

**UNHCR ANNUAL CONSULTATIONS WITH NGOS**  
**3 – 5 JULY 2019**

International Conference Center Geneva

**DISCUSSION PAPER**

**Title of session:** Using Social Media To Drive Change

**Date:** Wednesday, 3 July 2019

**Time/Room:** 16:00 – 18:00 Room 2

**Executive Summary:**

IFRC and UNHCR's senior social media officers co-host a lively interactive session on how NGOs and UNHCR can combat hate speech and disinformation about refugees and displacement issues on social, and inspire compassion.

The session will start with presentations from Gisella Lomax, Head of Social Media at UNHCR and Dante Liconi, Head of Social Media at IFRC, who'll walk you through their organisation's social / digital strategies and share their tactics, using recent case studies.

Part two of the session focuses on the 'new power' of social media and why it is the biggest tool available to us to change attitudes and mobilise action. We'll discuss ways NGOs and UNHCR can collaborate to use our respective influence, insight and stories on the world's biggest platforms to change the narrative, inspire empathy and drive action.

Part three of the session looks at practical ways to engage audiences and communities at the global, national and grassroots levels. We'll offer advice and opportunities on how to do this, and consider with you how UNHCR can better nurture and amplify our NGO community on the world's biggest platforms.

**Concept Note:**

Background and link to the theme [see Concept note for the overall theme for reference]

Objective(s) of the session [Development of the executive summary provided for the detailed agenda]

engagement – The head of social media at UNHCR and its partner organisation IFRC (TBC) will each give a short case study about how we can have the greatest chance at making change, when we pull together. Social media is designed for movements, and together with our NGO partners, we can use different tactics and our distinct audiences and influence to reach people across the world and inspire action. Two 15 minute presentations on social media

strategy at UNHCR and IFRC respectively, at the global, national and grassroots levels, with top tips and opportunities for how NGOs can better engage with UNHCR on social and in turn how we can support you.

The session will be followed by a Q&A on how NGOs can work with UNHCR to meet their communications objectives in the most public-facing of all media – social media.

communities – a lively discussion on how to nurture our NGO community on social - possibly looking at Facebook groups in future – we'll get input and ideas from NGOs here.

Desired outcome of the session: NGOs and partners are inspired and motivated to engage with UNHCR social media – both in terms of our content and campaigns – hearing about opportunities and also having the chance to give UNHCR feedback and ideas from their perspective. Follow-up will be by email, sharing UNHCR's global social media Trello board, stocked with evergreen and ready-to-use multilingual social content on all areas of our mandate, and guidelines, as well as opportunities for event/news/advocacy-based engagement in future.

Methodology & choreography – Keynote by the Head of Social (Gisella Lomax) with presentation - 15 minutes) followed by Q&A by Pigeonhole. TBC – session to be introduced by Melissa Fleming, Spokesperson for the High Commissioner and Head of Communications. Gisella to moderate the Q&A, using Pigeonhole.