**Beyond**2015

**Tweet Guidelines for Intergovernmental Session 19-23 January**

**English**

January social media #takestock2015 push

**Objectives**

• To push negotiators ahead of first round of talks on the 19th-21st January to acknowledge what is at stake in coming to an agreement.

• Create a comprehensive list of Twitter handles for national missions, key influencers and opinion formers for use in targeted social media throughout the year.

• Monitor pick-up of tweets to inform social media strategy for the rest of the year.

**Targets**

• 25 missions tweet with the hashtag #takestock2015 or retweet B2015 tweets.

• Ensure tweets are sent to specifically (where accounts exist): South Africa, Brazil, India, Mexico, Indonesia, Egypt, European Commission, Hungary, Uganda missions from at least 10 different sources.

• Tweets are sent to Kenya (government Twitter account) and Ireland as co-facilitators, to encourage them to lead the first set of talks with vision and ambition.

**Tweets**

**General stocktaking tweets (16 Jan)**

1. Huge numbers of people and CSOs have participated in framing the #Post2015 agenda. #takestock2015 @X: do not let them down! #beyond2015

2. #Post2015 success means an agenda that can be implemented. #takestock2015 @XX and take action for people and planet #beyond2015

**To Donoghue/Kamau (16 Jan)**

3. Dear #Kenya / Dear@irishmissionun: Let’s end poverty and ensure member states #takestock2015 & agree a #Post2015 agenda that leaves no-one behind. #beyond2015

**General tweets (19th Jan)**

4. Today’s the day! @XX: please #takestock2015 and make sure equality is at the center of the #Post2015 agenda #beyond2015

5. Please make sure no-one is left behind! #takestock2015 today and ensure no #Post2015 target is considered met unless met for all #beyond2015

**Planet tweets (19 Jan)**

6. @X: There is no choice between people & planet in the #Post2015 agenda. #takestock2015 #beyond2015
7. #takestock2015 @X of what is at stake for the planet: commit to meeting the needs of the poorest and tackling overconsumption #beyond2015
8. #Post2015 agenda is for all of us. #takestock2015 @X: commit to Common but Differentiated Responsibility #beyond2015

**People tweets (20 Jan)**

1. #takestock2015 @XX you can ensure we end poverty in our generation! Commit to a #Post2015 agenda that leaves no-one behind #beyond2015
2. #takestock2015 @X: will you make sure no-one is left behind? Please ensure equality is at the center of the #Post2015 agenda #beyond2015
3. #takestock @xx: change the course of development - ensure no #Post2015 target is considered met unless met for all people #beyond2015

**Participation tweets (21 Jan)**

12. #takestock2015 @xx: change the course of development - ensure no #Post2015 target is considered met unless met for all people #beyond2015

13. #takestock2015 @X: continued civil society participation before & after the #Post2015 Summit is the only path to success #beyond 2015

**TWITTER HANDLES FOR UN MISSIONS**

**Africa**

1. @GovNigeria

2. @UgandaMissionNY

3. @RwandaUN

4. @CotedIvoire\_UN

5. @Eritrea\_UN

6. @ZambiaUN

7. @Ethiopia\_UN

8. @SLUNMIssion
9. @\_AfricanUnion

10. #Kenya

**Asia**

1. @IndiaMission2UN

2. @PakistanUN

3. @ThailandUN

4. @MVPMNY (Maldives)

5. #Bangladesh

6. #Cambodia

7. @indonesiaunny

**Europe**

1. @UKUN\_NewYork

2. @NorwayUN

3. @LuxembourgUN

4. @LithuaniaUNNY

5. @NLatUN

6. @Denmark\_UN

7. @IcelandUN

8. @RussianUN

9. @CyprusUN

10. @georgiaUN

11. @SLOtoUN (Slovenia)

12. @PLinUN (Poland)

13. @TurkeyUNGeneva

14. @irishmissionun

15. @AlMissionUN (Albania)

16. @FinlandUN (Finland)

17. @SwedenUN

18. @ItMissionUNNY (Italy)

19. @GermanyUN

20. @franceonu

21. @FinlandUN

22. @Denmark\_UN

**South America**

1. @CancilleriaPeru

2. @Brazil\_UN\_NY

3. @BelizeMissionUN

4. @ElSalvadorUN

5. @MexOnu

6. @ColombiaONU

7. @BoliviaUN

8. @ChileONU @GobiernodeChile

9. @GuatemalaONU

10. @CELAC

11. @cepal\_onu

**Middle East**

1. @UAEMissiontoUN

2. @IsraelinUN

3. @AfghanMissionUN

4. @LebanonUN

5. @Yemen\_MissionNY

6. @Palestine\_UN

7. @UNLibya

8. @IraqUN

9. @JordanUN

**Pacific**

1.     @AustraliaUN

2.     @samoagovt

3.     @ThomsonFiji

4.     @AMBMoses (ASIDS)

**Others**

1. @NZUN

2. @CanadaUN @CanadaONU

3. @USUN