TWITTER: HOW TO

a global voice for women

Soroptimist International
CREATE A **Twitter** Account

- Go to Twitter.com and click on the sign up box;
- On the screens that follow, you will need to enter your full name, mobile number, email address and choose a password;
- You will be sent a SMS to your phone with a verification code which you will need to enter;
- Select a username - this will show on your Twitter account so choose something unique. If you are setting up your account for your club - have a look at some of the other Twitter accounts run by SI clubs;
- Click create an Account;
- Final Step - look out for your confirmation email and enter this to complete the set-up of your account;
- In your Profile you can add a profile image - just like you would on Facebook and it will be circular - best size is 400 x 400px;
- The Twitter banner or header should be 1500 x 500 px.
FIND THOSE YOU WOULD LIKE TO FOLLOW

• Twitter will also give you ideas of those ‘people you might like to follow’ and you can click straight on the follow button if you wish;

• You can Follow anyone that you would like to see Tweets from, including people, organisations and UN and associated bodies. An organisation or persons name will always start with @ basically a way of getting in touch with another person, organisation or other, much like an email address, except of course the online world is watching!

• Don’t forget to follow your own Federation Twitter Account and also the SI Twitter Account @SoroptiTweet;

• Ideas for who to follow for example CSW, may include @NGO_CSW_NY (the NGO CSW Account) @UN_Women (the UN Women Account) @ILO (the International Labour Organisation Account) @UN_CSW (the United Nations CSW Account) @FAO (Food and Agriculture Organization) etc;

• If you are using a Twitter account to share your personal opinions as well as those of Soroptimist International - it is a good idea to add a short sentence in your bio that states something along the lines of “My Tweets are my own”;

🌟 Top-Tip In the search box (top right of your Twitter screen) you might like to do a search for #Soroptimist and you will see lots of posts from other Soroptimists and Clubs. If you click on their Twitter name, you will go to their Twitter page, and you can then click Follow.
READY TO TWEET!

- What do you want to say?

- Be respectful and professional - particularly if your Tweets may be seen to represent the voice of SI, so only use language and tone that you would like to hear yourself! Be aware of the rules and regulations.

- Keep your Tweets short (280 is the most characters, but less is more) - a concise Tweet makes an impact. Keep each Tweet focused on one specific message rather than trying to communicate multiple things. You can include a link to a blog post or website if you have a longer message to convey; Additionally, if you do add a link - check out Bitly to shorten long URLs, so they take up less space in your post;

- Incorporate relevant hashtags: Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to a subject matter or a theme of a conference such as CSW. Best practices recommend using no more than two hashtags per Tweet, although people do use more (See final slide for a multitude of options);

- Retweeting SI relevant content, whether written by yourself or other organisations, that is in line with SI Vision, Mission and Principles, is a great way to create and maintain a Twitter presence. When in doubt, remember this rule of thumb: your Retweets may reflect back on you and Soroptimist International, and therefore please be mindful of this and our purpose and values;

- As you get used to Twitter, don’t be afraid to ask a question - and expect the unexpected - again, always think about the rule of thumb!

- Unlike facebook you can not edit your post once not is live. You will have to delete it and post again if you need to make a change.
ADDING IMAGES TO YOUR TWEET!

- Tweets with images get 150% more retweets than those without;
- You can add images, videos, and GIFs into Tweets or Retweets;
- Maximum Twitter video length: 140 seconds;
- Once you have added your Image/video if you look below the Post you will see it says ‘tag people’. If you click on this it will offer you a list of those you follow, and who follow you back - you can of course search for others to tag.
Women disproportionately impacted by GBV, incl. sexual harassment & assault in the workplace. @bevbucur on #GBV & ILO Conv on Violence & Harassment in the Workplace #ILOendGBV #16Days bit.ly/2sicYB6

#METOOATWORK

Change the narrative #EndVAWG

Media has a fundamental role to play to stop rape culture.

Let’s flip the narrative that places blame on victims and use the power of language in service of survivors, not perpetrators.
READY TO USE HASHTAGS!

- The Soroptimist International key hashtags are: #SIMakingChange  #SIAdvocates #SIRoadtoEquality #Soroptimists and #HearMySIVoice.

- Every event, Convention or Conference will have any number of thematic or similarly specific hashtags.
  - For example: CSW64 has (unsurprisingly) #CSW64 #GenerationEquality #Beijing+25;
  - International Women’s Day has #IWD2020 and also #EachforEqual;
  - The most used hashtags for us tend to include #VAWG (violence against women and girls) #ENDFGM #HumanTrafficking #LeaveNoOneBehind #EndChildMarriage #GenerationEquality #Education etc;
  - I always find that if I am unsure of what hashtags to use, I find the organiser’s Twitter profile and look at the Twitter ‘feed’ (the list of posts) and you will see what they use when they are tweeting about an event or similar.