

## ECOSOC and ITU host Google+ Hangout

*featuring Ms. Geena Davis, Academy Award-winning actress  
and ITU Special Envoy for Women and Girls in ICT*

6 June at 2pm EDT (6pm GMT)  
<http://gplus.to/UnitedNations>

## SOCIAL MEDIA ADVISORY

This year, the United Nations Economic and Social Council (ECOSOC) is putting a spotlight on “Science, technology and innovation, and the potential of culture, for promoting sustainable development and achieving the MDGs”, as part of its Annual Ministerial Review (AMR) taking place during the Council’s annual meeting in Geneva this July.

Ahead of this major event, the Council is making every effort to bring the voices of youth into the important discussions and decisions to take place in Geneva, through its major online campaign “Innovate Your Future”, featured on Facebook, Twitter and Thunderclap. The campaign seeks worldwide support to help empower youth and shape future innovators.

As part of this campaign, ECOSOC is teaming up with the International Telecommunication Union (ITU), to host a Google+ Hangout on 6 June at 2pm EDT (6pm GMT) on “Innovate Your Future: Empower Young Women through Technology”, featuring Ms. Geena Davis, Academy Award winning Actor and ITU Special Envoy for Women and Girls in ICT.

**Objective:** Inform the public of the current challenges and the untapped possibilities for empowering women and girls through ICT; Reach broader audience by making use of cutting-edge technology to ensure the participation of the public; and create awareness and call for new ideas on how to make use of ICT to improve the conditions of women and girls across the world.

**Target audience:** Youth, girls and young women, ICT organizations, UN Member States, general public

### Participants:

Moderator: **Gary Fowlie**, Head of the liaison office of ITU in New York

Panelists:

**Ms. Geena Davis**, Academy Award winning Actor and ITU Special Envoy for Women and Girls in ICT;

**Mr. Ahmad Alhendawi**, the UN Secretary-General’s Envoy on Youth;

**Ms. Doreen Bogdan**, Chief Strategic Planning and Membership, ITU;

**Ms. Stacy Martinet**, Chief Marketing Officer, Mashable

and **Ms. Blair Christie**, Senior Vice-President, Government Affairs & Global Corporate Communications of Cisco

Twitter handles:

@ITU  
@UNECOSOC  
@UNDESA  
@GDIGM  
@AhmadAlhendawi  
@DoreenBogdan  
@stacymartinet  
@Mashable  
@BlairChristie  
@CiscoSystems

Hashtag: #InnovateYourFuture

## 30 May

### SAMPLE FB POSTS:



#### *Change FB cover with following text*

Academy Award winning Actor and @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis of the @Geena Davis Institute on Gender and Media, joins @United Nations Economic and Social Council (ECOSOC) and @ITU Google+ Hangout on Thursday, 6 June at 2pm EDT (6pm GMT) to put spotlight on how to empower young women through technology.

What questions do you have when it comes to getting more girls and young women involved in Information and Communication Technologies (ICTs)? Share them here ahead of the hangout event: <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture

For more information about this hangout event: <http://bit.ly/13ZxGjq>



INNOVATE your FUTURE   
empower  
 young women  
through TECHNOLOGY

-----  
"Technology creates large scale opportunities to empower women & girls," says Academy Award winning Actor and @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis founder of the @Geena Davis Institute on Gender and Media.

Watch this video and join the Google+ Hangout with Ms. Davis on 6 June at 2pm EDT (6pm GMT)!

Ms. Davis will be joined by Mr. Ahmad Alhendawi, the UN Secretary-General's Envoy on Youth; Ms. Doreen Bogdan, Chief Strategic Planning and Membership, ITU; Ms. Stacy Martinet, Chief Marketing Officer, Mashable; and Ms. Blair Christie, Senior Vice-President, Government Affairs & Global Corporate Communications of Cisco. Gary Fowlie, Head of the liaison office of ITU in New York, will moderate the discussion.

