



HOW TO ... give the heads-up on MY World website going live!

The United Nations and partners have teamed up to put in place an innovative global survey, known as MY World, (MW), where citizens have the opportunity to participate in the post-2015 process by voting on the changes that would make the most difference to their lives. The global survey is now live and **starting 21 December, we encourage UN agencies and partners to begin introductory promotion of the survey to their respective social media networks.** The official launch of MY World will occur in mid-January.

What is MY World?

➤ MY World is an options survey asking individuals which six of sixteen possible issues they think would make the most difference to their lives. The issues cover the existing MDGs, plus issues of sustainability, security, governance and transparency. The results of MY World will be delivered to members of the High-level Panel, who will submit their recommendations to the Secretary-General in May 2013.

Updates

- MY World is now available online through www.myworld2015.org. Countries hosting national post-2015 consultations can input promotion of MY World in their communications plans for post-2015 events. However, the global launch of MY World is scheduled for late January 2013. At that time, a comprehensive communication toolkit will be available.
- **The survey** will soon be available in all six UN official languages. Citizens will also be able to participate in this survey through **mobile technologies** such as SMS and IVR (toll-free phone numbers) **from January 2013.**

Why an online/social media action now for MY World?

- To invite all partners, and UN agencies to inform followers and readers about MW, and the online survey which is now live at www.myworld2015.org in English, Spanish, French, (and Russian and Chinese a few days later).
- We want to ensure consistency and coherence in the messaging in this crucial initial stage of MY World communication.

The aim is to explain the initiative clearly and encourage the people to begin answering and sharing the survey. Through MY World, individual citizens have an easy entry point into the post-2015 debate and their voices will be shared with global leaders through this easy-to-use initiative.

Starting 21 December, you are encouraged to:

1. Post a short piece explaining MY World on your respective websites

Please see example of suggested web post at the end and reference the attached MW overview for more information and messaging on MY World.

2. Share MY World through your social media accounts

On the **21 December**, we suggest that messages be posted on your respective Facebook and Twitter profiles in order to share MY World with your networks. These are some examples of messages:

Introductory messages for Twitter:

Message 1: MY World is the first global survey by the UN & partners for a better world. Vote for your priorities at myworld2015.org #MYWorld2015

Message 2: The UN & partners want to hear from YOU. Join citizens worldwide and vote for the world you want at myworld2015.org #MYWorld2015

Message 3: With #MYWorld2015, join citizens across the globe. Vote to support our planet & combat poverty at myworld2015.org

Introductory message for Facebook:

Message 1: MY World 2015 is a global survey by the United Nations & its partners. Vote for the changes that what would make the most difference to your live and help us build upon the progress made on the Millennium Development Goals so far: www.myworld2015.org.

3. Share MY World with online opinion leaders & blogs

Send a short heads-up message about MY World (see overview attached) to people who influence online communities, specialized bloggers, sites etc, and ask them to join this launch.

And...Remember

- ✓ Always keep the **#MYWorld2015** hashtag, although can also add #worldwewant2015 and #post2015
- ✓ You can point people to MY World website, linking from your own site

Example of MY World web story

(will be posted on 21st December 2012 on UN Millennium Campaign site www.endpoverty.org)

The UN and partners present MY World website

The United Nations and partners have teamed up to put in place MY World, an innovative global survey to encourage people's participation in the process of defining the next set of global goals to end poverty. From today, people throughout the world can access MY World at www.myworld2015.org and vote for the changes that are important for them.

MY World is an options survey that asks individuals which six of sixteen possible issues they think would make the most difference to their lives. The sixteen issues cover the existing MDGs, plus issues of sustainability, security, governance and transparency.

The first phase of MY World has been completed and, from today, people can access MY World at www.myworld2015.org and vote for their priorities for the next development agenda. The survey will be also available through mobile technologies such as SMS and IVR (toll-free phone numbers) and paper ballots in late January 2013 to ensure maximum outreach, particularly to reach out directly into communities and draw the digitally disconnected, illiterate and poorest communities into the global debate.

Since they were adopted in 2000, the Millennium Development Goals have made a huge impact in the lives of millions of people. However, as the 2015 deadline approaches we must work together to agree on a new development framework to build on the progress and confront the persistent challenges facing people and planet.

MY World will provide a simple entry point for individual citizens across the world to participate and make their voice heard about their priorities for post-2015, and also offer the possibility for greater engagement through www.worldwewant2015.org.

Results from MY World will be submitted to the Secretary General's High Level Panel on Post-2015 (Hyperlink here to <http://www.un.org/sg/management/hlppost2015.shtml>), to the Secretary General of the United Nations and global leaders as they prepare the next development agenda in the run up to 2015.

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