



## HOW B20 MEMBERS\ PARTNERS CAN SUPPORT B20 ANNOUNCEMENT

*COVID-19 initiative*

*19 March 2020*



## **AS A MEMBER \ PARTNER OF B20 SAUDI ARABIA...**

You play a critical role in representing the international business community and helping to advance B20 priorities related to the newly announced COVID-19 initiative. **Here are the specific steps you can take today.**

### ***Thursday, March 19 - Share the B20 Statement on the COVID-19 Initiative***

You are encouraged to share the B20 statement and the video from B20 Chair, Mr. Yousef Al-Benyan. The statement and video can be shared directly from the B20 Saudi Arabia social media channels by retweeting <https://twitter.com/b20/status/1240647530544648192> or reposting [https://www.linkedin.com/posts/b20-saudi-arabia\\_b20-saudi-arabia-announcement-initiative-activity-6646413990907994112-zSjC](https://www.linkedin.com/posts/b20-saudi-arabia_b20-saudi-arabia-announcement-initiative-activity-6646413990907994112-zSjC) on Twitter and LinkedIn respectively. You can help us ensure a greater reach of the announcement by sharing it on your own social channels.

The B20 channels are:

[Website](#)

[Twitter](#)

[LinkedIn](#)

[Youtube](#)

### ***Friday, 20 March 2020 – Share a social post on the importance of the B20 Saudi Arabia COVID-19 initiative***

Share your own post(s) on social media about the B20 Saudi Arabia COVID-19 initiative and how it can help advance the global business community's goals with the G20. Use these hashtags and the link to the B20 statement. Sample social posts for your adaptation and use are included below.

Hashtags:

#B20SaudiArabia

#COVID19

Use B20 Statement Link:

On Twitter - <https://twitter.com/b20/status/1240649457286307844>

On LinkedIn - [https://www.linkedin.com/posts/b20-saudi-arabia\\_press-releases-b20-saudi-arabia-2020-activity-6646415518452539392-YA\\_G](https://www.linkedin.com/posts/b20-saudi-arabia_press-releases-b20-saudi-arabia-2020-activity-6646415518452539392-YA_G)

Sample Tweets:

As #COVID19's impact continues, #B20SaudiArabia is undertaking a special initiative to deliver recommendations to the G20 on how the global business community and governments can address this and future pandemics. [<https://twitter.com/b20/status/1240649457286307844>]

Sample LinkedIn Post:

As a member of the #B20SaudiArabia I am proud to say that we are working together as a global business community to address COVID19 and the threats it poses to public health and the global economy. Today, we established a special committee to deliver recommendations for the global business community, governments and other institutions to work together to address this and future pandemics. Read our full statement here [[https://www.linkedin.com/posts/b20-saudi-arabia\\_press-releases-b20-saudi-arabia-2020-activity-6646415518452539392-YA\\_G](https://www.linkedin.com/posts/b20-saudi-arabia_press-releases-b20-saudi-arabia-2020-activity-6646415518452539392-YA_G)].



### ***Week of 22 March – Share B20 Saudi Arabia social media post(s)***

As new information and details are shared on the B20 Saudi Arabia social media channels and website, please share these post(s) on your own social media channels about the B20 Saudi Arabia COVID-19 initiative. Be sure to use these hashtags and link to relevant B20 materials on the B20 Saudi Arabia website.

Hashtags:

#B20SaudiArabia  
#COVID19

***Whenever posting to your social media accounts, we encourage you to read the social media guidelines and best practices included below.***

#### **Social media best practices**

Social platforms will serve as important engagement drivers for B20's multiple audiences who are seeking information and resources. As social media content drives audiences to the B20 website and reflects on Saudi Arabia, it is important that the content looks and feels consistent. The following best practices can help you create consistent and engaging social media content for your personal social media platforms.

**Content:** Use compelling visuals that clearly articulate the engagement and action. Write post copy that supports the B20 priorities but is reflective of your experience and background.

**Tone and voice:** The personality of social content should be characterized by the attributes defined below (Innovative, Inclusive, International, Insightful, Influential).

**Channels:** Post content on the social media platforms the B20 is using (Twitter, LinkedIn) so that the B20 can help promote your content to its audiences.

#### **B20 Social Content Attributes**

INNOVATIVE	We are leading the charge in transforming how the world conducts business.
INCLUSIVE	We are a diverse group of business leaders.
INTERNATIONAL	We are a global community, representative of 20 nations.
INSIGHTFUL	We are informed about global issues and develop acute points of view.
INFLUENTIAL	We are the decision makers of the global business community.



### *Twitter Best Practices*

Tag the B20 Twitter handle (@B20) and leverage the B20 hashtag: #B20SaudiArabia as well as other relevant trending hashtags. Be sure not to use more than two hashtags in one post.

Engage with your audience: Engage in positive, productive conversation on Twitter because the platform is conversational in nature.

Be Timely: Twitter is the most time-sensitive social media platform. We should tweet live in the moment when topics are trending on social media. As a consequence, this also means tweets can have a short life, receiving their greatest engagement within the first few hours of posting.

Be Authentic: Like most social media platforms, Twitter thrives off authenticity. Posting video and content with minimal editing and effects engage more people.

### *Specs*

280 characters (links reduce character counts by 23 characters; multimedia does not reduce character counts). Keep images within 1080 x 1080 w/ minimal text

### *LinkedIn Best Practices*

LinkedIn is an established platform for business and industry-focused content geared towards thought leadership. LinkedIn is an essential channel for industry and thought leaders to communicate to key stakeholders, media and industry. Beyond its uses as a social media platform, LinkedIn strengthens an executive's or brand's innovative credentials and expands networking opportunities.

Leverage the B20 LinkedIn page (B20 Saudi Arabia) and hashtag: #B20SaudiArabia. Be knowledgeable and conversational: Be prepared to share a point of view as the platform is geared toward expressing specific opinions and expertise related to the topics you are posting on.