

SOCIAL MEDIA TOOLKIT



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Become an influencer of pro-environmental change!

Social media provides an important platform to create awareness on environmental issues and enhances capacity building and social mobilization related to pro-environmental action around the world.

This toolkit aims to provide some basic guidance and tips on how to create informative and visually appealing social media content with little resources at hand. It is targeted for people who are largely unfamiliar with social media and want to acquire some practical knowledge and skills to engage on these platforms.

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2. GUIDELINES AND GENERAL TIPPS FOR SOCIAL MEDIA CONTENT CREATION

Content

- General considerations
 - All content needs to align with organizational priorities and values
 - UNEP is a science-based organization, so it is important to make all content substantiated by evidence and data
 - Provide sources for content if possible
 - Tipp: You can include the source in the text “The @IPCC Sixth Assessment Report shows that” Or you indicate the source at the end of your post text
E.g. “Source: @UNEP” or “IPCC Sixth Assessment Report”
- Copyright of Images and Videos:
 - Carefully review the images being borrowed to determine the conditions of use. Please note that many photos with Creative Commons licenses still have restrictions on their use. The burden is on the author to ensure there is no copyright violation.
 - Overall, when using a photo or producing a video including high-resolution pictures credits for all photos need to be provided
 - E.g. John Smith, via Unsplash.com OR John Smith / Unsplash.com
- Usage of logos:
 - Be familiar with the respective logo guidelines and the visual construction of project logo combinations
E.g. The ACP MEAs Logo should not be placed on a background other than white, nor should it be resized unproportionally, skewed, rotated or a shadow added
- Creating a coherent and clear social media presence
 - Brand: Awareness of the Vision, Mission and Core Values of your “Brand” and what you want to convey with your design
 - Coherence in design: Colors, Font, Font Size

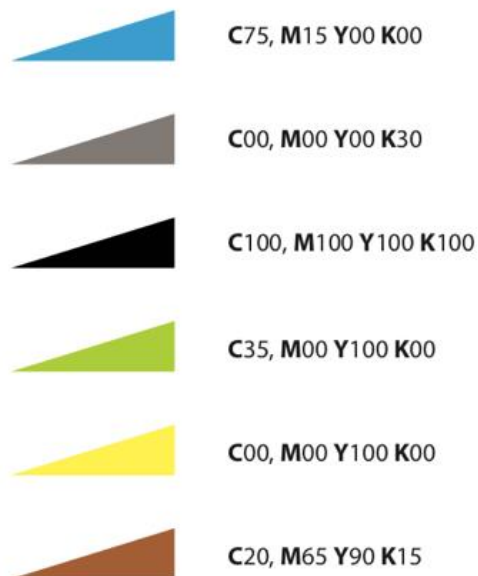
→ Tipp: Decide among the team on certain colors, fonts etc. that represent the core vision, mission and values of the brand and stick to those. When it comes to the creation of conventional social media posts, do not mix too many sizes of headings vs subheading.
 - # tag: Identify commonly used #hashtags or come up with your own representing your organisation’s core values, mission and vision and use them coherently
 - @ tag: Tag partners directly in the image or within your text (e.g. In collaboration with @UNEP we organized...) to enhance capacity building in relation to dissemination of content

→ Find information on the difference between #tag and @ tag [here](#)

- Practical Tipps:
 - In what format images can be saved without losing quality depends on whether they are Vektor vs Bitmap graphics (You can find further information on this in [Chapter 5](#))
 - Bitmap graphics can be saved as PNG
 - Vector Graphics can be saved as PDF
 - Transferring data (to colleagues) without losing any quality
 - WeTransfer (An open-source, internet-based computer file transfer service)
 - Recommendation on posting time & amount: post with regularity and [during the hours of the day when your users are the most active](#)

ACP MEAs 3 Programme:

- Font: Roboto
- Colors: Usage of colors which evoke the essence of the brand values such as integrity, professionalism, and accountability, which are usually dark and powerful and are referred to as “corporate” or “big business” colors. Also included are those that are representative of diversity, visibility, inclusivity, and sustainability which are usually softer but louder colors embracing biodiversity, earth tones, and social vibe.



- ACP MEAs Social Media Account Names:

Twitter: @MeasAcp

Facebook: @MeasAcp

Instagram: @MeasAcp

LinkedIn: @ACP MEAs Programme

Youtube: @ACP MEAs Programme

Hashtag used: #ACPPlanetPartnerships

→ Please tag the ACP MEAs Programme if your posts are related to the programme

3. OVERVIEW OF SOCIAL MEDIA PLATFORMS AND HOW TO USE THEM

There is a quantity of popular social media platforms. Here you find a list of social media platforms commonly used by UN and partners and some tips enhancing the usage of these platforms.

