

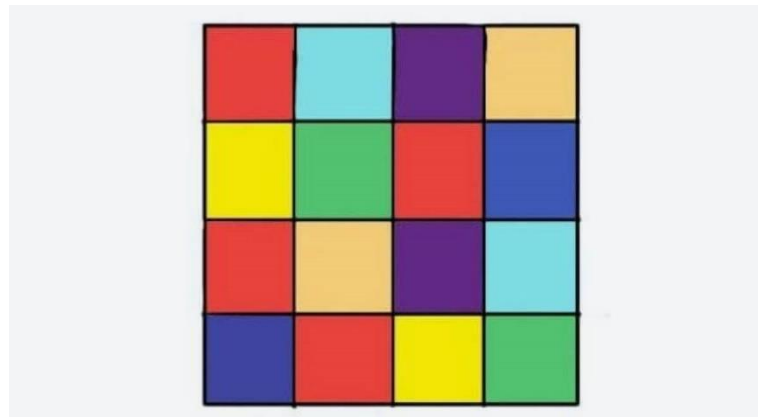
# How to use and control your social media image

WOAH Regional Workshop for Focal Points of Communication in Asia and the Pacific  
26 – 28 Nov 2024, Putrajaya, Malaysia

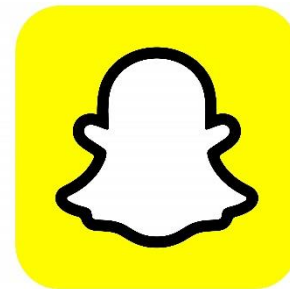
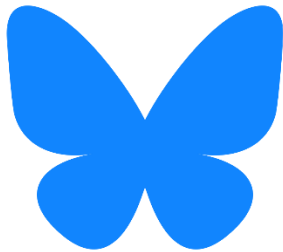
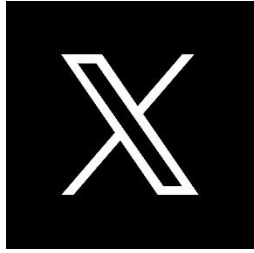
David Cole  
Public Information Officer for Asia  
and the Pacific, UN Environment  
Programme

# What is social media?

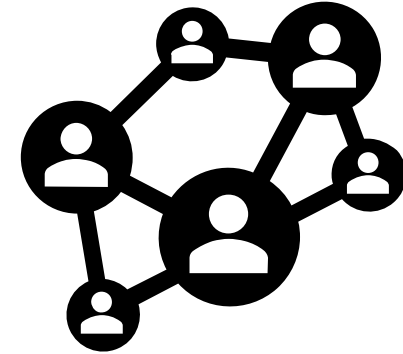
“Websites and applications which enable users to create and share content or to participate in social networking”



# Social platforms and trends



# Advantages of social media



# Pitfalls of social media



Digital paper trail – privacy settings and deleting content cannot save you from a screen shot



Just text can mean no context, audience can misinterpret tone




# Social media content

**UN Environment Programme** @UNEP · 5h

Follow UNEP's live blog for a close-up view of each day's #PlasticsTreaty developments from Busan. #INC5 is where global action to end plastic pollution is taking shape—get the latest here: [unep.org/spotlight-chem...](https://unep.org/spotlight-chem...)



INC-5 Live Updates



**unep** Original audio

**unep** As economies grow, expanded transport requirements are resulting in an increase in greenhouse gas emissions, which are harmful to the health of people and the planet.

UNEP works to break the link between increased unsustainable mobility options and increased emissions. By promoting low- and no-carbon transport options, benefits include reducing pollution, creating jobs, making streets safer, improving infrastructure, and boosting local economies.

As a key partner in major global transport initiatives, UNEP focuses on areas like fuel efficiency, reducing harmful air pollution, and better infrastructure.

#SustainableTransportDay

1d

1 day ago

Add a comment...

**UN Environment Programme in Asia Pacific**

November 18 at 2:11 PM

The 2024 Review of Climate Ambition in Asia and the Pacific is now available. This **United Nations ESCAP-UN Environment Programme** report provides recommendations on how countries in the region can drive #ClimateAction to achieve the goals of the Paris Agreement. Learn more via the link below.

#COP29



UNESCAP.ORG

2024 Review of climate ambition in Asia and the Pacific : from ambitions to results sectoral solutions and integrated action

# Content best practices



*Short  
and  
Sweet*



World Organisation  
for Animal Health  
Founded in 1924

# Matching expertise to platforms

LinkedIn – More technical, deep dives

X or Bluesky – Highlights, news

Whatsapp or Telegram – News

TikTok – Educational, engaging

Facebook – Groups

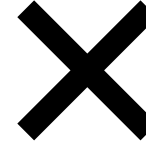
Instagram – Visual, not political



# Do's and Don'ts



- Identify yourself and any affiliation
- Engage with human users
- Share valuable updates
- Respect other viewpoints
- Credit photos and videos



- Post information without verifying the source
- Respond to trolling
- Saturate your copy with acronyms

# Questions?



# Thank you