

## OSM Geography Awareness Week: Organizer's Social Media Toolkit



### Social Media Folks,

This toolkit is meant to provide you with some suggestions for tweet content related to OpenStreetMap GeoWeek efforts and international mapping projects, to make it easier to focus on live-updates and engaging the public audience during the week. At the bottom, you can find links to sharable media.

### General Information

Please direct traffic to the [osmgeoweek.org](http://osmgeoweek.org) website

Please use the following hashtag in every post: #osmgeoweek

The general hashtag for Geography Awareness Week is #geoweek

Accounts to follow: @MapGive, @NatGeo, @HOTsm, @OpenStreetMapUS, @MissingMaps

### OSM GeoWeek Messages

- Are you exploring the #FutureofFood with OpenStreetMap this #GeoWeek? Tell #osmgeoweek about your experience
- Geography Awareness Week is Nov 16-22; this year's theme is "The Future of Food." Look for an event near you! [osmgeoweek.org](http://osmgeoweek.org) #osmgeoweek
- Are you adding food related resources this week to OpenStreetMap for the "Future of Food?" Add your event to the map <http://osmgeoweek.org/events/>! #osmgeoweek
- Geography Awareness Week is Nov 16-22! Is there an #osmgeoweek event near you? Find out at [osmgeoweek.org](http://osmgeoweek.org) and join in! (Or, start one!)
- It's #GeoWeek 2014! From Nov 16-22, mappers old and new are asked to focus on adding food-related resources to OpenStreetMap! #osmgeoweek
- For #GeoWeek 2014, add food-related resources to OpenStreetMap! Need some tips on how to map? Check these tutorials [osmgeoweek.org/plan/](http://osmgeoweek.org/plan/) #osmgeoweek
- All week mappers are adding #foodgeography to OpenStreetMap. Pick a mapping project and dig in! [osmgeoweek.org/projects/](http://osmgeoweek.org/projects/) #geoweek #osmgeoweek
- With the click of a mouse, impact the #FutureofFood. [osmgeoweek.org](http://osmgeoweek.org) #OSMGeoWeek
- Digital volunteers, help put #foodgeography on the map [osmgeoweek.org/projects/](http://osmgeoweek.org/projects/) #geoweek #osmgeoweek

- @NatGeo, @MapGive, @Hotosm, @OpenStreetMapUS are hosting mapping events at colleges, universities, and clubs to map food resources around the globe. Find/organize an event near you at <http://osmgeoweek.org/>

#### Flagship event (Friday, 11/21/14)

- TODAY: Hungry for maps? In DC? Stop by @NatGeo to celebrate #osmgeoweek and put food resources on the map <http://osmgeoweek.org/event/national-geographic/> <http://ow.ly/i/7CEUF>
- TOMORROW: @NatGeo hosts #OSMGeoWeek's flagship mapping party! Doors open from 11am-4pm <http://osmgeoweek.org/event/national-geographic/> <http://ow.ly/i/7CEUF>
- FRIDAY: @NatGeo is hosting an #OSMGeoWeek mapping party, and everyone's invited. 11am-4pm <http://osmgeoweek.org/event/national-geographic/> <http://ow.ly/i/7CEUF>
- FRIDAY: Join us for an #OSMGeoWeek event at @NatGeo, we're mapping for the #FutureofFood <http://osmgeoweek.org/event/national-geographic/> <http://ow.ly/i/7CEUF>
- In DC? Come to @NatGeo for an #OSMGeoWeek map party! Bring a laptop, your love of geography, & a friend! <http://osmgeoweek.org/event/national-geographic/>

#### Sri Lanka

- Create #opendata in Sri Lanka, as part of the Open Cities Project <http://osmgeoweek.org/project/sri-lanka/> @SLITInfo #osmgeoweek #resilience

#### Ebola and Agriculture (Special hashtags: #map4ebola, #ebolaoutbreak)

- Map farmlands in Guinea to strengthen #foodsecurity from your computer. <http://osmgeoweek.org/project/ebola-agriculture/>
- The #EbolaOutbreak is threatening the #FutureofFood in affected countries. Online volunteers are helping <http://osmgeoweek.org/project/ebola-agriculture/>
- Contribute to responding food resource coordination efforts in Ebola affected countries. <http://osmgeoweek.org/project/ebola-agriculture/> #osmgeoweek
- The #EbolaOutbreak threatens the #FutureofFood in affected countries. You can help. <http://osmgeoweek.org/project/ebola-agriculture/> #osmgeoweek
- #Ebolaoutbreak disrupted food production systems in W. Africa. You can help, here's how <http://osmgeoweek.org/project/ebola-agriculture/> #osmgeoweek
- #Map4Ebola by mapping agricultural land use in #ebolaoutbreak affected countries. <http://osmgeoweek.org/project/ebola-agriculture/> #osmgeoweek
- Mapping agricultural land use in #ebolaoutbreak affected countries assists planning, coordination, mitigation and long term recovery efforts. #FutureofFood #osmgeoweek

#### Open Road Philippines

- Trace farm to market roads in Bohol to support development in the Philippines <http://osmgeoweek.org/project/open-road-ph/#osmgeoweek> @hotosm @MapGive
- Trace Bohol's farm to market roads to contribute to #opendata in the Philippines <http://osmgeoweek.org/project/open-road-ph/#osmgeoweek> @hotosm @MapGive

## Khulna, Bangladesh

- @GW\_Students are helping @USAID's @GeoCenter map agricultural areas in Bangladesh on their computers. <http://osmgeoweek.org/project/khulna/> #OSMGeoWeek
- Map agricultural areas in Khulna, Bangladesh as part of @USAID @GeoCenter's Mapping for Resilience <http://osmgeoweek.org/project/khulna/> #OSMGeoWeek
- @GWU\_Students and @USAIDGeo's are mapping for #resilience & to #FeedtheFuture & in Bangladesh. Join in person or remotely <http://osmgeoweek.org/project/khulna/> #OSMGeoWeek

## Shareables: Gifs, Photos, Video

### Animated Metrics:

For each of the international OSMGeoWeek tasks, the goal is to have animated gifs, before/after sliders, and charts that will be updated every fifteen minutes. These will be integrated into the [osmgeoweek.org](http://osmgeoweek.org) website on each project page.

- Animated Gifs
- Before/After Slides (ex)
- Charts

### MapGive Flickr

Includes a sharable "OSM GeoWeek" photo with organizers' logos for appropriately sized for Twitter, Instagram, and Facebook (choose "original size" for each), as well as stock MapGive content

<http://www.flickr.com/photos/mapgive>

### MapGive YouTube Channel:

Includes the "Why Map?" introductory video, and iD editor beginner tutorials

<https://www.youtube.com/channel/UC9fBEbn3OXuR3w1wYa9dHhQ>

## Additional Resources

[MapGive](#)

[National Geographic's GeoWeek Page](#)

[Humanitarian OpenStreetMap Team](#)

[OpenStreetMap](#)