“Young people of today are the most networked generation in history. We have far-reaching social media tools at our fingertips, and with them UNOG can connect even more closely with people of every age, but especially young people. Not only can social media reach the youth and inform them about UNOG campaigns and events, but most importantly we can listen to their opinions. The importance of social media as a United Nations communications tool will be seen in its success in engaging young people with key 2012 events such as Rio+20.”

Corinne Momal-Vanian, Director, United Nations Information Service (UNIS), Geneva

“Tweet this, UNOG just poked you with details of the latest goings-on in Europe’s humanitarian capital.” New technologies have been instrumental in the changes in communication seen in countries across the world this past year, and the social media outlets of UNOG (Twitter, Facebook and Flickr) have worked hard to keep up the pace. Details of press releases, news updates, appeals, speeches, events and multimedia content have been sent into the electronic ether, enabling a global audience to interact and communicate on its own terms. As at the end of December 2011, posts on the Facebook page had been seen in a news feed, on the teleprinter and 77,208 times on visits to the page itself; UNOG had over 900 friends and was liked 940 times. In addition 1,200 individuals, groups, NGOs and activists followed the UNOG Twitter feed (@UNISgeneva). Over 2,000 photographs have been streamed by the Information Service since the establishment of a Flickr account and these have generated over 105,000 “views.” Some 50 new photographs are published every month, reflecting the wide range of events held at the Palais des Nations.

HTTP://TWITTER.COM/UNISGENEVA
HTTP://TWITTER.COM/TOKAYEVUNISGENEVA
HTTP://WWW.FACEBOOK.COM/PAGES/UN-GENEVA-INFORMATION-SERVICE/117939301585215
HTTP://WWW.Flickr.com/photos/UNISGENEVA
The integration of these social media communication tools has facilitated communication with the diplomatic community, staff, Governments and the general public; direct communication with UNOG is presently in place, enabling better understanding of UNOG activities and its role with regard to the major objectives of the United Nations.

The continuous improvements made to the UNOG website have resulted in significant changes in this communication platform. The website now provides interactive facilities with the Geneva international community and the world.

UNOG has made a strong effort to address the needs of users among the public, and in particular persons with disabilities and those with age-related functional impairment, by ensuring that most audio-visual material published on the UNOG website is also available in a format using accessibility tools for “reading” audio-visual content. A special feature has also been introduced, which allows readers to adjust the size of the characters on the web pages.

Furthermore, the implementation of a new statistical tool in December 2010 has also enabled UNOG to trace geographical access to its website. The number of viewers keeps increasing, as well as the number of visits and the number of hits.
The use of online registration forms for delegates, the visiting public, student enrolment in information and training programmes, among others, is also increasing, facilitating communication between UNOG and its major stakeholders. This interactivity is the direct implementation of the Secretary-General’s directives to reduce the use of printed paper and thus better control the carbon footprint of the United Nations at large.

Last year, the UNOG website was also presented to new delegates and members of permanent missions, as part of a special induction programme. The breadth of the information published on the UNOG website makes it a “best friend” tool for members of the international community, providing them with news on a wide range of subjects, such as human rights, disarmament, the United Nations and civil society, and activities of the United Nations family in Geneva. The section on the UNOG Library and Archives enables viewers to access extensive online information, such as catalogues, databases, digitized archives and resource guides.