

## Datos

<b>Nombre del Programa/Proyecto:</b>	Green Recovery
<b>País:</b>	Internacional
<b>Tema/ sector/ workstream:</b>	Medio ambiente y diversidad

## We.4nature la nueva cuenta en Twitter para Green Recovery



Edit profile

### we.4nature

@we\_4nature

#GreenRecovery – a virulent topic, now more than ever. The @giz\_gmbh and its partners have a lot to offer for people and the future of our #planet.

Joined November 2020

Imagen: Página Twitter. Archivo GIZ

### What can we tweet for you today?

@we\_4nature is the new handle for you if you want to find your Green Recovery-related topic on [Twitter](https://twitter.com/we_4nature) - [https://twitter.com/we\\_4nature](https://twitter.com/we_4nature).

### Why a Twitter account on Green Recovery?

“Green Recovery” is a virulent topic, now more than ever. The question is how we build (back) our societies in a sustainable way – for nature, the climate and socioeconomic justice. We are convinced – no, we know – that the GIZ has a lot to offer with an already existing or potential impact on green recovery worldwide. GIZ has already

been quite successful in showcasing some of these great activities, products, tools, experiences and results. With the Twitter account we want to present them in the overall context of “Green Recovery” and, at the same time, to an even larger audience.

### **Why a Twitter account after all?**

Earnestly, we need to start somewhere. Twitter is only the first step to communicate our achievements better and to a wider audience. With Twitter, we mainly target individuals, organizations, research institutions, the private sector, governments, donors and the media active in the relevant fields. It is a great networking tool and will – if done right – give GIZ more visibility in the professional and political realm, generate new contacts and raise GIZ’s profile in nature, climate and infrastructure.

### **What will we tweet?**

Anything that demonstrates GIZ’s existing or potential impact on “Green Recovery” globally. Online tools, facts & figures, videos, podcasts, photos, publications, reports... anything you can imagine. However, GIZ must be directly affiliated with the content.

### **Whose content will we tweet?**

The answer is simple: Yours! As long as what you send to us is affiliated with or comes directly from GIZ.

### **What do we need from you?**

*You send:*

- (A link to) photos, videos, online tools, publications, reports, etc.
- A short narrative of 5 -10 lines on what this is about including the link to Green Recovery
- Relevant Hashtags, possibly names of organizations you would like to have tagged in the Tweet

*We create:*

- A Tweet with this information and send it out

### **How do we receive your input?**

*There are three options:*

1. Drop a MS Teams message to Tobias Dierks or Sven Stöbener
2. Contact us via Twitter: @we\_4nature

We are very much looking forward to hearing from you with some good examples we can disseminate for you. Follow us on Twitter: we.4nature; @we\_4nature

The unofficial G300 Social Media Team

## Resumen de la noticia

La cuenta @we\_4nature es la nueva página en Twitter relacionado al tema de Recuperación Verde (Green Recovery). Actualmente, la temática sobre Green Recovery es muy importante y Twitter es una plataforma idónea para comunicar mejor los resultados y logros, dirigido a un público más amplio. Con esta red social, la comunicación es principalmente enfocada a las personas, organizaciones, instituciones de investigación, el sector privado, los gobiernos, los donantes y los medios de comunicación activos en los ámbitos pertinentes. Es una gran herramienta de trabajo en red y, si se hace bien, dará visibilidad a los diferentes proyectos de la GIZ. [Link Twitter](#). Más información en idioma inglés.

Para obtener más información, póngase en contacto con [tobias.dierks@giz.de](mailto:tobias.dierks@giz.de)