



Consultancy

Social Media trainer

Training course – Social Media Marketing

Sustainable Development Mechanisms (SDM) Programme

Deadline for application	Announcement number	Contract duration	Duty Station
07 July 2017	17/CON05/SDM	4 working days between August and September 2017	Working remotely and in Bonn

Publication date: 23 June 2017

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address Climate Change. The UNFCCC secretariat supports the Convention, its Kyoto Protocol and the historic Paris Agreement by a range of activities, including substantive and organizational support to meetings of the Parties and the implementation of commitments. It is a dynamic organization working in a politically challenging environment to help resolve one of the defining environmental issues of our time.

The **Sustainable Development Mechanisms (SDM)** programme is leading in the development and effective implementation of innovative market-based approaches to broaden the engagement in and effectiveness of action to mitigate climate change and drive sustainable development. SDM supports the operationalization of the cooperative approaches established by Article 6 of the Paris Agreement and broader efforts to engage non-Party stakeholders in climate action. SDM manages the NAZCA platform, supports the COP Presidencies' Climate Action Champions and supports the implementation of the three Kyoto mechanisms - the Clean Development Mechanism (CDM), Joint Implementation (JI) and International Emissions Trading (IET).

Purpose

The training is designed for SDM programme staff who regularly use social media platforms and websites to promote SDM products, or who contribute towards marketing and outreach and marketing campaigns, including for Climate Neutral Now. The purpose of the training is to provide the SDM programme staff with an understanding of the principles of digital marketing and tools used in social media, notably with the aim of being able to conduct coordinated and professional outreach activities in cooperation with the secretariat's Communications and Outreach Programme (CO). A second purpose will be to conduct some hands-on exercises so that staff can make practical use of social media tools. A central focus of the training will be how to integrate Facebook postings into SDM outreach and marketing, using the Facebook business interface.

The training course should include the following topics:

1. Building, planning and implementing social media marketing strategies
 - a. Specifics of social media marketing for non-profit organizations;
 - b. Defining strategies of social media marketing (from seeing a message, to reading a message, to clicking on a link, to taking action in response to a message etc);
 - c. Defining target groups, and how to reach them through different social media platforms;



- d. Components of a successful marketing strategy (web cards, videos, side bar messages, messages embedded in news flow, native marketing, use of champions and celebrities etc).
 - e. Defining the capacity needed to run successful outreach campaigns (including funding and staffing requirements).
2. Components of digital marketing.
 - Search Engine Marketing (SEO)
 - Social marketing
 - Video marketing
 - Email marketing
 - Display/content marketing
 - Mobile marketing
 - The use of “tailored landing pages” for people clicking on a link (menu of actions, language, visible features, etc.).
 3. Designing professional social media products (with practical exercises)
 - Writing for social media –how it is different to other texts?
 - The use and design of web cards – how to use CANVA
 - Social media planning tools such as Trello
 - The basics of how to produce short video for social media (including basic too)
 - How to produce social video (images, text and music, without interview clips)
 4. Use social media channels
 - a. **Facebook, LinkedIn, Twitter, Instagram, Pinterest etc.** for promoting products;
 - b. Tips to be used, pros and cons of each of the channels.
 5. Online analytics
 - a. How online analytics work, measuring, monitoring and optimising digital marketing activities;
 - b. Basics of web analytics;
 - c. Social media metrics;
 - d. Calculation of the cost of social media (Return on Investment), including estimating the costs for different social media platforms, target groups and marketing strategies.
 - e. Hands-on exercise – how to evaluate a Facebook outreach campaign

Specifications

The training course on social media marketing should include up to two day on-site session in Bonn, Germany.

The training methodology must use hands-on, interactive, including case studies, in order to ensure active participation in learning.

The trainer should be a practitioner and is required to have at least 3 years on the ground experience in social media marketing, as well as experience with training in the subject matter.

The training must include an evaluation of the intervention.



Target group: SDM programme staff who are regularly engaged in social media and marketing issues. CO staff working on social media should ideally also participate, as they will ultimately be handling the front end of social media outreach campaigns.

Reporting: The designer(s) and trainer(s) will work closely with the Associate Human Resources Officer in PSC Unit, who is responsible for the delivery of training.

Language: The training, materials and communications will be delivered in English.

Timeframe: The session(s) are expected to take place between August – September 2017

Outputs

Output	Date	Performance indicators
Course objectives, course content and learning outcomes	Min.3 weeks prior to agreed course delivery date	Document accepted and approved by Associate HR Officer, PSC
Course presentation using UNFCCC template	Min. 1 week prior to course delivery	Content accepted and approved by Associate HR Officer, PSC
Participant Guide, including e.g. explanations of content, examples, exercise worksheets and job aids	Min. 1 week prior to course delivery	Content accepted and approved by Associate HR Officer, PSC
Delivery of training intervention	Date to be agreed	Trainer delivers intervention according to agreed schedule
Course evaluation report	Maximum 2 weeks following delivery	Report accepted and approved by Associate HR Officer, PSC