



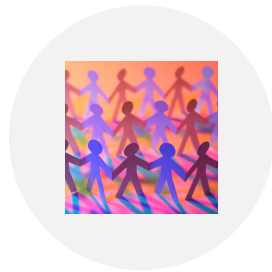
Communications Overview

August 2022

During the next 10 minutes...



TOOLS



PARTNERS



FEEDBACK



IMPORTANCE



Speeches and Messages

- More than 250 speeches delivered during the 76th session
- Many pre-recorded in the studio and shared virtually
- Posted on website, disseminated via social media, emailed to journalists and highlighted in the noon briefing

Social Media

Search

unpga  Message Fol

662 posts 19.2K followers

President, UN General Assembly
Politician
Official Account of Abdulla Shahid, President of the UN General Assembly.
@unitednations General Assembly.
Twitter: @UN_PGA
www.un.org/pga/76

AroundUN PGA Rema... 5RaysOfH...

← **UN GA President**  16.4K Tweets



UN GA President  @UN_PGA

Official account of Abdulla Shahid, President of the Nations General Assembly. Instagram: [instagram.co](https://www.instagram.com/unpga)

New York un.org/pga/ Joined October 2017

665 Following 231.2K Followers

 **UN GA President**  @UN_PGA

As part of my “In conversation series” I had the opportunity to interact with [@jacquigiff](https://twitter.com/jacquigiff), Editor-in-Chief of [@TravelLeisure](https://www.travelleisure.com) Magazine on the sustainable recovery of the [#tourism](https://twitter.com/tourism) sector.

Watch 



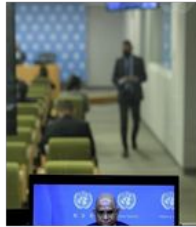
706 views 0:03 / 4:59

7:34 PM · May 18, 2022 · Twitter Web App

Media Interaction



Daily noon briefings



PGA press briefings and stakeouts



Interviews



Opinion pieces



Social media posts




Media monitoring – briefing the OPGA daily + PGA about what might come up in the noon briefing

Website

الأمم المتحدة / 联合国 / 聯合 Nations Unies

 **Nations Unies** | Assemblée générale des Nations Unies

Président | À propos de l'Assemblée | Réunions | Grandes Commissions | Actualités | Documents | Toutes les sessions




Assemblée générale des Nations Unies | 76e session
Présentation du Président

Photo ONU

Le Président a suggéré aux États Membres le thème suivant pour la 76e session : « Miser sur l'espoir pour renforcer la résilience afin de se relever de la COVID-19, reconstruire durablement, répondre aux besoins de la planète, respecter les droits des personnes et revitaliser l'Organisation des Nations Unies ».

[Élection](#) | [Biographie](#) | [Vision stratégique](#) | [Déclaration](#)



Élection de la 76e présidence de l'Assemblée générale

Abdulla Shahid, ministre des Affaires étrangères des Maldives, a été élu à la présidence de la 76e session de l'Assemblée générale. L'élection a eu lieu au Siège des Nations Unies, à New York, le 7 juin 2021.

Conformément à la rotation régionale établie, le président a été élu parmi le groupe des États du Pacifique.

Dans sa [résolution A/RES/76/233](#), intitulée « Revitalisation des travaux de l'Assemblée générale », l'Assemblée a décidé de demander aux candidat(e)s au poste de Président(e) de l'Assemblée de présenter leurs visions stratégiques et de tenir des [dialogues interactifs](#) avec les Membres.

[Communiqué de presse](#) / [ONU Info](#) / [Présidences précédentes](#) / [Vidéo \(GB\)](#)

Abdulla Shahid dans la salle de l'Assemblée générale après l'annonce des résultats de l'élection de la présidence de la 76e session. Photo ONU/Loay Faize

United Nations General Assembly

76th session

Home | Documents | Media | Schedule | Deliver for Equality | Hope Fellowship



ABDULLA SHAHID
President of the General Assembly

Rebuilding sustainably

Reaching to the needs of the planet

Respecting the rights of all

Revitalizing the United Nations

MORE

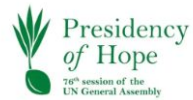
MORE

MORE

MORE

Branding

High-level Thematic Debate of the General Assembly: Moment for Nature



Tuesday, 19 July 2022, 10am - 1pm & 3pm - 6pm, General Assembly Hall

The President of the General Assembly will be convening a High-level Thematic Debate entitled "Moment for Nature". The High-Level Thematic Debate aims at achieving the level of cohesion needed among the global environmental work streams to keep the 1.5 degree target alive, and rapidly accelerating the implementation of the SDGs and resilient COVID-19 recoveries. Focusing on the interlinkages and synergies between the different strands of the environmental action tracks, and with reference to the common challenges faced, the event will:

- Present solutions to common bottlenecks affecting the entire environmental agenda;
- Highlight best practices and transformative partnerships that break the silos and build the required cross-cutting technical, skilling and financial capacities that could accelerate implementation on all fronts to the level needed;
- Reinforce the views of a range of stakeholders, including young people.