Facebook:

- Find more information on how to launch a Facebook account [here](#)
- Find tips on how to create Facebook posts [here](#) and how to maximise engagement [here](#)
- Facebook allows cross-posting [from Instagram](#)
- To expand your follower base, [here](#) are some tips from the business sector. If you are looking to raise funds, make sure to include a budget for “social media promotion”. [Advertisement and promotion](#) are an [important and sometimes essential](#) part of growing your Facebook presence

Instagram:

- You can find more info on how to launch an account in [this tutorial video](#)
- You can learn more about Instagram and its algorithm [here](#)
- Successful content creator use gorgeous artwork and thoughtful design to promote their message through [activism](#). If your visual identity is more text based, create eye-catching slides in similar designs, so your audience can easily identify your content. You can find inspiration by following this [link](#) or searching on Instagram hashtags such as #activism or #artivism

Twitter

- Find more information on how to start your account [here](#)
- You can use Twitter in various ways:
 - The leader: Make your voice heard on Twitter by sharing your opinion and getting reposted by your followers. If your posts or the [hashtags](#) that you use start trending, they will be shown to other people browsing Twitter and looking for new topics. You can also start a discussion and invite other opinion leaders to join.
 - The expert: Get in touch with other experts and organizations in similar areas and exchange knowledge, best practices and opportunities or join existing discussions.
 - The mediator: Interact with opinion leaders, build your network and create connections between various stakeholders and partners.
- [Here](#) you can get more insights on how the Twitter algorithm works and how you can make it work for you
- Since a tweet is limited to 280 characters, it is all about providing short and concise information while being [interesting and engaging](#) your followers

Youtube:

- [Here](#) are some practical tips for the recording process

- Make your content accessible: When uploading, remember to make use of tags and thumbnails. Using a lot of different tags will help promote the video, while using tags that are misleading will decrease the average watch time.
- The more you interact with other people through the platform, the higher your visibility will be. [This](#) will help you to use all the resources YouTube provides in that respect.

[TikTok](#)

- This platform hosts a large community of young people interested in [environmental preservation](#)
- Here you can find out more on [eco-creators](#) and the [EcoTok](#) community on TikTok
- For more information on how to grow your TikTok outreach, read [this guide](#) or watch this YouTube [video](#)

[LinkedIn](#)

4. VIDEO CONTENT CREATION

Possible Social Media Video Formats for that can be created with little resources:

- Question and Answer (Q&A) Video
 - Q&A Videos can be recorded only by one or more people
 - E.g.: When recorded with only one person you can write the question on a plain background and in the next sequence of the story you record yourself answering the question - then, the next question will be shown, and then again your answer in a video...
 - Alternatively, you can make a Q&A with a partner where one is asking the question and another person is answering it. This can be also recorded separately without the need to be physically together.
- Follow me around video
 - This is a good format to provide the audience with insights of your work "behind the scenes".
 - E.g.: You can take the audience on your way e.g. to work, meetings, showing them around at the initiatives you are doing. You thereby film different scenes while commenting on it with an accessible device such as your phone
- Solo Show
 - (= Filming yourself while talking on a certain topic)
 - Tipp: Place yourself next to a window (you facing the window) so that you have natural light in your face
 - Try to center yourself in the middle of the picture while having a neutral background or a background that fits the message of the video

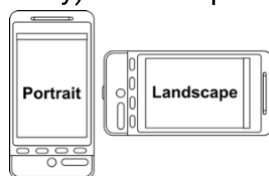
- Illustrative Video
(= Video where different scenes, images and music are cut together)
 - This is the most difficult and time expensive option but there are several video cutting programs that facilitate this type of video production

→ To make enhance the visual attractiveness of the videos you can cut different scenes or images together and include music or visuals by [using video-editing tools](#).

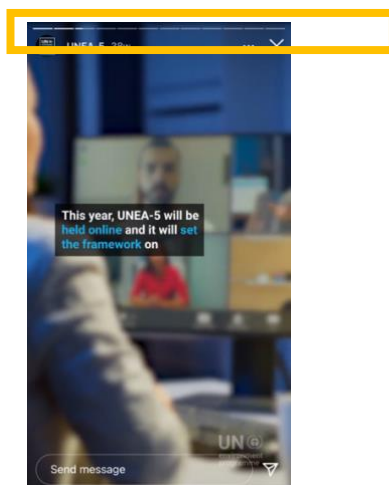
→ You can find more video inspiration on [Branpoint](#). Most of these videos can be created in more simple ways by using your phone's camera and no underlying music or text.

