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ASSOCIATION OF PAKISTAN**

**SOCIAL MEDIA GUIDELINES**

Social Media is a fun and easy way to connect with other people who care about the same issues you do. The more active you are on social media, the more effective your Campus Chapter will be in growing its network and spreading the UN's message to the community.

**Facebook Best Practices.**

Youth Members will be required to repost UNAP Facebook posts. Creating Social Media Awareness amongst the Facebook users is one of the most essential tasks.

**1. Engage with your audience.**

- Ask questions. Respond to people. Give them a strong call to action.
- Make sure your talking with people not at people
- Share what students on your campus are doing too! It should be a two-way conversation, so don't only promote your own work.

**2. Highlight UNAP events.**

- Facebook is a great tool to use for inviting people to your events.
- After your event, create a Facebook gallery and share photos with all your friends, fans, and partners.

**3. Keeping the page active, especially before and after events, or other times when people are most likely to visit.**

- Don't forget to keep up-to-date profile and cover photos!
- Have more than one administrator to the page to help keep it running throughout the school year.



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**Instagram Best Practices**

- UNAP Youth members are required to repost UNAP Instagram posts as stories.
- Tag people or organizations relevant to your posts.
- Use hashtags.
- If the photo is blurry, confusing, or boring, it's best to wait for a strong photo.
- Engage with your followers.
- Pay attention to what other people "like". The more you know you're your audience the higher the chance is that you can engage.

**LinkedIn Best Practices**

- UNAP Youth Members are required to follow the official LinkedIn page.
- LinkedIn posts are to be professional in manner and written to target masses.
- Use hashtags and attention-grabbing phrases
- Pay attention to recruitment season to avail opportunities

**When to Repost**

- Ideal: Facebook/ Instagram – once a day;
- Limited time: Facebook/ Instagram –3-4 times a week;
- Make sure you're reposting at primetime. E.g 8pm-9pm or 6pm-7pm or 8am-9am



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**You've built a strong network of supporters and influencers. Now what?**

- Create a digital calendar.
  - Mapping out your month or year ahead of time will help your Campus Chapter take advantage of key opportunities, i.e. UN Day, International Women's Day, the UN General Assembly
- Don't be afraid to ask for others' help!
  - It's extremely effective to send friends, partners, and fellow organizers sample.
- Look at your metrics and measure success.
  - Using social listening tools like Topsy, TweetReach, Facebook Insights or Youtube Analytics will help you see how your audience is interacting with your message.

