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 APCSO Twitter, 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 APCSO Forum 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
APCSO Storify page: [https://storify.com/APCSOForum](https://storify.com/APCSOForum)

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:**

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