Do you have any questions for Ms. Davis or the other panelists? Post them now ahead of the event here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture

[http://www.youtube.com/watch?v=KsRQUY\\_IE\\_o](http://www.youtube.com/watch?v=KsRQUY_IE_o)

#### **SAMPLE TWEETS:**

G+ hangout w/ Geena Davis @GDIGM hosted by @UNECOSOC & @ITU 6 June 2pmEDT. Watch for details! <http://bit.ly/15boSH5>#InnovateYourFuture

#InnovateYourFuture: Empower Young Women through Technology hangout w/ Geena Davis @GDIGM 6 June 2pmEDT: <http://bit.ly/13ZxGjq>

#InnovateYourFuture @UNECOSOC hangout 6 June w/ @ITU @GDIGM @AhmadAlhendawi @stacymartinet @CiscoSystems: <http://bit.ly/13ZxGjq>

## **31 May**

#### **SAMPLE FB POSTS:**

“Tech needs girls! You can become the leaders who will bring the change we need,” says Academy Award winning Actor and @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis, founder of the @Geena Davis Institute on Gender and Media.

Join the hangout with Ms. Davis and a number of prominent panelists on 6 June at 2pm EDT (6pm GMT) hosted by @United Nations Economic and Social Council (ECOSOC) and @ITU on the UN Google+ page: <http://gplus.to/UnitedNations>

Do you have any questions for Ms. Davis? Post them now ahead of the event here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture



-----

“We know that when girls see characters that engage in un-stereotype activities it can heighten the likelihood that they will pursue careers in the stem fields, in other words, if they see it, they can be it,” says @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis, pointing to the powerful impact of media on society, creating positive opportunities to overcome social and cultural barriers.

Are you curious to learn more about the important work to achieve gender balance and reduce stereotyping within the media and entertainment industry carried out by the @Geena Davis Institute on Gender and Media? Then tune in on 6 June 2pmEDT (6pm GMT) for the @United Nations Economic and Social Council (ECOSOC) and @ITU hangout: <http://bit.ly/13ZxGjq>

Do you have any questions on this topic? Post them now ahead of the event here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture



**“If they see it, they can be it”**  
*Ms. Geena Davis*  
*Academy Award-winner and ITU Special Envoy for Women and Girls in ICT*  
*on the powerful impact of media on society.*

**Join Google+ Hangout with Ms. Davis**  
**6 June 2013 at 2pm EDT (6pm GMT)**  
*hosted by UNECOSOC and ITU on the UN Google+ page*  
<http://gplus.to/UnitedNations>

**INNOVATE: your FUTURE** | **EMPOWER YOUNG WOMEN THROUGH TECHNOLOGY**

#### TWEETS:

“Technology creates large scale opportunities to empower women & girls,” says @GDIGM. Hangout 6 June to learn more: <http://bit.ly/15boSH5>

“Believing in yourself is the greatest gift you can give yourself,” says @GDIGM. Join #InnovateYourFuture hangout 6: <http://bit.ly/13ZxGjq>

Curious about @GDIGM's campaign #SeeJane? Join @UNECOSOC & @ITU #InnovateYourFuture hangout 6 June 2pmEDT: <http://bit.ly/13ZxGjq>

## 1 June

### SAMPLE FB POSTS:

Did you know about the important work to achieve gender balance and reduce stereotyping in media carried out by @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis and the @Geena Davis Institute on Gender and Media?

Join the Google+ Hangout on 6 June at 2pm EDT (6pm GMT) to learn of media's role in promoting gender equality: <http://bit.ly/13ZxGjq>

You can also post your questions ahead of this event hosted by @United Nations Economic and Social Council (ECOSOC) and @ITU. Share them here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture



### TWEETS:

What role do media play for women's empowerment thru technology? Join @GDIGM 6 June to find out! <http://bit.ly/13ZxGjq> #InnovateYourFuture

Have questions on how to empower young women thru technology? Tweet now ahead of 6 June G+ hangout using #InnovateYourFuture!