Concept Note

"A super-session for nature"



The seventy-sixth session of the General Assembly has coincided with a high number of conferences, high-level meetings and processes relating to the environment. This includes the three Conferences of Parties on Climate, Biodiversity and Land, the Second UN Ocean Conference, the Food Systems Summit, the Sustainable Transportation Conference, the High-Level Dialogue on Energy, the High-Level Meeting on the New Urban Agenda, UNEA/UNEP/50, and Stockholm+50.

While multiple global commitments have been made by Member States during these conferences, several cross-cutting challenges have been identified across the various environmental tracks that are limiting action. For instance, while there has been no dearth of ambition in the commitments made, there is an urgent need for large scale action to bridge the gap between commitment and action.

UN GA President @UN_PGA · Jul 14

#Moment4Nature

19 July 2022

10 am - 6 pm

@UN General Assembly



UN Environment Programme

23 45



Digital and Print Publications

FELLOWSHIP FOR HOPE 2022

76th Session of the UN General Assembly



With generous support from



OPGA76

February Newsletter

February 2022



INSIDE THE ISSUE

**GALVANISING
MOMENTUM FOR
UNIVERSAL
VACCINATION**

**11TH EMERGENCY
SPECIAL SESSION
OF THE GA ON
UKRAINE**

**THEMATIC
CONSULTATIONS ON
'OUR COMMON
AGENDA'**

VISIT TO BEIJING FOR THE WINTER OLYMPICS



At the beginning of the month, the President travelled to Beijing to take part in the Olympic torch relay and the Winter Olympics Opening Ceremony.

"The Olympics represents humanity at its best. It's the coming together of the best of the world to compete, to accept winning with humility, and defeat with graciousness. Against an ever-changing global backdrop, the Olympic ideals of friendship, respect and excellence are timeless."



Advocacy



PGA and Team volunteer at NYC Park planting trees to celebrate UN Day - Eur Newswire



Categories

- » Celebrities
- » News
- » Photography
- » Secretary General
- » Security Council
- » Technology
- » Uncategorized
- » United Nations

Cunningham Park, Queens, New York, USA, October 21, 2021 – Abdullah Shahid PGA of the 76th Session of the General Assembly

Cunningham Park, Queens, New York, USA, October 21, 2021 – Abdullah Shahid PGA of the 76th Session of the General Assembly Along With Ambassador Thilmeeza Hussain of the Maldives and Members of His Staff Helps Plant 350 Trees at Cunningham Park Queens To Help Combat Climate Change And to Celebrate UN Day. Photo: Luiz Rampelotto/EuropaNewswire

United Nations October 21, 2021

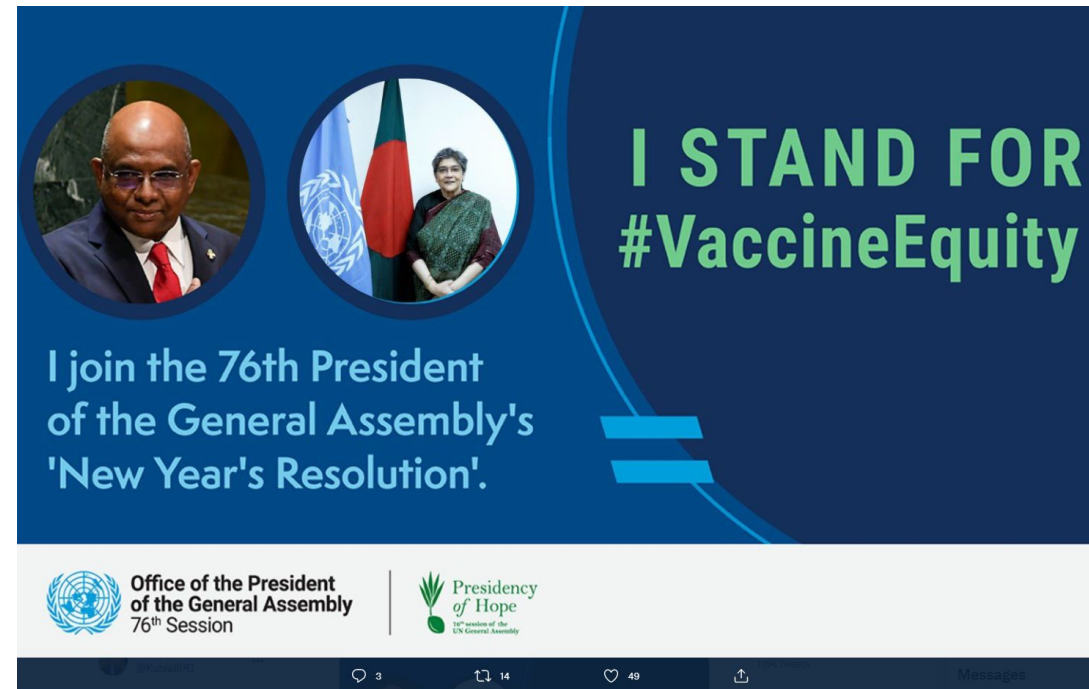
This morning, Mr. Abdulla Shahid and his team volunteered at Cunningham Park in Queens planting trees to celebrate United Nations Day.

