In order to create three tweets per day every week, or 21 tweets per week, research will be conducted to reveal interesting material, trends or upcoming events. This research will be carried out by looking at the:

1. Twitter accounts of **influencers** in the field of volunteerism (UN agencies and their campaigns, media, high-level officials, development agencies, volunteer organisations, etc)
2. Twitter accounts of **UNV field units**
3. **Hashtags** that are trending

The lists of these Twitter accounts are provided as an Annex below.

Topics should focus on opinions, reports, findings or events about volunteers, volunteerism, sustainable development, the UN Sustainable Development Goals (SDGs), peace efforts, development efforts and other topics that could potentially be linked with volunteerism. It would be good to identify tweets with accompanying photos, videos and infographics as these receive usually more attention.

This research should be conducted between **Monday and Thursday** every week. Topics that could be included in the research should be discussed at the editorial meeting **each Tuesday**.

On **Thursday noon**, 30-40 tweets should be identified as interesting and circulated to the Communications Team, along with any accompanying video links, photos and infographics. On **Thursday evening**, the Communications Team, through the team member who will be assigned to do this that week, will get back to the interns asking them to draft 21 tweets based on their suggestions above. These tweets can be slightly revised so that they become original content that is not just retweeted. The same hashtags, photos, video links and infographics could be used as in the original tweet but slightly revised to show why it is important for UNV.

The 21 drafts should be placed in an Excel file and sent back to the Communications Section on **Friday evening**. On **Monday morning**, these drafts will be approved or revised and the Excel file will be sent back to the interns so that they upload it on Hootsuit.

Instructions on how to create this Excel file can be found on Hootsuite. From the main dashboard, go to Publisher (the second item on the left-hand navigation menu) and then go Bulk Message Upload. There are instructions there on how to create an Excel file containing all the tweets for the week. The dates should be changed each week and the times should remain the same. My suggestion would be to have one tweet at 11:00, one tweet at 13:00 and another one at 15:00 every day. Therefore, the relevant column on the Excel file would need to be revised every week by changing the dates but leaving the times intact.

ANNEX – Twitter accounts and hashtags to monitor each week

1. **Influencers**

@UNDP

@HelenClarkUNDP

@UN

@UNESCAP

@UNHABITAT

@UN4Youth

@UN\_Disarmament

@VSOCampaigns

@Forbes

@PeaceCorps

@nprnews

@CSRwire

@washingtonpost

@UNICEF

@UNESCO

@HuffPostImpact

@nonprofitorgs

@AJEnglish

@SaveTheChildren

@dosomething

@devex

@VSO\_Intl

@HarvardBiz

1. **UNV Field Units**

United Nations Volunteers in Sudan  
UNV Thailand  
UN Volunteers in Tajikistan  
UN Volunteers – Morocco  
UNVs in the DRC  
UN Volunteers in Uzbekistan  
VNU BURKINA  
UNV Phillippines  
UNV Bangladesh  
UNV Haiti  
UNV Pakistan  
UN Volunteers Yemen  
Namibia – United Nations Volunteers (UNV) Programme  
UN Volunteers – Sri Lanka  
UNV Indonesia  
United Nations Volunteers Programme – Guyana  
UNV Egypt  
UNV in Vietnam  
United Nations Volunteers – Jordan  
United Nations Volunteers in Cambodia

1. **Hashtags:**

#SustDev  
#SDGs  
#GlobalGoals  
#volunteering  
#LeaveNoOneBehind  
#2030agenda