refer back to it in captions to draw attention to the site.

10. Follow Accounts with Similar Interests

Follow other UNESCO clubs and centres as well as organisations with similar initiatives, it is likely they will follow back.

YouTube

YouTube is one of the most established social networks and the second largest search engine on the web (topped only by Google and surpassing Bing and Yahoo). Each month, it sees over 1 billion active monthly users. Like the other platforms, YouTube has become an increasingly popular tool among world leaders, organisations, and institutions. As of 2016, there are 340 Heads of state and government present on YouTube. The foreign ministries of 148 countries representing 77 percent of all UN member states have channels (Twiplomacy).

 Although classified as a social network, it is used very differently from other platforms. YouTube is used as a means of disseminating information visually and creatively through videos. Through "Channels" users are able to publish their original content videos on the web. Channels have subscribers and the suggested videos tool allows for greater reach of viewers. However, YouTube reach is also promoted through sharing via other platforms, especially Facebook and Twitter.

> "And that's what I love about YouTube: The way it encourages us to be active participants in that conversation, making our voices heard and giving us the power to broadcast ourselves, increasing knowledge of each other, breaking down the barriers between us, clip by clip." - Queen Rania of Jordan

YouTube can stimulate discussion and communication with subscribers and viewer through "comments" and "likes" on videos. Additionally, videos that go viral on the web often generate discussion by the general public. In today's day and age, the speed of technology and ability to "share" on Facebook disseminates information quickly more than ever before and more and more videos are going viral.

YouTube is an ideal channel for sharing news and information related to the organisation, however like Instagram, YouTube also offers the opportunity to share a lighter and more creative side of the organisation with its followers. Videos can range from short informational clips about programs or news stories or a lighthearted video from a recent event that shows a fun side to the organisation. If a picture is worth a thousand words, then perhaps a video is worth a million. Use this opportunity to connect with the target audience on a whole new level.

Over 1 Billion Users

Available in 76 languages

Over half YouTube views are mobile
Average of 1 million mobile video views per day

YouTube Best Practices

1. Post on Weekends

While YouTube is one of the largest platforms out there and it is possible to get many views at any time, certain days and times have proven the best when it comes to uploading videos. The weekends provide the greatest opportunity for your videos to get the most views, as people have more free time to browse through videos on the site.

2. Upload Frequently

The best way to build a strong viewership community for your YouTube channel is to upload consistently and often. Publishing content regularly will keep your audience coming back to watch, since they will anticipate new videos. You do not want viewers to forget about your channel because they feel that it is not being kept up to date

3. Respond to Comments

As with all other social media platforms engaging with your audience is a very important aspect of growing your following, this is extremely true with YouTube. The comments section of a video is a place where your viewers can discuss the content and where you can engage with them by answering questions.

4. Keep videos short and entertaining

The videos which receive the most views are those between 16 seconds and 2 minutes (Kate trackmaven). Keeping videos short and entertaining is crucial to getting more views, as many people will be hesitant to watch longer videos.

5. Tag Videos

Video tags are a great tool to get more viewers to your videos through the YouTube search engine. Don't be afraid to use a lot of tags, because viewers cannot see them, they can only serve to help your videos reach a wider audience.

6. Showcase Events

YouTube can be a great medium through which you can post videos to promote your future events and advertise these to potential participants. Not only can YouTube be used as a tool to promote future events, but is also a great way to share "aftermovies" that summarise and showcase events that have happened. These are a great way to engage with your participants, who will search out these videos to see if they were featured in the video.

7. Use YouTube Analytics

YouTube provides an analytics tool to all channels that can be used to see what sort of content is getting the most attention and when. This tool provides in depth information about your videos reach, and can be used a resource to see in what ways your videos are performing well and in what areas you can improve.

8. Sign up for YouTube Nonprofit program

See if your organisation can qualify for this program YouTube has created to aid nonprofits, because it can give you access to exclusive features that can promote and aid your organisation through YouTube. This tool has features that encourage your viewers to donate and learn more about your organization through your official website.

Using Social Media Platforms Together

Understanding which medians are most effective for different forms of media is important to create a social media strategy that coordinates all platforms together. This is most effective when planned through an editorial. Facebook posts, tweets, and Instagram posts can be scheduled ahead of time through various websites and applications. This makes planning much easier. Understanding when to post is important as well, this depends greatly on your target audience and can be determined through analytics programs such as those offered on Facebook and Twitter.

Used in conjunction with other medians, social media can be very powerful tool for promoting an organisation's website. Articles and media published on a website can easily be shared on Facebook and Twitter. Videos uploaded to YouTube are also prime subjects for sharing on social media. Sharing original content on social media will enhance an organisation's traffic to their website.

VS

Share photos on Facebook

No character limit, but don't make posts too long. Less is more!

Use tags and mentions to increase your reach

Share links to articles on Twitter

Limited to 140 characters, less with photos. Use bitly.com or tinyurl.com to shorten links

Use hashtags to join global conversations and discuss trending topics with similar organizations

Use Instagram to share artistic edited photos that show a lighter side of your organisation
Participate in campaigns and discuss trending topics using hashtags

Use Youtube to create original content videos to disseminate information on you organisation and its programs
Share these videos on other social media platforms such as Facebook and Twitter

Managing a Social Media Editorial

Planning is essential for social media and there are many tools to help implement a social media strategy. This next section will discuss these tools and how to go about managing a social media strategy. Occasionally a spontaneous post on social media, but having a detailed and planned editorial is a vital component of any social media strategy. An editorial serves as a roadmap for an organisation's social media and prepares all the necessary material for publication. Often, editorials are planned on a monthly basis and organised by day. Having an editorial makes the implementation of a social media strategy much easier. Editorials contain important information for each such as date, time of post, character count, links, mentions, and most importantly the copy, which is the actual text that will be published on social media.

