



**Climate Change Mitigation with Local Communities and
Indigenous Peoples: *Practices, Lessons Learned and Prospects***
Cairns, Australia (26-28 March 2012)

#TKI2012 Workshop Social Media Guide

Website: www.unutki.org/climate
Facebook Page: www.facebook.com/unu.tk
LinkedIn Group: <http://www.linkedin.com/groups?gid=4351851>
Daily Blog: <http://newswatch.nationalgeographic.com/>
TK Bulletin: <http://tkbulletin.wordpress.com>
TKI Twitter Account: www.twitter.com/UNU_TKI
Workshop Twitter Hashtag: #TKI2012

Overview

The workshop organisers are mobilising the power of social media to engage participants and other interested individuals across the world in the discussions and outcomes of the workshop on climate change mitigation with local communities and indigenous peoples. This guide provides a listing of social media tools available for workshop participants.

Contribute to the workshop anywhere, anytime!

If you are participating in the workshop in Cairns, Australia







- **Keep your eye out for members of our media reporting team** (representatives from the UNU Media Studio and National Geographic). They will be gathering insights, interviews and updates that will be made available through the workshop's official social media platforms.
- **Put your cell phones, cameras and email to work** – please share your own insights and updates about workshop presentations with your colleagues and networks. Help connect the discussion to partners around the world!

If you are participating remotely through social media:

We look forward to active contributions from co-authors and other interested individuals and groups around the world. We invite you to participate in the workshop remotely through Twitter, Facebook, YouTube and our website.

- **Download** the workshop agenda and background papers.
- **Join** the LinkedIn Group, subscribe to the TK Bulletin, make friends through Facebook, and follow the twitter accounts and hashtags (listed below) for speakers and discussions.
- **Read the daily blog posts** from the workshop that will be made available at <http://newswatch.nationalgeographic.com/>
- **Ask questions and share your ideas and research** about the interaction between local communities, indigenous peoples and climate change mitigation activities. Comment on conference blogs, tweets, photos, videos and more.

Primary websites

Site	Description and Links
 Website	The website meeting page, with access to documents and background information about the workshop: http://www.unutki.org/climate
 LinkedIn	A Conference Discussion Page, under the “Climate Change, Indigenous Peoples and Local Communities” group, providing opportunities for business-related social networking: http://www.linkedin.com/groups?gid=4351851
 Facebook	A Facebook Event Page, providing opportunities for social networking: http://www.facebook.com/unu.tk
 Twitter	A microblogging service that provides the opportunity to follow short Tweets on topics discussed at the workshop: http://twitter.com/UNU TKI
 Youtube	A video-sharing website that allows users to view and share event videos, or videos related to your work: http://www.youtube.com/user/UNUTK
 Blogs	The TK Bulletin – A traditional knowledge policy analysis and information service run by the UNU-TKI: http://tkbulletin.wordpress.com National Geographic Newswatch – Daily nature and science news and headlines run by National Geographic: http://news.nationalgeographic.com/news/

Ways to Participate

Social media offers many ways to participate. The list below gives a few suggestions about how you can participate and help spread the conversation to new audiences.

Action

- Subscribe:** Sign-up for the TKI Bulletin for our weekly email news digest, and receive updates from our website postings.
- Click:** Tweet photos from your research, or taken at the workshop. Photos can be made available on the workshop facebook page.
- Comment:** Post your thoughts or comments to your own and your friends’ Facebook pages, start or join in discussions on the LinkedIn meeting pages, or comment on relevant videos and papers available online.
- Share:** Use social media promotion tools, such as “Share” and “Like”, to spread news.

We encourage Twitter users to include the workshop hashtags to create online conversations during and after the workshop. Tweets can be used to share information, comment on the topic, and ask and answer questions.

Here are a few tips for workshop tweeting:

- Add the workshop and/or topic hashtag(s) to your tweets.
- Join the conversation using #TKI2012 hashtag. Presenters are encouraged to monitor these hashtags and reach out with answers or opportunities to connect.
- On Twitter, retweet the tweets you find interesting.

List of Participants' Social Media Accounts

We'd like to help interlink participants and co-authors if possible, so we have provided a small list of social media accounts run by workshop participants below – please let the organizers know if you have additional accounts to add to this list (email: tkimeetings@ias.unu.edu) and we will provide an updated list on the conference website (<http://www.unutki.org/climate>).

