**General Twitter Dos and Don’ts**

**Do: Keep it short**  
Although we can have 140 characters on Twitter it’s better to keep our tweets between 100 and 115 characters long, as it is more likely to be retweeted. People like to add their own words when choosing to retweet something

**DON’T: Be a robot**  
Tweets should convey a brand’s voice in a human tone. Thank, encourage, congratulate the community of volunteers.

**DON’T: Overuse hashtags**  
Pick one or two for each tweet keeping in mind how relevant these hashtags are with the content of the tweet. More than three hashtags makes the tweet look crowded and without content.

**More specific Dos and Don’ts**

**Selection of hashtags**  
Under certain hashtags, there are conversations that are not relevant to our tweets or content. For example, even though we might mention the word “design” in a tweet, the hashtag #design does not include content that is relevant. If in doubt, check the conversations under each hashtag before using it. Some examples of hashtags that feature relevant content are: #actioncounts, #SDGs, #GlobalGoals, #LeaveNoOneBehind, #v4sdgs, #UN70 etc.

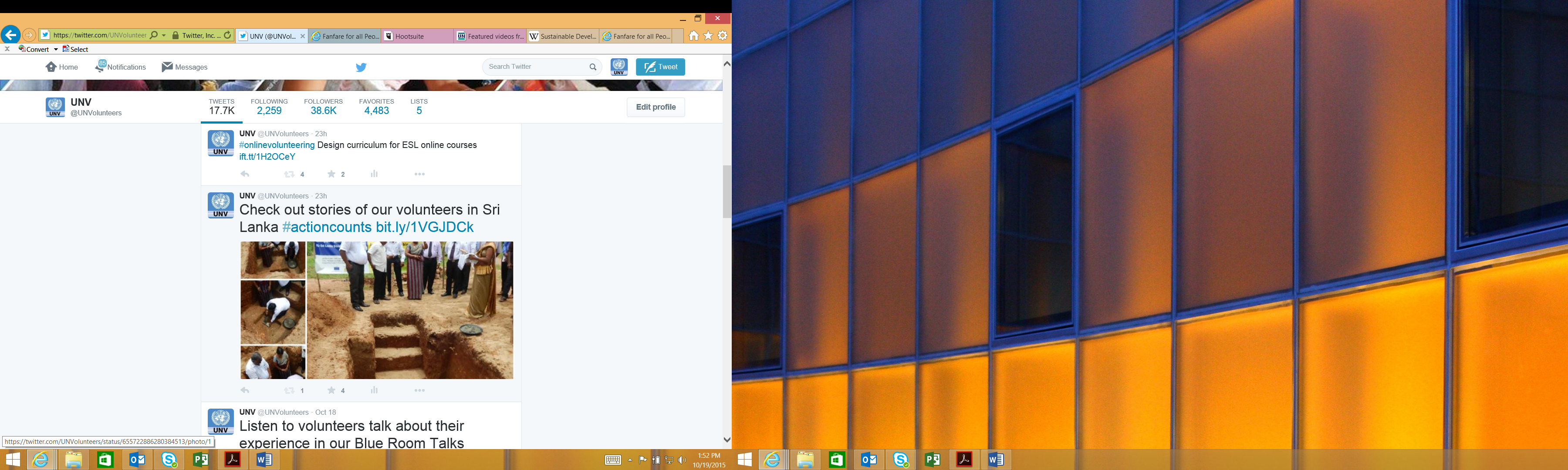
**Selection of stats**  
When we use stats, we need to make sure that they are very recent. Anything that was published more than three months ago might be outdated or simply not newsworthy anymore.

**Selection of International Days**  
Not all International Days are relevant to what we do. We usually need to highlight days that are somehow connected to what volunteers can do in peacekeeping, development or sustainable development, and human rights. Some good examples of such days are: International Day of UN Peacekeepers, World Environment Day, International Women’s Day, International Youth Day, World Humanitarian Day, International Day of Peace, International Day for Disaster Risk Reduction, World AIDS day and of course the International Volunteer Day. Choose to promote other International Days only when there is something relevant to what volunteers can do.

**Selection of reports**  
Not all reports will be relevant to UN Volunteers. Choose reports that provide insights or stats to peacekeeping, development or human rights. For example, the Global Nutrition Report might not be relevant to what we do. Having said that, if some of the findings of similar reports are related to the work volunteers are assigned to do, then try to highlight that.

**Selection of events**  
Sometimes, we will receive social media packs from other UN agencies but we need to be careful when we post about certain events. For example, the World Humanitarian Summit will only be held in 2016. When we promote events, we need to make sure that they take place around the time of our tweets/posts. It will not be our work to promote the World Humanitarian Summit early on. However, if there are some findings/reports that are relevant to us we can post them, ensuring that we refer to the findings and not the future event.

**Selection of photos**Photos are extremely important in social media. Therefore, their selection should be very careful. Check how a photo or photos will look before selecting them. An example that does not work very well can be seen below (the heads of the people do not appear).



If you can’t find a suitable photo you could create a quote alongside a graphic on a PowerPoint slide and post that instead.

**Selection of quotes**  
When quoting someone, please make sure that the quote is recent. Twitter is a social media channel that is brings news value. General quotes about volunteerism should also be somehow related to a relevant event, report, etc. It would be good to always have a hook about a quote.

**Selection of campaigns**  
Certain UN campaigns will be very important to our work, so we will need to promote them. However, all campaigns reach their peak and after that we cannot keep promoting them. For example, even if we promote the SDGs and the campaign around them, we should not have too many tweets about this campaign anymore, as it was launched on 25-27 September 2015. Even a week or two weeks after a campaign can seem like a long time on Twitter.

**Selection of links**  
It’s good to include links but it’s better to place them before hashtags. If we want to divert people’s attention to a certain article, video, event, etc, we should include the link immediately after the text. If links placed at the end of the tweet, after one or two hashtags, people might not click on them.

**So what do we do?**

1. Each week the communications section will be sending certain links or materials containing social media packs. Make sure that any photos, videos, events, reports that are shared are consistent with the tips above.
2. When there is not enough content, please research the posts of the relevant influencers, UNV field units and hashtags that have been provided. Any reports about how volunteerism impacts the life of individuals could be promoted.
3. Place everything on Hootsuite and include additional tweets (one or two per day) so that there is a good alternative if the recommended tweet is not considered appropriate.
4. Check the UNV Twitter and Facebook accounts twice a day and alert the communications section if there are any inflammatory comments.
5. Have the list of tweets ready by Thursday afternoon/evening and not earlier as we might be missing some interesting tweets for the following week.