

Asia Pacific
Civil Society Forum on

BEIJING+20

14-16 November 2014
Bangkok, Thailand

SOCIAL MEDIA TOOLKIT

The Asia Pacific Civil Society Forum on Beijing +20 will take place in Bangkok, Thailand from 14 to 16 November 2014. There will be a Media Working Group in-charge of distributing and disseminating information about the goings-on, discussions, and statement outcomes during the duration of this event.

For those who would like to keep abreast of what's happening via social media, this Social Media Toolkit provides information on how CSOs could monitor and update themselves about relevant news and information about the APCSO Forum.

Objectives of the Social Media Toolkit:

- To show the various ways CSOs could get updated on the latest news, announcements and discussions happening at the APCSO Forum
- To disseminate pertinent links containing news, articles, podcasts, websites and relevant information in connection with the APCSO Forum
- To encourage social media followers to share these relevant and pertinent information to their respective followers or networks
- To encourage CSOs to join the online discussions and share their own relevant information in connection with the APCSO Forum

Social media tool number 1: Facebook

Purpose: links sharing, photo archiving, video archiving

APCSO Facebook page: <https://www.facebook.com/apcsob20>

The APCSO Facebook page is intended to provide the relevant links to news, announcements and articles coming from the CSO Steering Committee and the Media Working Group covering the event on the ground.

The Facebook page will also be a repository of all the photos taken during the event. These photos will be arranged per day/session and will be made available by

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the end of each day. CSOs following the page are welcome to tag, download and share these photos to their networks.

The Facebook page will also serve as a repository of any related audio/video podcasts that will be made during this event.

Social media tool number 2: Twitter

Purpose: links sharing, onsite reporting (livetweeting)

APCSO Twitter: [@apcsob20](https://twitter.com/apcsob20)

The APCSOTwitter, similar to the FB page, is intended to provide the relevant links to news, announcements and articles coming from the CSO Steering Committee and the Media Working Group covering the event on the ground.

The Twitter account will be the live onsite report repository as the account handlers do livetweeting duties in the duration of the forum.

The Twitter account will also retweet and circulate pertinent information from the CSOs participating in the event. It is requested that this Twitter account be tagged if there is a request for a retweet so it could be seen easily by the account handlers.

Social media tool number 3: #APwomen

Purpose: information tracking

The identified event hashtag for the APCSOTForum is #Apwomen. It is requested that whenever a blog, tweet or FB post is made in connection to the forum, this hashtag should always be added to provide easier tracking of discussions and information within the duration of the event.

Social media tool number 4: Storify

Purpose: information archiving, tracking summary

APCSOTStorify page: <https://storify.com/APCSOTForum>

A Storify page will be set up to track all the #APwomen hashtag tweets of people who participated in online discussions.

The Storify page will feature a daily roundup of the best tweets and shares on Facebook and Twitter so people could see the extent of the participation of followers and to track the extent of the hashtag impressions on Facebook and Twitter.

For further information visit:

<http://bit.ly/apcsob20>

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