



radian6

International Women's Day - UNDP brings the conversation online

THE CHALLENGE

The United Nations Development Programme (UNDP) is the United Nations' global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. UNDP is on the ground in over 170 countries and territories, working with them on solutions to global and national development challenges.

International Women's Day is a very important day for UNDP. It gives the organization the chance to reach out to people around the world and share in conversations about women's empowerment. This year, on March 8th, International Women's Day celebrated its 100th birthday and UNDP thought this would be a good opportunity to start trying to map out their online community and better understand who their stakeholders are and which social media sites they like to use.

THE APPROACH

UNDP chief Helen Clark celebrated International Women's Day with a live Twitter chat, participants were encouraged to send their questions or comments about how they could empower women and achieve gender equality as a way to fight poverty and promote good governance. The questions ranged

from, "how can we achieve universal girls' education", to "is microcredit a useful tool to empower women?"

"I can think of no better way to spark conversations around the globe on ending gender inequality than through the dynamic use of social media," says Helen Clark. "These networks are an incredibly powerful advocacy tool to educate and interact on the challenges and opportunities we face, and to work together to address them."

THE RESULTS

International Women's Day was a huge success. UNDP was able to find out more about which members of their community were active on social media channels, which channels they were using, and when the conversations were happening. On that day, there were over 200,000 posts related to International Women's Day, 80% of these conversations were happening on Twitter, with the rest happening on blogs and Facebook. This insight allowed UNDP to identify 17,000 activists on Twitter and 600 on Facebook. It means that UNDP now knows who the key activists are on these issues and they can now reach out to these people and start building stronger relationships.

Social media gives people the power to tell their stories and it lets UNDP join these conversations and help affect positive change.