Bana Yarralji

Blog: <http://banayarralji.blogspot.com.au/>

Description: This is a blog recording the successes, failures, and journey being taken by two cultural entrepreneurs who are seeking to combine, adapt and adopt indigenous plus mainstream business principles to restore Nyungkal lore, language, care and custodianship to country in Australia.

Centre for Nursery Development and Eru Propagation

Blog: <http://cendepnews.blogspot.com/>

Description: This blog presents an update of CENDEP's activities as well as news stories from the field.

Conversations With The Earth

Twitter: @CWEarth (<http://twitter.com/CWEarth>)

Description: an indigenous-led multimedia initiative that amplifies indigenous voices in the global discourse on ecological and cultural challenges facing the planet, including climate change.

Forest People's Programme

Twitter: @ForestPeoplesP (<http://twitter.com/ForestPeoplesP>)

Facebook: <http://www.facebook.com/forestpeoplesprogramme?sk=wall>

Description: The Facebook page and news feed from the Forest People's Programme – an international NGO promoting forest peoples' rights.

Foundation for Sustainable Development of Altai (FSDA)

Twitter: @FSDA_ru (http://twitter.com/FSDA_ru)

Description: Twitter feed of the Foundation for Sustainable Development of the Altai, working for conservation of mountain environments and development of mountain communities in Altai.

ICC Greenland

Facebook: <http://www.facebook.com/pages/ICC-Greenland/174923734859>

Description: Facebook page of the Inuit Circumpolar Council, ICC Greenland

National Geographic

Twitter: @NatGeoNewswatch (<http://twitter.com/NatGeoNewswatch>)

Facebook: <http://www.facebook.com/pages/David-Brauns-NatGeo-News-Watch/21815369115>

Blog: <http://newswatch.nationalgeographic.com/>

Description: Daily nature and science news and headlines run by National Geographic.

United Nations University

Twitter: @UNU (<http://twitter.com/unu>)
@OurWorld20 (<http://twitter.com/OurWorld20>)
@UNU_TKI (http://twitter.com/UNU_TKI)

Facebook: <http://www.facebook.com/UnitedNationsUniversity>
<http://www.facebook.com/OurWorld2.0>
<http://www.facebook.com/UNU.IAS>
<http://www.facebook.com/unu.tk>

Blogs: <http://ourworld.unu.edu>
<http://tkbulletin.wordpress.com>

Description: Social media pages for the United Nations University, including OurWorld 2.0 (the United Nations environmental magazine examining the interconnections between climate change, peak oil, biodiversity and food security), the UNU's Institute of Advanced Studies, and the Traditional Knowledge Initiative. The TK Bulletin is a weekly news service providing traditional knowledge policy analysis and information.

Glossary of relevant twitter hashtags

Hashtags add additional context to your tweets, by prefixing specific keywords in or after the tweet with a hash symbol: #hashtag. Hashtags enable users to zero in on specific topics that they are interested in and find others with similar interests. Using more popular hashtags gains the most attention to your tweets: a list of commonly used hashtags relevant to the workshop topics is below:

