



#CSRshareDay 2019

Hosting Guidelines



Thank you for agreeing to be a host on the fourth #CSRshareDay on Monday 23rd April, 2019!

About #CSRshareDay

On this day, we'll share ideas, challenges, case studies and more online to inspire and empower our industry friends around the world to take action and become more environmentally, socially and economically sustainable. In the process, we'll reconnect and grow our global community of CSR champions!

Twitter will be the main communication channel, using the hashtag #CSRshareDay. Feel free to branch out to other social media such as Facebook, Instagram and Pinterest with links to the Twitter base. As a host you will cover one 60 minute time slot.

This year, each host will choose their theme for the hour based on the UN Sustainable Development Goals. You will find these below.

Your content can be prepared in advance, totally spontaneous, or a combination of both. This can include links to websites, resources, and case studies, from your organisations or others.

Each host will also monitor and respond to tweets using #CSRshareDay during their time slot. Our aim is to generate a lively discussion and interact as much as possible with the audience throughout the day.

The content generated throughout #CSRshareDay will be captured and contextualised into a 2018 summary document which will be published and made available a few weeks after the event.

UN Sustainable Development Goals

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Guidelines, Tips and Ideas

TIME

View the host schedule, note your time slot, and add it to your calendar with a reminder. The provisional program will be available online at positiveimpactevents.com/csrshareday.

REVIEW

Review the schedule to ensure your Twitter name is correct and to see who is hosting in the hour time slot before and after you.

THEME

Determine the specific theme related to CSR/sustainability and the UN Sustainable Development goals you would like to focus on for the hour you're hosting.

PROMOTE

Share your time slot, theme and information about #CSRshareDay through social media and within your organisation and wider circle of contacts. You can also share the #CSRshareDay event page with your friends on Facebook. Use #CSRshareDay when generally tweeting ideas for sustainable events or practices of CSR on the run-up to #CSRshareDay, and ensure the capitalisation in the hashtag is correct.

PREPARE

Write some tweet content in advance to have handy for that day, such as stats, tips, questions (including the word HOST and #CSRshareDay).

GENERATE IDEAS

Feel free to post questions in advance on Twitter using #CSRshareDay and on the Facebook event page to generate interest and to get ideas about what to chat about during your time slot.

AUTOMATE

You can schedule tweets in advance using TweetDeck or HootSuite etc. Make sure you schedule for the right time zone. Also actively monitor Twitter on the day so you can respond to comments to keep the conversation flowing.

We encourage you to share your expertise and experience, including relevant examples from your own company, but please refrain from any sales pitches. If you're asked for more specific information about your company's services please communicate once your time slot is complete.

On The Day



Use your own personal or corporate Twitter account.



Send a tweet a few minutes early, so the previous host can hand off to you.



During your time slot, start every tweet with the word HOST (all caps) to indicate that you are hosting conversation during that hour.



For every tweet, use the hashtag #CSRshareDay (for consistency between hosts, please ensure 'CSR' is all caps, 'share' is lower case, and 'Day' is both upper and lower case.)



Monitor #CSRshareDay and answer any questions or comments during your hour.



10 minutes before the end of your time slot, you will see a scheduled tweet from @CSRshareDay announcing that the next host will be online in the next 10 minutes.



When your time slot ends, please tweet to introduce and welcome the next host before handing over your hosting duties.



Continue to engage throughout the day with the other hosts and tweeters, but please make sure you not to use the word HOST to avoid any confusion.



Numerous people will participate in the campaign as #CSRshareDay Champions join in and help generate the conversation throughout the day.



Most importantly, HAVE FUN! This is a continued social experiment and it worked fantastically last year, but remember not to take it (and yourself) too seriously!

If for any reason you cannot fulfil your hosting duties, please contact us as soon as possible in advance of April 23rd 2018. If you can't host on the day, please reach out to the hosts scheduled before or after your time slot to see if they can cover for you, and send us an email so we can update the scheduled @CSRshareDay tweets.

Example Tweets:



ShawConferenceCentre @EdmontonSCC - Apr 22

HOST- We compost ALL organic waste from events. in 2015 we achieved 54% total waste diversion from landfill **#CSRshareDay** #yeg

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Midori Connolly @MidoriConnolly - Apr 22

Hello everyone! Welcome to an hour w/me on **#CSRShareDay** I'm talking Social Responsibility from view of elections/voting in private orgs.