"I believe ICT will lead the way toward equality" says Ms. Davis of @GDIGM. Hang out 6 June: <http://bit.ly/13ZxGjq> #InnovateYourFuture

## 2 June

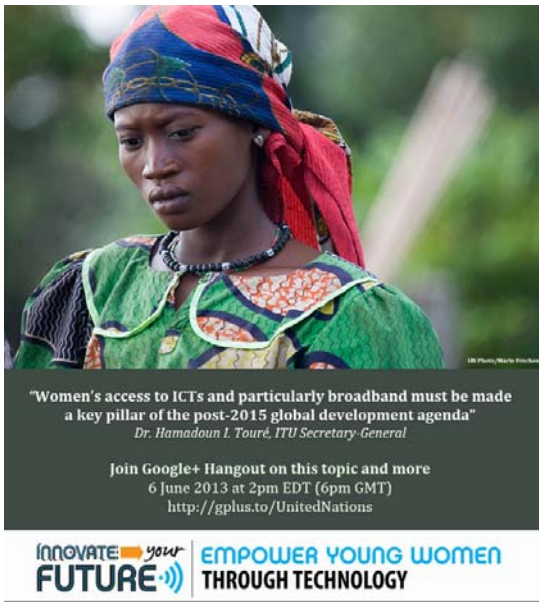
### SAMPLE FB POSTS:

"Women's access to ICTs and particularly broadband must be made a key pillar of the post-2015 global development agenda," said Dr. Hamadoun I. Touré, ITU Secretary-General and co-Vice Chair of the UN Broadband Commission, as a new target was adopted by the to get more women connected to ICTs.

Curious to know more about the efforts of the UN in empowering women through technology? Then join Google+ hangout on 6 June at 2pm EDT (6pm GMT) featuring @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis.

The hangout will take place on the UN Google+ page: <http://gplus.to/UnitedNations>

Have questions on this topic? Share them here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture



#### TWEETS:

Women's access to ICTs & broadband must be key pillar of #post2015 agenda says @ITU Head. Join @UNECOSOC 6 June: <http://bit.ly/13ZxGjq>

Geena Davis' @GDIGM works for gender balance & less stereotyping in media. Learn more in G+ hangout: <http://bit.ly/13ZxGjq> #InnovateYourFuture

#TechNeedsGirls! You can become the leaders who will bring the change we need," says Ms. Davis: <http://bit.ly/15boSH5>#InnovateYourFuture

### 3 June

#### SAMPLE FB POSTS:

"Improving media images is just one facet of empowering women and girls. Real and significant change in the status of women and girls is already underway and I believe ICT will lead the way toward equality," says @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis.

Curious to learn more on the power of ICTs? Then join Ms. Davis and a number of prominent panelists on 6 June 2pm EDT (6pm GMT) for the @United Nations Economic and Social Council (ECOSOC) and @ITU hangout: <http://bit.ly/13ZxGjq>

Post your questions for the panelists ahead of the event here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture





**"I believe ICT will lead the way toward equality"**  
*Ms. Geena Davis*  
*Academy Award-winner and ITU Special Envoy for Women and Girls in ICT*

**Join Google+ Hangout with Ms. Davis**  
**6 June 2013 at 2pm EDT (6pm GMT)**  
*hosted by UNECOSOC and ITU on the UN Google+ page*  
<http://gplus.to/UnitedNations>

**INNOVATE: your FUTURE** | **EMPOWER YOUNG WOMEN THROUGH TECHNOLOGY**

#### **TWEETS:**

"ICT will lead the way toward equality," says Geena Davis @GDIGM. Curious to know more? Joining G+ hangout 6 June: <http://bit.ly/13ZxGjq>

#InnovateYourFuture hangout 6 June w/ @GDIGM @AhmadAlhendawi @DoreenBogdan @Mashable's @stacymartinet @BlairChristie @CiscoSystems. Join!

