



Tips for Social Media

When attending or hosting a GODAN related event, it's important to take photos, share updates and links via social media so the event can receive the widest amount of promotion possible. Please remember to tag the GODAN Secretariat so that we can keep track of what is posted and so that we can share your social media posts to our wider networks as well.

Some general rules for social media include:

- **Triple check (!)** for spelling and grammar mistakes before posting – casual language is okay, but no slang (ex: 'u' for 'you')
- Become familiar with GODAN's partner organisations and tag them when mentioned in posts
- Become familiar with key names (such as workshop speakers, industry influencers) and follow their accounts

Twitter

Remember – **always notify GODAN by including @godanSec** in your Tweet so we can keep track and re-tweet you through our wider channels

- Hashtags # are used to indicate categories, people are tagged with their @ accounts
- Tweets should be positive, upbeat, lively
- Always tag the relevant organization and person, or include an appropriate hashtag or link in the tweet with the order:
 - New information → link → hashtags
- Try to limit your Tweet to 3 hashtags
- The most effective Tweets include pictures and videos – these should be well framed, not blurry and have the people in picture tagged with their organization and personal accounts
- Tweets are only effective if they're timely – they should be sent out immediately after something occurs... "24 hours ago" on Twitter is as much time as "last month's newspaper" offline
- If you speak another language, you can translate popular Tweets into your language

- **Photo ideas:** people, handshakes (with care to include an equal number of men and women), GODAN branding (colours, logo, banners, brochures), panels, audience, attendees collaborating in workshops/hackathons, screenshots of slides (but these should be limited! only if highlight unique, interesting or eye-catching/informative), the work of Drawnalism artists, etc.
- **Tag your Tweet with #GODAN so we can keep track**

Don't forget to Tweet at the wider world, so use hashtags like:

#opendata
 #GlobalGoals
 #SDGs
 #agriculture
 #nutrition
 #climatechange
 #NewYork (or relevant city that you are Tweeting about)

Facebook

- Follow the [GODAN Secretariat's](#) Facebook page and tag us in any posts
- Facebook posts can be less frequent (maybe 1-2 a day) and they should highlight only the most effective updates over that time
- Collect and gather several photos into a photo album – high quality imagery is key here (no blurry, out of frame/shot photos here)
- Respond to people's comments to posts
- Always tag the page of the organization you are posting about, and prominent speakers will likely have their own public pages as well. If not, post the organization that the speaker comes from (ex. Jeffrey Sachs -> The Earth Institute)

LinkedIn

- LinkedIn is an increasingly important social media platform, where posts are created with "quality" over "quantity in mind"
- They are distributed to a smaller, more personal network of connections however, if thoughtfully written, posts can have a deeper level of impact and provide an opportunity for connections to reach out to you directly
- The language should be professional – but those that are friendly, "down to earth" and tell a strong, personal story do best
- Limit posts to no more than one per day
- Adding a high-quality photo is very important
- The audience is the business world and we need to highlight the best highlights from the day – we do NOT want to be spamming our LinkedIn feed with multiple posts
- Ideas of things to post – accomplishments, summary of an event, policy promises, funding announcements, a story of professional growth / challenge, discussions that lead to any breakthroughs
- Only use one hashtag in the post, if any

- Don't forget to connect with the [GODAN Secretariat](#) on LinkedIn and tag us in your posts