International Federation of Red Cross and Red Crescent Societies

TOP TWITTER TIPS

Social Media Awareness / Southeast Asia / 2015

1. Make your tweets easy to read (don’t crowd with too many hashtags and @ mentions)
2. Post regularly (at least once a day) at the popular time (for most countries and audiences, it is in the evening, 6-8pm)
3. Build relationships: RT, reply, favourite your partner organisations, staff, journalists
4. Attach photo/s for better results (tweets with an image get re-tweeted more frequently - up to 4 images per tweet possible). Tag other accounts in the photos (up to 10 tags are possible)
5. Include a link in tweets (so people have somewhere to go for more information)
6. Plan and schedule posts ahead of time (tools like Hootsuite have a scheduling feature)
7. Include a call to action (click, like, learn more, re-tweet, donate etc)
8. Monitor and report using tools such as Hootsuite or Tweetdeck
9. Maximise two-engagement potential of Twitter: Ask questions, answer @ mentions, seek community ideas, stories and feedback
10. If you make a mistake, apologise and correct it quickly and honestly!
11. Have a daily routine: for example, 30 minutes each day from 10am to check Twitter page for comments requiring a reply and to post one update
12. Try to keep at least 3 spare characters in tweets so that people using the old re-tweet function (ie “RT:….’ at front) can easily re-tweet
13. Do not post anything that does not abide by the Movement’s seven Fundamental Principles
14. Do not post anything that defames another person – staff, volunteers or anyone else
15. Engage your volunteers who are already on Twitter, encourage others to join (with training)
16. Regularly review popular (‘trending’) hashtags – and, when appropriate, use them in your tweets
17. Identify and leverage influencers (celebrities, partner organisations, bloggers etc.). Perhaps they can help you get a message out! Why not ask them?
18. Use statistics and quotes as good content
19. Try to keep at least 3 spare characters in tweets so that people using the old re-tweet function (ie “RT:….’ at front) can easily re-tweet
20. Keep your strategy in mind. Think about how Twitter can be used by your National Society to do the following:

* Promote your programmes and activities
* Recruit new volunteers
* Educate people about important issues (e.g. how to prevent malaria)
* Communicate with the communities (ask questions, gather information, start conversations)
* Post updates during disasters or emergencies (make a plan for future possible events)
* Connect staff and volunteers to each other to batter organise and share information

# Need more help?

For any questions you may have on social media, please contact:

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