

#PennCOP26

Social Media Plan

We are thrilled to join all of you in November at COP26 in Glasgow. We are excited to bring so many researchers, policymakers, and students from Penn to this year’s conference. As part of this effort, we propose the following social media strategy that unifies our efforts in order to make a bigger splash—this year and in years to come.

The process is simple and centers around five main strategies:

1) Think Social

Bring your phone and snap some photos. Ask a friend to photograph you in action. Promote panels or events where you are speaking or participating.

2) Hashtag It

When drafting your content, include the **#PennCOP26** hashtag to draw all related content under one umbrella. Of course, feel free to use the **#COP26** hashtag and any other relevant hashtags.

3) Post, Tweet, Retweet, Repeat

Use your organizational and personal channels (Twitter, Facebook, Instagram, LinkedIn, etc.) to post and share content. Retweet all the **#PennCOP26** posts you see.

4) Tag It

When referencing others, tag them and their organization or home school for more exposure.

Some Penn handles to keep in mind for tagging:

	Twitter handle	Instagram handle
Kleinman Center	@KleinmanEnergy	@kleinmanenergy
Perry World House	@perryworldhouse	@perryworldhouse
Penn IUR	@PennIUR	@penniur
Weitzman School	@WeitzmanSchool	@weitzman_school
Penn	@Penn	@uofpenn
Penn SAS	@PennSAS	@pennsas
Penn Law	@PennLaw	@pennlaw

5) Text It

If you aren’t active on social media, we can publish for you. Email, text, or WhatsApp your photos along with short, descriptive captions to Mollie Simon at smollie@upenn.edu or 215-680-0911 if you are affiliated with the Kleinman Center, and to Alice Krainock at alicekra@upenn.edu or 858-335-5429 if you are affiliated with Perry World House. They can then share your content through the Kleinman Center and Perry World House channels.