

## Social Media Opportunities Abound at the World Economic Forum on Latin America

19 April 2011

This year at the [World Economic Forum on Latin America in Rio de Janeiro, Brazil](#), the Forum will make full use of online collaboration on major social networks.

- Pose a question to participants at the event through the Ask a Leader online contest
- Follow live tweets from sessions with the Forum ' s 1.4 million Twitter followers
- Watch sessions broadcast live on the Forum ' s Livestream channel

### Ask a Leader on YouTube

Ask a Leader challenges the public to submit their most pressing questions to [youtube.com/davos](http://youtube.com/davos) until Wednesday 20 April 2011. The Forum will put a selection of the top-voted questions to world leaders in the World Economic Forum on Latin America when they come to the Social Media Corner, giving the public direct access to some of the most powerful and influential people in the world.

### Social Media Corner

The Social Media Corner in the InterContinental Rio Hotel will serve as the central social hub to reach out to the general public to discuss a range of topics on the official theme " Laying the Foundation for a Latin American Decade " . The Social Media Corner will have stations to upload videos in response to [Ask a Leader on YouTube](#), encouraging an open and direct dialogue between world leaders and the general public.

### Twitter

Along with our 1.4 million Twitter followers, stay up to date with the latest headlines through the official [Twitter list](#) . Follow the World Economic Forum on [Twitter @Davos](#) as well as our live tweet account [@WEF](#), where key quotes from plenary sessions will appear. For community-specific updates and insights, follow the Forum ' s community Twitter accounts [@SchwabFound](#), [@TechPioneers](#) and [@YGLVoices](#). The official hashtag of the 2011 World Economic Forum on Latin America is #WEF. Please use this hashtag in all your tweets about the meeting.

### Blogging

The Forum has invited key participants to blog about their experiences on the [Forum Blog](#). Get behind the scenes ' insights from participants on the most interesting big idea from the event, updates from sessions or what they are taking away from the event. At [wef.ch/facebook](http://wef.ch/facebook), join the Forum ' s 68,000 Facebook fans to get the best updates on the meeting including photos, videos and blogs.

### Flickr

Official Forum photographers will capture the best pictures from the meeting; they will be made available free of charge under a creative commons license on Flickr at [wef.ch/riopix](http://wef.ch/riopix).

### Webcasts

A selection of plenary sessions will be webcast live at [wef.ch/live](http://wef.ch/live). The videos will also be available on demand on

our website and can be watched on demand on the Forum ' s YouTube channel at [wef.ch/youtube](http://wef.ch/youtube) after the meeting.

The World Economic Forum on Latin America takes place in Rio de Janeiro, Brazil, on 27-29 April 2011. The theme of the meeting is " Laying the Foundation for a Latin American Decade " and will convene more than 500 top regional and global leaders.

The co-chairs of the meeting are Frederico Fleury Curado, President and Chief Executive Officer, Embraer - Empresa Brasileira de Aeronautica, Brazil; Orit Gadiesh, Chairman, Bain & Company, USA; Member of the Foundation Board of the World Economic Forum; Vikram Pandit, Chief Executive Officer, Citi, USA; and Sir Martin Sorrell, Chief Executive Officer, WPP, United Kingdom.

For more information about the meeting, please visit the Forum ' s website at

<http://www.weforum.org/events/world-economic-forum-latin-america-2011>

#### Notes to Editors

- Find everything about this year ' s World Economic Forum on Latin America at <http://wef.ch/rio2011>
- Check out photos from the event at <http://wef.ch/riopix>
- Watch live webcasts of sessions at <http://wef.ch/live>
- Subscribe to Forum News Releases at <http://wef.ch/news>
- Watch sessions on demand on YouTube at <http://wef.ch/youtube>
- Become a fan of the Forum on Facebook at <http://wef.ch/facebook>
- Follow the Forum on Twitter at <http://wef.ch/Twitter> and <http://wef.ch/livetweet>
- Twitter users: Please use the hashtag #WEF for all tweets about the event.
- Check in with the Forum on Foursquare at <http://wef.ch/foursquare>
- Read the Forum Blog at <http://wef.ch/blog>
- Read the Forum reports on Scribd at <http://wef.ch/scribd>
- Follow the Meeting on iPhone at <http://wef.ch/iPhone>
- <http://www.weforum.org/events/world-economic-forum-latin-america-2011>

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The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations ([www.weforum.org](http://www.weforum.org)).



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