

2015 U.S. - CHINA

CLIMATE LEADERS SUMMIT

SEPTEMBER 15-16 • LOS ANGELES, CA

Hosted by Mayor Eric Garcetti and the City of Los Angeles



Social Media Guidelines

Ahead of next week's Climate Cities Summit, featuring mayors and subnational leaders from across the United States and China, we've laid out the following guidelines that should be utilized on social media to follow and interact with news and media hits around the Summit, and to ensure that any Summit-focused content becomes part of the conversation on social media.



Hashtags

The following hashtags will be associated with the Summit and should be included in any relevant tweets or Facebook posts:

- **Primary:** #ClimateCities
- **Secondary:** #ActOnClimate
- **Other:** #ClimateMayors and #USChina

Please note that while #ActOnClimate is already frequently used on social media to talk about the overall need for action to combat climate control, #ClimateCities is unique to this specific Summit. Because of this, #ClimateCities should be the primary hashtag used, with #ActOnClimate being used secondarily or in conjunction with #ClimateCities.

Other hashtags associated with the Summit include #ClimateMayors and #USChina. These should also be used in conjunction with the primary hashtag, #ClimateCities.

Landing Page

The Summit-specific landing page will be updated periodically in the days ahead and during the Summit. The page will feature information about the Summit, including agenda and panelist materials, and will be a good repository of information to point to when referencing it on social.

You can access the landing page here: <http://www.lamayor.org/climatesummit2015>

Social Media

In advance of and during the Summit, the LA Mayor's Office will be promoting Summit-specific content from on their Twitter profile ([@LAMayorsOffice](https://twitter.com/LAMayorsOffice)) and on their Facebook page ([facebook.com/garcetti](https://www.facebook.com/garcetti)). Engaging with this content on social channels is encouraged.

In coordination with the City, the U.S. State Department will also be disseminating content on several of their social channels. These platforms are listed below and all will be sharing Summit-specific content.

- **Twitter:** @StateDept/@USAsiaPacific/@USA_Zhongwen/@EngageState /@StateDeptOES
- **Facebook:** <https://www.facebook.com/StateDepartment.OES/>

On September 10, the City will announce Vice President Biden's attendance at the Summit. Please tag his Twitter handle @VP when referencing this announcement on social media.



In addition to circulating posts by the City and State, those that wish to author their own tweets should incorporate the following into their content so we are able to aggregate conversation and monitor overall sentiment of the event:

- Tag @LAMayorsOffice on Twitter and Mayor Eric Garcetti on Facebook
- Tag @EricGarcetti's personal Twitter handle in conjunction with @LAMayorsOffice (see more below)
- Utilize hashtags #ClimateCities & #ActOnClimate
- Tag @StateDept/@USAsiaPacific/@USA_Zhongwen/@EngageState/@StateDeptOES and U.S. State Department - OES on Facebook
- Tag @VP on Twitter when referencing the Vice President and his appearance at the Summit.

Examples of content to share ahead and during the content include:

Twitter:

#ClimateChange is a real issue for cities around the world. Here's how #ClimateCities in #USChina are fighting back: <http://www.lamayor.org/climatesummit2015>

FACT: Cities are the primary sources of all greenhouse gas emissions. #ActOnClimate #ClimateCities

Here's all you need to know about the #ClimateCities summit happening here in #LA Sept 15-16. #ActOnClimate <http://www.lamayor.org/climatesummit2015>

Facebook:

Leaders from all over the U.S. and China are coming together this week in #LA to discuss #ClimateChange at the first ever #ClimateCities summit. Learn more: <http://www.lamayor.org/climatesummit2015>

