TEEB Country Studies
Media Training

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“We don’t have a choice whether we DO social media, the question is how well we DO it”
The Social Media Revolution Video
https://www.youtube.com/watch?v=AikUFAGzCuc

IS SOCIAL MEDIA A PASSING CRAZE?
Social Media

We no longer search for the news, the NEWS finds us

* Journalists are increasingly scouring social media for story ideas and quotes

* Policy Makers, Universities and Research Institutes are fully involved in Social Media

* Research our stakeholders’ behaviour: language, tool, usage, time...

* Make science accessible, ask for collaboration and... Funding!

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Main Social Media Networks

Twitter
- Microblogging site that limits each post to 140 characters
- Largest penetration in the US
- 5,700 tweets happen every second
- 1 billion active users

Facebook
- Social sharing site that has 1 billion users worldwide
- Largest opportunities
- Communicating with consumers in a non-obtrusive way
- Users share 2.5 billion pieces of content each day

Instagram
- Social sharing site all around pictures and now 15 second videos
- Many brands are participating through the use of #hashtags and posting pictures consumers can relate to
- Most followed brand is

Google+
- Social network built by Google that allows for brands and users to build circles
- Not as many brands active, but the ones that are tend to be a good fit with a great following

LinkedIn
- Business oriented social networking site
- Brands that are participating are corporate brands giving potential and current associates a place to network & connect
- Growing rapidly with 925,000 new users every day
- 79% of users are 35 or older

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Social Media
Twitter

- Share notes of 140 characters or less, often links
- Can share images
- Follow people, institutions or magazines
- Organize your feed by using lists
- Reach large audience by using hashtags,
- Good to draw attention to interesting work and to add short comments
- Not good for in depth discussion
- Short messages are prone to misunderstanding
- Incredibly popular service with very diverse audience
Effects on Retweets: Government and politics
How adding specific elements increased percentage of Retweets by area

14% VIDEO
14% QUOTE
16% DIGIT
30% HASHTAG
62% PHOTO
Facebook

- Most popular social networking site
- Follow people, magazines, institutions, join interest groups
- Make “friends” with new people
- Share and discuss links, updates, images, videos
- Very well integrated with many other apps
- Very useful to remain in contact with people you’ve met

- Organize news feed and targets of your posts by using lists
- The usefulness of Facebook for science depends crucially how well you organize your feeds and friend lists
Presenting TEEBAgríFood Mexico

The Economics of Ecosystems and Biodiversity for Agriculture and Food

TEEBAgríFOOD
Cancun/Mexico 06. Dec 2016
Alexander Müller, TEEBAgríFood Study Lead
LinkedIn

- The probably best known professional networking site
- Useful to get introduced to friends of friends
- No feed clutter
- Lists your work experience
- Lists skills by “endorsement” (accuracy depends strongly on how well your contacts know you)
- Useful to make contacts outside of academia
1 -> The AUDIENCE
2 -> The STORY
3 -> The TOOLS

OBJECTIVE

KEEP CALM AND LETS RECAP
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