Curious to learn about power of ICTs to #InnovateYourFuture? Join @UNECOSOC @ITU @GDIGM @AhmadAlhendawi <http://bit.ly/13ZxGjq>

## **4 June**

#### **SAMPLE FB POSTS:**

How can we improve female participation in the ICT sector? Tune in to hear Gary Fowle, Head of the liaison office of @ITU in New York, moderate a live discussion featuring Academy Award-winning actress @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis.

The live hangout event will take place on 6 June at 2pm EDT on the UN Google+ page: <http://gplus.to/UnitedNations>

Do you have any questions for Ms. Davis or the other panelists? Post them here <http://bit.ly/InnovateYourFuture> or via Twitter using #InnovateYourFuture



UN Photo/JC McIlwaine

**How can we improve female participation in the ICT sector?**

Join Google+ Hangout  
with  
**Ms. Geena Davis**  
*ITU Special Envoy for Women and Girls in ICT*

6 June 2013 at 2pm EDT (6pm GMT)  
<http://gplus.to/UnitedNations>

**INNOVATE your FUTURE** | **EMPOWER YOUNG WOMEN THROUGH TECHNOLOGY**

**TWEETS:**

How can we improve female participation in ICT sector? Tune into @UNECOSOC & @ITU hangout w/ @GDIGM 6 June at 2pm EDT: <http://bit.ly/13ZxGjq>

Asked your question yet for @UNECOSOC & @ITU hangout 6 June w/ @GDIGM? Do it now using #InnovateYourFuture!

## 5 June

**SAMPLE FB POSTS:**

Our team is getting ready to hangout with you on how to empower young women through technology.

Be sure to tune in tomorrow to hear a high-level panel including @ITU Special Envoy on Women Ms. Geena Davis, Mashable's Ms. Stacy Martinet and the UN's Secretary-General's Envoy on Youth Mr. Ahmad Alhendawi discuss this topic.

The live hangout event will take place on 6 June at 2pm EDT (6pm GMT) on the UN Google+ page: <http://gplus.to/UnitedNations>



## Photo from test run 31 May

### TWEETS:

Our team is getting ready for #InnovateYourFuture hangout tomorrow. Be sure to tune in!  
<http://bit.ly/100MofD> (post with image)

#InnovateYourFuture & empower young women thru technology! Hang out  
w/@UNECOSOC tomorrow 2pm EDT <http://bit.ly/100MofD>


Join @UNECOSOC & @ITU tomorrow to #InnovateYourFuture! Tune in 6 June 2pm EDT:  
<http://bit.ly/100MofD>

## 6 June

### SAMPLE FB POSTS:

How does technology help empower women and girls? We're live in just **xxx** hours to discuss this question and many more in the Google+ Hangout hosted by the @United Nations Economic and Social Council (ECOSOC) and @ITU and featuring @ITU Special Envoy for Women and Girls in ICT, Ms. Geena Davis.

Tune in at 2pm EDT (6pm GMT) to follow the discussion here:  
<http://gplus.to/UnitedNations>



UN Photo/Roger Lemoine

**How does technology help empower women and girls?**

Join Google+ Hangout  
with  
Ms. Geena Davis  
ITU Special Envoy for Women and Girls in ICT

6 June 2013 at 2pm EDT (6pm GMT)  
<http://gplus.to/UnitedNations>

**INNOVATE your FUTURE** **EMPOWER YOUNG WOMEN THROUGH TECHNOLOGY**

### TWEETS:

How does technology help empower women & girls? Join @UNECOSOC @ITU  
#InnovateYourFuture hangout today 2pm EDT: <http://bit.ly/100MofD>

We're live in **xx** hrs! Tune in for @UNECOSOC @ITU #InnovateYourFuture hangout today  
2pm EDT: <http://bit.ly/100MofD>