## GLOBAL GIVING REPORT LAUNCH EVENT Date: 2 April 2013

**OVERALL EVENT GOALS**

1. Secure media coverage and wide-spread dissemination of the report to key stakeholders,
2. Generate dialogue around future trends and gaps in funding for global health particularly around private and corporate investments, and
3. Create networking opportunities that will lead to future partnerships and a greater understanding of how we can transform insurmountable development challenges into solvable problems.

**SOCIAL MEDIA AUDIENCE**

Members of the global health and development social media community.

**SOCIAL MEDIA GOALS**

1. Before and after the event, secure coverage and wide-spread dissemination of *Impact* Magazine to members of the global health and development social media community,
2. Before and after the event, generate dialogue within this community around future trends and gaps in funding for global health, particularly around private and corporate investments, and
3. Before the event, encourage community to submit questions to panelists before and during the event.

**SOCIAL MEDIA ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ACTIVITY | POINT PERSON | | DEADLINES | |
| **WEBSITE** | | | | |
| Homepage carousel image (*Impact* cover image) | | Jyoti | | 4/1 |
| Homepage article contents: | |  | |  |
| Summary information of event | | Scott | | 4/1. Draft due 3/26 |
| Link to press release | | Scott/Ryan | | 4/1 |
| Link to e-*Impact* | | Diana/Mandy | | 4/1. Draft due 3/26 |
| Link to report | | Diana/Mandy | | 4/1. Draft due 3/26 |
| Twitter feed | | Jyoti | | 4/1 |
| **TWITTER** | | | | |
| Hashtag | | Jyoti/Mark/Tom | | 3/18 |
| “Did you know” tweets about funding gaps, trends from report | | Mark/Tom | | 3/18 |
| Pre-launch promotion of *Impact* articles | | Mark/Tom | | 3/18 |
| Google+ Hangout announcements | | Devex/Mark/Tom | | 3/26 |
| Live tweeting during event | | Jyoti/Tom | | 4/2 |
| Twitter townhall | | Devex | | 4/2 |
| Post-launch promotion of each *Impact* article | | Mark/Tom | | 4/3 |
| **BLOG** | | | | |
| Daily *Impact* invitation to attend event | Mark/Tom | | 3/26 | |
| Post about event, panels, speakers | Mark/Tom | | Before 4/2 | |
| Cross posts of media gathered | Ryan/Mark/Tom | | After 4/2 | |
| Summary/report-out of each panel | Tom | | 4/2 or 4/3 | |
| Post announcing live-casting of event | Mark/Tom | | 4/1 or 4/2 | |
| Post on private & corporate investment from Pfizer | Andrea/Mark/Tom | | After 4/2 | |
| Post on social impact investing from GIIN | Mandy/Mark/Tom | | After 4/2 | |
| Post from speakers pre-event | Mandy/Mark/Tom | | Before 4/2 | |
| Post announcing Google+ Hangout | Devex/Mark/Tom | | Before 4/2 | |
| Live streaming the Google+ Hangout | Devex/Mark/Tom | | 4/2 | |
| 1-min flip-cam interviews from attendees, speakers | Tom | | 4/2 | |
| **GOOGLE+ HANGOUT** | Devex | | 4/2 | |