

UN Millennium Development Goals: Social Media Campaign



At the turn of the millennium, a gathering of world leaders adopted the United Nations Millennium Development Goals which aimed to reduce poverty. The series of specific goals are outlined in the graphic above. The United Nations Development Program (UNDP) set time-sensitive objectives to achieve certain targets by the year 2015.

The UNDP Millennium Development Goals 2015 Report provides an update on the progress made in the 15 years since the goals were set. The report indicates that significant progress has been made, but the work being done to reduce poverty around the world is far from complete. The abridged report contains information specific to the first two goals: Goal 1 = Eradicate extreme poverty and hunger; Goal 2 = Achieve universal primary education.



SCAN ME



Please read and review the abridged report here

READ: [un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20\(July%201\).pdf](http://un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20(July%201).pdf)

After reading the abridged report, develop a social media campaign to address the issues highlighted by the report that still need work. Then prepare an analysis of your campaign.



Your campaign should include ten unique posts:

- You may choose to focus on one issue or several issues
- The design of each post should include text and images
- You should create a hashtag for your campaign
- You must include (and cite) specific statistics from the report to strengthen your campaign



Your analysis should be a separate document that addresses the following:

- What topic(s) are you addressing? Why did you choose the topic(s) you did?
- What are you trying to achieve? Are you spreading awareness? Calling for action? Answering questions?
- What audience are you trying to reach? Why is that your intended audience?
- What platform are you choosing for your campaign? (Facebook, Twitter, Instagram, YouTube, etc.)
- Why is that the best platform to use to broadcast your message and reach your audience?
- Did you use more images or texts in your posts? Why? Explain your thought process.
- Did you model your campaign after a company's campaign? Which one? Why?
- How do you intend to disseminate your posts? All at once? Daily? Weekly?
- How did your travel experience inform the choices you made in your campaign?

Adapted from Global Perspectives 3cr, WorldStrides Discovery for Credit program.