

## Social Media for UN Professionals

This course puts you on your way to developing a social media strategy and work plan that are relevant to your UN work.

**#Communication and advocacy #online #Up to 2 months #Virtual Campus #Social media #Knowledge management**

### Introduction

The course aims to boost the effectiveness of UN outreach and information-sharing. Social media offers real-time opportunities to engage with institutions and individuals worldwide, but also offers challenges in the UN in terms of language, style, real-time responsiveness and high levels of interaction with the general public.

It provides an overview of the many tools available and facilitates interactive discussions on the pros and cons of different tools for your specific situation.



**Where** ONLINE



**When** 12 Sep - 14 Oct 2016



**Fee** 1250 USD



**Duration** 5 weeks



**Enrollment deadline** 05 Sep 2016



**Contact** [learninglab@unssc.org](mailto:learninglab@unssc.org)



**Language** English

## Objectives

Upon successful completion of this course, participants will be prepared to:

- Develop and sustain a successful online brand;
- Achieve the right tone and authenticity for social media;
- Deal effectively with criticism;
- Build a leading and inspiring online personality;
- Manage crises;
- Build and maintain networks;
- Stay up to date on emerging tools;
- Measure and report on success;
- Modernize the UN online business language.

## Course Contents

**Topic 1: Branding** (The importance of online branding; Authenticity and the challenges of finding your voice, both as an individual and as an individual representing the UN; Transparency and the experience of companies adopting Open Business as a way of working; Dealing with online criticism to minimise the reputational damage of any attacks).

**Topic 2: Influencing** (Building and maintaining networks for online influence; Identifying key people in your field of interest and learning what motivates and interests them; Online Leadership and ways of inspiring and motivating people online; Crisis Management)

**Topic 3: Learning** (How to maximise your learning on the web, by finding relevant information and discarding others, by connecting with smart people and learning from them; Ecology of platforms and tools available and how to decide on the right mix for what you want to achieve)

**Topic 4: Reporting** (What metrics matter?: How to measure your activity and convey its worth to you manager or your wider organization; connecting your organizational priorities and your online activities; Using plain, direct language to describe what we do)

## Course Methodology

This course is delivered entirely online in both synchronous and asynchronous modes. It combines webinar learning with self-paced components.

The webinar learning consists of weekly instructor-led online sessions, conducted in the Adobe Connect platform with toll and toll-free numbers for the audio component. No special software is required; participants only need an internet connection and a telephone to participate. One live session will be facilitated by a senior UN official who will address UN Policy Guidelines on Social Media Use within the United Nations System.

The self-paced components and discussion forum for each week of the course are designed and structured on UNKampus, the Staff College's Learning Management System.

## Target Audience

UN communications officers, project managers, program managers, and other staff interested in leveraging social media to achieve goals.

## Cost of participation

The course fee of 1,250 USD covers full participation in the online course.