

Beat: Local

## The COP22 in Marrakech allows observers part of the Social Media conversation

### UNFCCC Launches New Online Platform

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**USPA NEWS** - The secretariat of the UN Framework Convention on Climate Change (UNFCCC) has today announced a new online platform to allow observers to watch key parts of the global social media conversation around the UN Climate Change Conference in Marrakech, Morocco (COP 22, 7 - 18 November).

UN Climate Talks LIVE Will Gather and Analyze the Global Twitter Conversation Around the UN Climate Conference in Marrakech  
The secretariat of the UN Framework Convention on Climate Change (UNFCCC) has today announced a new online platform to allow observers to watch key parts of the global social media conversation around the UN Climate Change Conference in Marrakech, Morocco (COP 22, 7 - 18 November).-----

The corresponding widget can now be downloaded now free of charge and embedded on websites of news media, bloggers and all interested organizations.-----

The platform, dubbed UN Climate Talks LIVE, produced in collaboration with KPMG, will go live on 7 November and will provide live information until the end of the conference on 18 November. The site will display real-time data on the global Twitter conversation about COP 22. It will gather and visualize worldwide tweets, showing visitors the top Tweepsters, key trends in the conversation as they happen and insightful analytics.-----

In 2015, UN Climate Talks LIVE for the UN Climate Change Conference in Paris (COP 21) attracted over 1.2 million visitors and analyzed more than 3.5 million Tweets. Source UNFCCC

#### Article online:

<https://www.uspa24.com/bericht-9731/the-cop22-in-marrakech-allows-observers-part-of-the-social-media-conversation.html>

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