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Marissa Rosen @MarissaR1 - Apr 22

The **#CSRshareDay** conversation is still going strong! Still time to participate. **#CSR #EarthDay #EarthDayEveryDay**

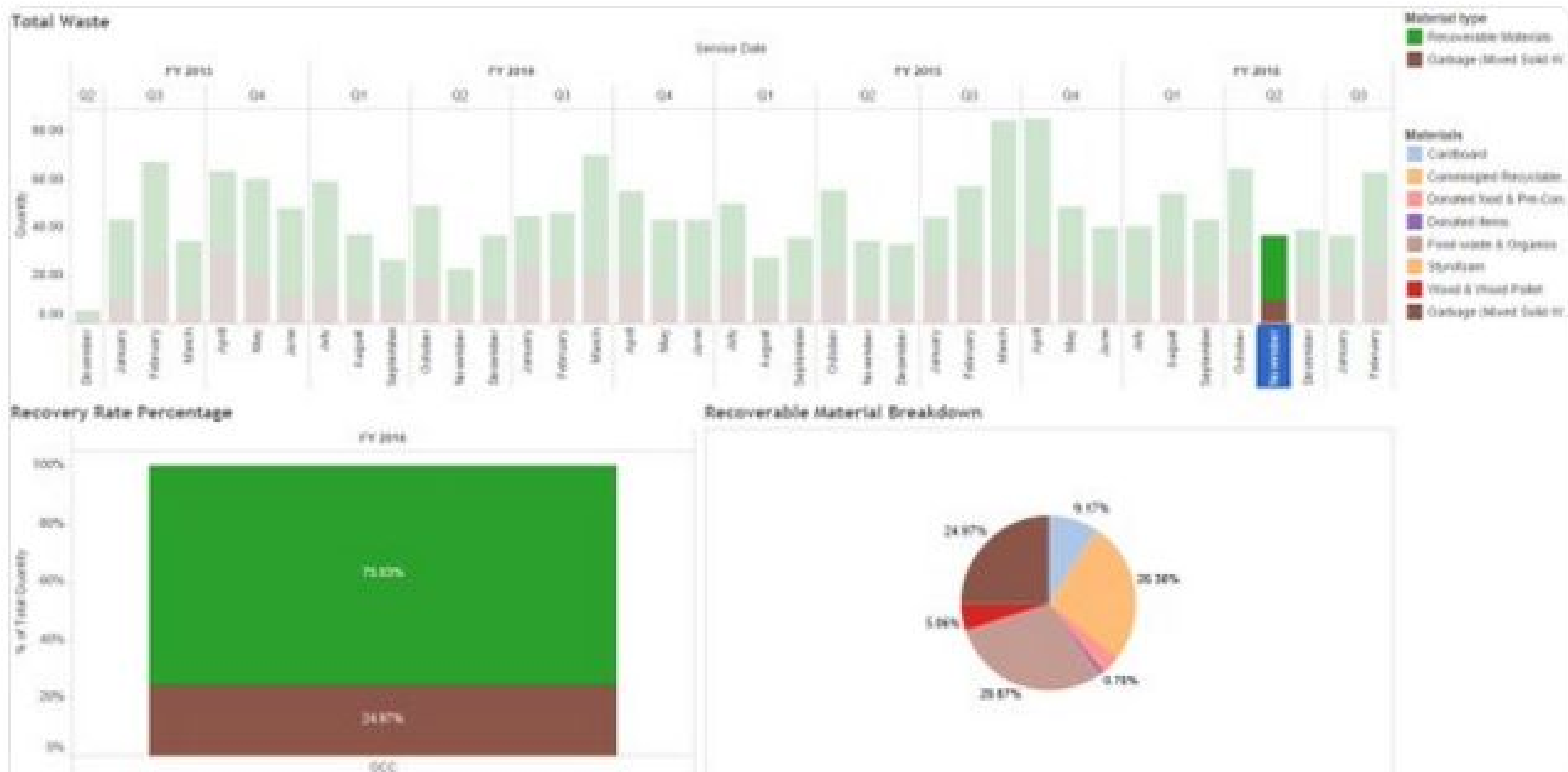
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In reply to ShawConferenceCentre



Rick Hodges @Rick_OCC - Apr 22

@EdmontonSCC Liking the graphics/data! @oregoncc wants to report more live/monthly data. **#CSRshareDay** everyday?!



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For more information, contact:
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A Project By:

POSITIVE IMPACT

