



Using Social Media to Become an Advocate for Children

As a supporter of National UNICEF Day, you are an agent of change with the power to save children’s lives. With your knowledge, perspective and passion, you can also play an important role in amplifying UNICEF’s voice on social media. We encourage you to use social media to raise awareness of children’s issues, mobilize support for National UNICEF Day and build relationships with communities and influencers. We look forward to seeing how you will continue to use social media for social good!

Best Practices

Create a dialogue with our team

The first step to joining the conversation is becoming active members of our social media communities. Help by our sharing posts, commenting on posts and creating conversations.



@UNICEFCanada



UNICEF Canada



@unicefcanada



UNICEF Canada

Opportunities for engagement

Before you post, take the opportunity to listen to online conversations. See what is being posted and shared by UNICEF Canada and partners for a better understanding of content and tone.

We encourage you to post before, during or after National UNICEF Day on October 31. Below is a cheat sheet with useful messages that you can tailor as you like. Following each message, be sure to include an image or a video to see higher engagement. You can find multimedia and other resources online at <http://unicef.ca/OCT31>.

Channel	Sample Messaging	
Twitter	<ul style="list-style-type: none"> • Did you carry the orange box when you were a kid? It’s #NationalUNICEFDay www.unicef.ca/OCT31 • Happy #Halloween & #NationalUNICEFDay! Here’s how can you can help @UNICEFCanada and vulnerable kids everywhere: www.unicef.ca/OCT31 • We’re proud to support @UNICEFCanada & vulnerable kids around the world! #NationalUNICEFDay • Only a few more days until #NationalUNICEFDay! Will you join us in making a difference for kids? www.unicef.ca/OCT31 • We’re keeping a #Halloween tradition alive! Join us for #NationalUNICEFDay & make 	

	<p>October count for kids everywhere www.unicef.ca/oct31</p> <ul style="list-style-type: none"> • #TrickOrTreat Let's treat all children everywhere to a bright future! #NationalUNICEFDay www.unicef.ca/OCT31 • #NationalUNICEFDay started in the 1950s & had raised over \$100 million for kids everywhere. Help us keep it alive! www.unicef.ca/OCT31 • It's #NationalUNICEFDay - a CDN tradition! We're helping create lasting change for children. Join us! www.unicef.ca/OCT31 • How did you first learn about the value of giving? Was it with the #UNICEF orange box? #NationalUNICEFDay • Our school is stepping up to support #NationalUNICEFDay and kids in need! www.unicef.ca/OCT31 	
<p>Facebook / Instagram</p>	<ul style="list-style-type: none"> • Happy Halloween! Did you know that October 31 is also #NationalUNICEFDay? Our school is stepping up to help vulnerable children around the world! Join us by doing your part too www.unicef.ca/OCT31 • Trick or Treat! Let's treat all children everywhere to a bright future! Today is #NationalUNICEFDay and our school is proud to be supporting children in need around the world. Show your support too! www.unicef.ca/OCT31 • Our school is keeping a Canadian tradition alive! Since the 1950s, #NationalUNICEFDay has helped raise more than \$100million for vulnerable children around the world. Today, our students are joining the cause. www.unicef.ca/OCT31 	

Best Practices for Social Media

Start by listening

Observe how UNICEF Canada, organizations, brands, social media experts and influencers are posting and experimenting on specific platforms.

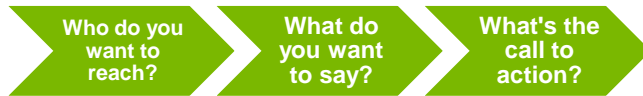
Identify your goals

Let your goals determine your strategies, tactics and approach. Also, consider specific and realistic outcomes when planning and posting. Do not expect posts to “go viral.”

Before launching campaigns, we consider our:



Before you post, ask:



Add value to conversations

Social media is a two-way conversation. To engage your community, share valuable content that enables a supporter to better understand the issue, relate to the cause, or appreciate how he/she can take action.

Also take the time to respond to supporters and conversations. You can make your community part of the story by issuing a call to action, asking questions and encouraging feedback.

Post interesting content that gets shared

Try to understand what motivates or drives your community. What do they like to post, consume and share? Communities will ask “What’s in it for me?” when they read posts, or when they are issued a call to action.

The following types of content work well on social media:

- Conversation-starters, facts, lists and ‘how-to’s
- Stories and articles that are impactful, emotive, humorous or nostalgic
- Images, graphics, info graphics or videos that are emotive
- Statements or quotes that reflect how a supporter feels about an issue

Be passionate, timely and engaged

By leveraging what is newsworthy and relevant, we can frame our story in a new way that resonates with supporters. Use trending topics and hashtags as opportunities for engagement.

Build relationships

Building relationships with your community can start by sharing content created by others, and thanking followers for sharing or commenting on your content. Try to balance between listening and speaking, sharing promotional messaging and non-branded information, and posting proactively and reactively.

Collaborate with Partners

Establishing reciprocal relationships with partners will help you to extend your network and maximize your message reach.

Identify Influencers

Influencers can have large online networks, be notable within your community, or be subject matter experts. They can be celebrities, bloggers, media outlets and decision makers. Work with

influencers whose interests align with UNICEF's to generate leads, drive support for campaigns, and grow communities. Tag/mention people and organizations by name to start your conversation.

Be respectful, responsible and use good judgment

Social media happens in real-time, but take a moment to think through your message, especially if the conversation gets heated, personal or controversial. When in doubt, ask yourself if UNICEF Canada would stand behind your post.

Addressing negative comments can be an opportunity to share correct and useful information. However, if the comment is not constructive it may be best not to engage.

Understand that “personal” and “private” are not the same

Any content shared via social media can be made public. If you chose to share a 'personal' message 'privately' (for example, via Twitter Direct Message), the recipient can post your conversation online.

Use the right tools

Consider using free online tools/apps (like Hootsuite, Tweetdeck) to schedule posts, monitor conversations or measure your social media impact.

Safeguard UNICEF's name

If advocating for UNICEF Canada, please respect UNICEF's values and non-partisan principles. You can also safeguard our brand by alerting us to any negative comments, online rumours or misinformation.