- [#adaptation](#) – The #adaptation hashtag is used when talking about adjustment in natural or human systems to a new or changing environment.
- [#agriculture](#) – The #agriculture hashtag is used in posts about agricultural activities
- [#biodiversity](#) – numbers and relative abundances of different species, genes (genetic diversity) and ecosystems (communities) in a particular area.
- [#biofuels](#) – The #biofuels hashtag is used in tweets that focus on fuels made from dry organic materials (#biomass), including plant materials and animal waste.
- [#biomass](#) – The #biomass hashtag is typically used when referring to recently dead plant material used as #biofuel.
- [#carbon](#) – Used in tweets about carbon emissions, carbon sinks, carbon markets, carbon offsets, carbon credits, and carbon capture and storage.
- [#carbonprice](#) – This hashtag is used in tweets about carbon markets. (See also #carbon , #offsets)
- [#climate](#) – The #climate hashtag is used in tweets related to climate change (see also #GHG, #carbon, #climatechange, #globalwarming).
- [#climatechange](#) – The #climatechange hashtag is used in tweets related to climate change (see also #climate, #GHG, #carbon, #globalwarming).
- [#conservation](#) – Use #conservation in tweets that refer to the preservation, protection, or restoration of the natural environment, natural ecosystems, vegetation, and wildlife.
- [#deforestation](#) – The #deforestation hashtag is used in tweets relating to conversion of forest to non-forest, such as cutting, clearing, and removal of rainforest or related ecosystems into less bio-diverse ecosystems such as pasture, cropland, or plantations.
- [#emissions](#) – The #emissions hashtag is used in tweets on greenhouse gas emissions (i.e. the release of greenhouse gases and/or their precursors into the atmosphere) and also #emissions trading (a market-based approach used to achieve environmental objectives by allowing those reducing GHG emissions below what is required to use or trade the excess reductions to offset emissions at another source).
- [#energy](#)- The #energy hashtag is used in tweets on any and all types of energy, which may include #biofuels, #wind, #solar, #geothermal and other types of clean energy.
- [#forests](#) – Use #forests in tweets that address afforestation, deforestation, and preservation of public lands (see also #redd)
- [#ghg](#) – Use #GHG when referring to green house gas emissions. (See also #carbon #emissions)
- [#globalwarming](#) – The #globalwarming hashtag is used in tweets that discuss rising temperatures as a result of human activities
- [#green](#) – Use the #green hashtag to tweet about ‘green living’ - climate, clean energy, etc.
- [#indigenous](#) – Use the #indigenous hashtag when talking about indigenous peoples
- [#ipcc](#) – The #IPCC hashtag refers to activities of the Intergovernmental Panel on Climate Change.

- [#mitigation](#) – The #mitigation hashtag is used when referring to interventions designed to reduce the sources (or enhance the sinks) of greenhouse gases.
- [#oceans](#) - The #oceans hashtag is used in Tweets on oceans, ocean conservation, and their dire state
- [#offsets](#) – The #offsets hashtag is used for tweets on #carbon offsets, i.e. voluntary acts by individuals or companies that are commonly arranged by commercial or not-for-profit carbon-offset providers. (See also #carbon, #emissions)
- [#redd](#) – The #REDD hashtag refers to ‘Reducing Emissions from Deforestation and Forest Degradation’ – a set of steps designed to use market incentives to reduce the emissions of greenhouse gases from deforestation and forest degradation. (See also #forest)
- [#renewable](#) - #renewable or #renewables or #renewableenergy is used to refer to sustainable energy sources, often used in conjunction with related hashtags like #energy or #stocks, as well as carbon-neutral technologies such as #biomass. (See also #solar, #hydropower, #wind)
- [#solar](#) – Use #solar or #solarenergy in tweets focused on #solar power.
- [#sustainable](#) – The #sustainable hashtag is used in tweets on sustainability. (See also #sustainableagriculture, #sustainablefood)
- [#sustainableagriculture](#) – The #sustainable hashtag is used in tweets focused on sustainable agriculture, which is way of raising food that is healthy for consumers and animals, does not harm the environment, is humane for workers, respects animals, provides a fair wage to the farmer, and supports and enhances rural communities. (See also #sustainable, #sustainablefood)
- [#sustainablefood](#) – The #sustainablefood (or #slowfood) hashtag is used for tweets on food that is produced, processed and traded in ways that “contribute to thriving local economies and sustainable livelihoods, as well avoid damaging natural resources and contributing to climate change, while being of high quality, safe and healthy. (See also #sustainable, #sustainableagriculture)
- [#sustainability](#) - This hashtag is used in tweets that focus on sustainability, which is about policies, methods, practices systems and materials that won’t deplete resources or harm natural cycles.
- [#techtransfer](#) – The #techtransfer hashtag is used for tweets on technology transfer – a broad set of processes that cover the exchange of knowledge, money and goods among different stakeholders that lead to the spreading of technology for adapting to or mitigation climate change.
- [#tki2012](#) – The #tki2012 hashtag is used in tweets referring to this workshop
- [#tribal](#) – The #tribal hashtag can be used to refer to clan-based social structures, particularly by indigenous nations in North America
- [#water](#) – This hashtag is used for tweets on #water scarcity, or combined with #energy for tweets on hydropower.
- [#wind](#) – the #wind hashtag is used in tweets on wind energy (see also #windenergy, #windpower, #renewable).
- [#windenergy](#) – The #windenergy hashtag is used in tweets discussing wind energy (see also #wind, #windpower, #renewable).
- [#windpower](#) - Used in tweets on wind energy topics (see also (see also #wind, #windenergy, #renewable).