The PGA said that – as a Maldivian – he knows well the concept of community and of depending on your neighbors.

The PGA explained this volunteering initiative before his High-Level Meeting on Delivering Climate Action on October 26, here in New York, and ahead of COP-26, in Glasgow, shows that everyone can play a role in climate action.

Example: Vaccine Equity

- High-level event on 25 February 2022
- Social media campaign launched on 30 Dec 2022
- Dedicated website and banners
- Visit from 1st person in US to receive the vaccine, Sandra Lindsay + video message
- Media advisory
- Speech delivered in a GA hall with branding
- Social media coverage of the event with hashtag



Example: Vaccine Equity

- High-level event on 25 February 2022
- Social media campaign launched on 30 Dec 2022
- Dedicated website and banners
- Visit from 1st person in US to receive the vaccine, Sandra Lindsay + video message
- Media advisory
- Speech delivered in a GA hall with branding
- Social media coverage of the event with hashtag



Example: Vaccine Equity

- High-level event on 25 February 2022
- Social media campaign launched on 30 Dec 2022
- Dedicated website and banners
- Visit from 1st person in US to receive the vaccine, Sandra Lindsay + video message
- Media advisory
- Speech delivered in a GA hall with branding
- Social media coverage of the event with hashtag



Example: Vaccine Equity

- High-level event on 25 February 2022
- Social media campaign launched on 30 Dec 2022
- Dedicated website and banners
- Visit from 1st person in US to receive the vaccine, Sandra Lindsay + video message
- Media advisory
- Speech delivered in a GA hall with branding
- Social media coverage of the event with hashtag



Example: Vaccine Equity

- High-level event on 25 February 2022
- Social media campaign launched on 30 Dec 2022
- Dedicated website and banners
- Visit from 1st person in US to receive the vaccine, Sandra Lindsay + video message
- Media advisory
- Speech delivered in a GA hall with branding
- Social media coverage of the event with hashtag

My statement at the High-Level meeting on Galvanizing momentum for universal vaccination [#VaccineEquity](#)



Partners



Department of Global
Communications



Other UN Departments

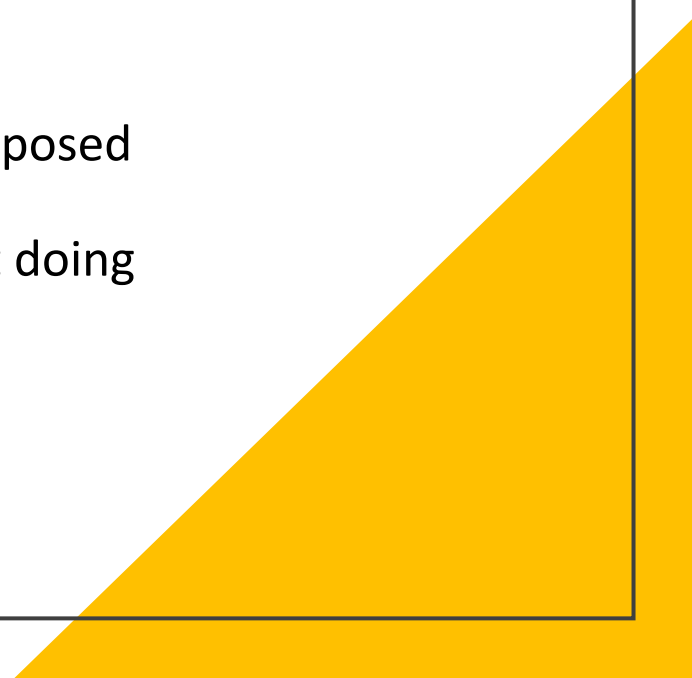


UN Development Coordination
Office (**DCO**) and the Resident
Coordinator Offices (**RCOs**)



UN agencies, funds and
programmes

Feedback from the media

- Editors place political situations over climate change. **Better pitches.**
 - UN repeats the **same message** over and over again.
 - People are tired of hearing **bad news.**
 - People are **tired of hearing what Member States will do**, as opposed to what is being done.
 - **Communicate successes**, otherwise it seems that the UN is not doing anything.
 - Include **finance ministers** in the room.
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.



Importance of Communicating

- High-Level Debate to the critical role of **strategic communications** in peacekeeping operations on 12 July 2022
- Presidential Statement adopted S/PRST/2022/5
- “**Communications is not a side issue or an afterthought.** More than ever, strategic communications is central to the success of all our work.” – SG addressing the Council
- “Our communications work, after all, is designed not just to inform but to **engage audiences** in support of the vital missions of the United Nations.” – SG addressing the Council
- “We must be able to **communicate better about what we do, in ways that everybody understands.** We need a substantial reform of our communications strategy, upgrading our tools and platforms to reach people around the world.” – when sworn in as Secretary-General in 2016



Questions?

