


Since 2014, social media systems such as Twitter and YouTube have become an indispensable tool for the Consultations. Not only do they enable the event's key messages and proceedings to reach a much larger audience than was previously thought possible, they also enhance remote participation and allow a more inclusive and interactive discussion. In 2017, we will continue to develop new opportunities to allow participants, near and far, to get involved.

Leading up to, during and after the Annual Consultations, [Twitter](#) is used to give an active voice to not only those in attendance but also to those that are on the other side of the world. The opening and closing plenary sessions are broadcasted live over the Internet and a dedicated Tumblr [blog](#) and Instagram [account](#) give people across the globe the opportunity to post and view rich media relevant to the event.



During the three day event last June, over 8200 tweets were sent with the event's dedicated hashtag, [#UNHCRNGOs](#), linking the conversations. The aim for 2017 is to have even more people join the conversation and hit 10,000 [#UNHCRNGOs](#) tweets!



This year we are planning not only to livestream the opening and closing plenary sessions but also some selected thematic and/or regional on YouTube. Livestreamed sessions will be announced nearer the date of the Consultations and will be indicated by the  symbol on the agenda.

Ways to get involved?

- **Follow [@UNHCRPartners](#), [@ICVATalks](#) and [@ICVA_Displaced](#) to find out about social media initiatives** that will be announced by the Partnership Section and ICVA in the weeks leading to the Consultations that include: live Twitter Q&As with UNHCR's leadership, campaigns, and contests such as the [#NGOSelfie](#) that proved so popular last year.
- **Ensure that your colleagues who cannot attend in person have the access to the social media information** (hashtags, Twitter handles, livestreaming links and schedules, etc.) well in advance and are informed about how they can participate. Every session has a dedicated hashtag which you can find in annex in this document. Use them to make sure your voice is heard!
- **Tune into the livestreamed sessions** and share the schedule and links amongst your professional and personal networks. Livestreams will be accessible from the [Consultations page](#).
- **Tweet!** Follow the [@UNHCRPartners](#) Twitter account and use the hashtag [#UNHCRNGOs](#) in your tweets that are relevant to the Consultations. Encourage your colleagues and project participants to do the same.
- **Create videos, photos and other media about your projects**, encourage others to do the same and upload them to the event's blog. <http://unhcrngos.tumblr.com>. If needed, get in touch with the [Partnership Section](#) for assistance.
- **Check out the [Storify](#) stories** at the end of each day of the Consultations.

Do	Don't
<ul style="list-style-type: none"> ✓ Include an introductory tweet about the conference. This initial tweet lets your followers know where you are and what you will be tweeting about for the upcoming hour or days. ✓ Use and follow the conference/meeting hashtag (e.g. #UNHCRNGOs). Using the conference and meeting hashtags allows followers to easily track the entire conference conversation. Following the conference hashtag allows you to make sure your tweets are findable and contribute to the conversation. – Introduce the presentation you will be live tweeting from. If you are tweeting from the conference and will be attending multiple presentations be sure to keep your followers in the loop with a quick introductory tweet. ✓ Tweet direct quotes/concepts from presentations. Use short concise quotes to convey the presenters overall idea. Pictures of presenters or slides are a great way to grab attention too. BUT be sure to respect the wishes of those who request to say something off-the-record, particularly on sensitive topics! ✓ Find Twitter handles of presenters and the handles of the organizations with which presenters are affiliated and use those in your tweets. If you know what presentations you will be attending ahead of time make a list of Twitter handles for presenters and their organizations. This is a great way to interact with presenters and will increase retweets. It will also link your followers to more information on the presenters without having to tweet a biography. ✓ Link to interesting programs discussed in presentations. When you want to provide more information on a program or presentation, but don't want to send a flood of back-to-back tweets, look for an informative website to point followers to. ✓ Send a Thank You tweet at the end of the conference. Sending a "Thank you" tweet at the end of conference is both polite and signals to your followers, "That's a wrap!" 	<ul style="list-style-type: none"> ✗ Tweet for the sake of tweeting. Be picky about what you send out. Try setting a limit for the number of tweets you send per presentation. You don't want to overwhelm people's twitter streams. If a presentation is going too fast to keep up wait until the end and tweet one or two takeaways. ✗ Get engaged in a back and forth with other Twitter users. If a follower asks a simple question about a presentation that would benefit other followers to answer then absolutely answer. If a follower has a more in-depth question that you'd like to address but not have to send it out to your entire Twitter following ask them to DM (Direct Message) you. However, if someone is clearly trying to pick an argument do not engage them. ✗ Use a bunch of abbreviations or slang. Yes, that pesky 140-character limit can be quite frustrating sometimes! However, when possible do not overuse slang or abbreviations such as 2 for to or too, or b4 for before. ✗ Directly criticize any presentation. If you were tweeting from your personal account then you should feel free to share your opinions, but when representing an agency or organization Twitter account, it's probably best to keep your personal opinions to yourself. Think of the old saying: "If you don't have anything nice to say don't say anything at all."

The primary hashtag that should be included in each tweet related to 2017 UNHCR NGO Consultations is: #UNHCRNGOS

The following hashtags can also be added to tweets that are specific to a particular session:

Geographic Sessions

- MENA Bureau - **#MENA**
- Africa Bureau - **#Africa**
- Asia Bureau - **#Asia**
- Americas Bureau - **#Americas**
- Europe Bureau - **#Europe**

Thematic Sessions:

- Reception and Admission - **#ReceptionAdmission**
- Legal Framework - **#LegalFramework**
- Dealing with mixed flows of refugees and migrants - **#MixedFlows**
- Refugee voices in the Global Compact - **#RefugeeVoices**
- UNHCR's engagement in IDP situations - **#IDP**
- Mind the gap - **#GrandBargain**
- Status of Partnership NGOs-UNHCR - **#IPMS, #StructuredDialogue**
- Harnessing the breadth of local partnership - **#Localization**
- Making the Global Compact work for all refugee women and girls - **#WomenGirls**
- Resettlement and complementary pathways - **#Resettlement, #ComplPathways**
- Strengthening the humanitarian-development nexus - **#HumanDev**
- Enhancing self-reliance and resilience - **#Resilience**
- Creating conditions for voluntary, safe and sustainable returns - **#SafeReturns**

Food for Thought:

- Follow-up on GRYC - **#GRYC**
- Statelessness - **#Statelessness, #IBelong**
- Improving coordination in refugee and mixed settings - **#Coordination**
- Climate change: challenges and opportunity - **#ClimateChange**
- Cash transfers through the common cash facility - **#CBI**
- Standing #WithRefugees - **#WithRefugees**