With all this information planned ahead of time, the social media coordinator can easily schedule posts ex-ante. Editorials are often designed in the form of a spreadsheet containing all the required information mentioned above. From this spreadsheet, the coordinator can copy and paste from the editorial onto the desired platform. When creating an editorial, it is helpful to have a content calendar that takes note of all upcoming events and holidays which can be incorporated into the monthly editorial (CoSchedule). Think about what kind of posts and topics the organisation wants to publish. Make use of hashtags and trending topics. Scheduling of posts has become much easier thanks to features on Facebook that allow posts on Facebook pages to be scheduled directly from the page. Twitter and Instagram posts can be scheduled through external websites and applications, such as Tweetdeck for Twitter and Later.com for Instagram.

Here is an example of an editorial for an organisation with one social media platform, in this case, Facebook. The spreadsheet contains all the information required for each daily post.

A brief description of the subject of the post

The Copy, what the text will actually read on the post

Tags for any organisations mentioned in post

Date	Time	Argument	Post	Link	Tag/Mention
6/1/2016	15:00	Share YouTube Video	Check out this video of UNESCO World Heritage Sites in Italy!	www.Youtube.com	@UNESCO
6/2/2016					
6/3/2016					
6/4/2016					

Time of day scheduled for post

Links for the post, shortened for Twitter

If the organisation has more than one social media platform, all platforms can be incorporated into a more detailed editorial such as the one below. This is organised for three platforms, Facebook, Twitter, and Instagram. Each platform is identified with a different colour. With multiple platforms, the daily arguments are often the same for each platform, however each copy must be tailored to the constraints of the platform. This is most important in the case of tweets, where the character count is limited to 140 characters.

Date	Time	Page	Argument	Length	Post	Link	Tag/Mention
	16:00		Share YouTube Video		Check out this video of UNESCO World Heritage Sites in Italy!	www.Youtube.com	UNESCO
		Facebook					
	16:00		Share YouTube Video		Check out this video of UNESCO World Heritage Sites in Italy!	bitly.com	@UNESCO
		Twitter					
4/1/2016	17:00	Instagram	Photo of World Heritage Site		The entire Centro Storico of Florence is a UNESCO World Heritage Site!		
		Facebook					
		Twitter					
4/2/2016		Instagram					
		Facebook					
		Twitter					
4/3/2016		Instagram					

Which platform the post is designed for

Characters count for the post is especially important for Twitter

Links for the post, shortened for Twitter

When making an editorial, plan each post at times that will optimise their engagement and viewing. Analytics have allowed for research into the best times for each type of post. These times are based on data from CoSchedule and TrackMaven.com. While they are good guidelines for posts, it is helpful to know the tendencies of your audience and tailor your social media schedule around that.

According to a survey by CoSchedule Twitter is the most visited on Wednesday, however it is effective all days of the week midday around 3:00 PM, a popular office break time.

	M	T	W	T	F	S	S
f				9 AM 1 PM 3 PM	9 AM 1 PM 3 PM	9 AM 1 PM 3 PM	9 AM 1 PM 3 PM
Twitter			3 PM 5 PM				
Instagram	9 AM 5 PM			9 AM 5 PM			
YouTube				12 PM - 3 PM	12 PM - 3 PM	9 AM 11 AM	9 AM 11 AM*

General Principles and Conditions to be Aware of When Using Social Media

Overview

UNESCO clubs, centres, and associations need to be aware of the importance of adhering to the rules and regulations associated with using the UNESCO name, acronym, logo and internet domain names in their activities on social media platforms. The specific provisions concerning these aspects can be referenced in the Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO (Resolution 34 C/86) and Authorizations to use the UNESCO Logo - General Conditions (BPI/OPP/PRO/3 Rev.2). A practical reference for proper use of the UNESCO name and logo, with helpful examples, can also be found in Clubs for UNESCO A Practical Guide.

UNESCO clubs, centres, and associations need to ensure that they have the proper authorisation in order to utilise the name, acronym, logo and internet domain names of UNESCO from their relevant national commissions. In order to obtain this authorisation organisations need to prove their relevance to the organisation's strategic objectives and programme and demonstrate their compliance with the values, principles and constitutional aims of UNESCO.

Practical Considerations to Using the Name, Acronym, and Logo on Social Media

Any activity on social media by a UNESCO clubs, centre, or association which includes the UNESCO name, acronym or logo in their profile or in a post must be in line with the rights of use given to them through their authorisation. UNESCO clubs, centres, and associations should ensure that they are not misrepresenting UNESCO by posting on and using social media platforms in a way that does not correspond to the values and objectives of UNESCO. Close cooperation between the national commissions and national federations/individual UNESCO clubs, centres, and associations to ensure these elements are being used properly is essential to uphold the public perception of the UNESCO label. When using the UNESCO logo it is especially important for clubs, centres, and associations to use the official graphic for the logo, in conjunction with their organisation's own name and logo with mention of the nature of the organisation's official association with UNESCO.

Useful Links

UNESCO Clubs
http://en.unesco.org/countries/associations-centres-and-clubs-unesco

Practical Guide
http://unesdoc.unesco.org/images/0018/001821/182131e.pdf

UNESCO Partnership Strategy
http://unesdoc.unesco.org/images/0021/002175/217583e.pdf

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