Filming Format Technicalities

- Format
 - Video for Instagram & Facebook Story: Portrait mode
 - Video for Instagram, Facebook, YouTube, Twitter and LinkedIn (Not for story): Landscape



- Length
 - Instagram Story: 1 video sequence: max 30 seconds, video can be played in multiple sequences
 - Personal suggestion: not exceed a total of 14 video sequences
 - Instagram Reels: up to 60 seconds
 - Video for Instagram & Facebook: there is no limit
 - Personal suggestion: max. 4-5min
 - Video for YouTube: no time limit



→ These are video sequences. In total this Instagram story has 12 video sequences.

5. IMAGE CONTENT CREATION

Format:

- Posts can include written text: try to keep it short, concise, no information overload
- Posts can include photos, quotes, graphics, bullet points etc.

Choice of visuals/images:

- Include a fitting photo or create visuals illustrating the content

Social Media Post Format Idea 1:

One big image and content/key message written in the comment underneath the image



Social Media Post Format Idea 2:

Concise information is accompanied by illustrations (e.g. created by Canva) in one image



Visual Format Technicalities

- Vector vs Bitmap graphics:
 - Vector graphics are constructed using mathematical formulas describing shapes, colors, and placement
 - Advantage: if created in the right programme, it can be increased without losing quality (cannot get pixelated)
 - Examples of vector graphic formats: PICT, EPS, and WMF as well as PostScript and TrueType fonts
- A bitmap graphic is created from rows of different colored pixels that together form an image (e.g. a photo)
 - Once increasing a bitmap graphic, it can lose quality by getting pixelated
 - Examples of bitmap graphic formats: GIF, JPEG, PNG, TIFF, XBM, BMP, and PCX as well as bitmap (i.e., screen) fonts

6. OPEN RESOURCES AND TOOLS TO CREATE CONTENT

Tools to Create visually Appealing Social Media Posts

- [Canva](#)
 - This is a website where you can create posts and find a variety of photos and visuals
 - Tip: Those without the crown sign are free to use
- [GlobalConscience.world](#)
- Instagram and Facebook
 - When creating a post, Instagram and Facebook provide a variety of settings and tools to create a post
 - E.g. Once you create a story, Instagram provides you with a variety of tools and design options within the Instagram story settings e.g.: different fonts, colors and options to create a shoutout, poll, question, quote, donation, countdown or quiz.

Sources for Images and Videos

- For UN-related social media campaigns, you are free to use photos by the UN that can be found on the following websites:
 - Carefully review the photos being borrowed to determine the conditions of use. Not all images are free to use.



UNEP Digital Library



UN Photo



Grid-Arendal



Unsplash



Pixabay



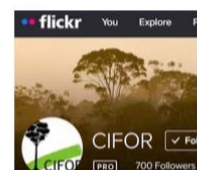
Pexels



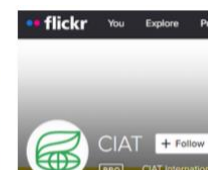
UNEP Flickr



NASA



Center for International Forestry Research



International Center for Tropical Agriculture

- For UN-unrelated content the following websites contain images which are mostly free to use:
 - Carefully review the photos being borrowed to determine the conditions of use. Not all images are free to use.
- Unsplash
- Pixabay

- Pexels
- Flickr
- Canva

Sources and Tools for Video creation

- Sound
 - Freesound
 - GarageBand
 - YouTube:
 - If you create a video for YouTube, you find sound tracks in the Creator Studio on YouTube (music mediathek in channel), there you can download from YouTube music
- Open-source Video editing programs:
 - IMovies
 - Final cut



ACP MEAs Programme

The ACP MEAs is a joint UNEP- EU-FAO-OACPS partnership programme. It aims to build the capacity of 79 countries in Africa, Caribbean, and the Pacific to fulfil their obligations to multilateral environmental agreements. Phase III (ACP MEAs 3) of this programme is being implemented in Africa by the African Union Commission (AUC), Abidjan Convention and Nairobi Convention, in the Caribbean by the Secretariat of the Caribbean Community (CARICOM) and Cartagena Convention, in the Pacific by the Secretariat of the Pacific Regional Environment Programme (SPREP). The European Environmental Bureau (EEB) is the civil society partner.

