# Twitter Cheat Sheet

System of Environmental Economic Accounting

## What is Twitter all about?

It's a platform where users share their thoughts, news or information in 280 characters of text or less. Profiles are (usually) public — anyone in the world can see what you write, unless you elect to make your profile private.

## COMPONENTS OF A TWEET

**Mention (@):** A way to tag another user by their username in a tweet (e.g. @UNStats). Users are notified when @mentioned and the tweet appears on their feeds. It's a good way to acknowledge contribution or converse with partners.

**Handle:** Your username

**Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #Climate, #ParisAgreement). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

**Link:** Helps readers find more information on the topic. Links can be provided to online reports, websites, videos or other resources. A link only takes up 23 characters and twitter automatically shortens any link in your message.



UNDP Climate ✔ @UNDPClimate · May 22
Did you know you can buy #solar panels & lease them out to earn #cryptocurrency? See plans to roll out pilot project with @TheSunExchange in #Moldova into other countries in Eastern Europe bit.ly/2FRJhle #NDCDialogues

MOLDOVA
Pilots the first UN effort to finance solar energy with cryptocurrency.
#ParisAgreement

UNDP Eurasia, EU Climate Action, NDC Partnership and 7 others
💬 5    ♻ 32    ♡ 57    ✉

**Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

**Picture/Video/Inforgraphics/ GIF:** Make your tweet more eye-catching by adding a creative photo, video, infographic or GIF (moving image). But remember to seek legal permission from the owner of the media.
This helps reinforce the message in your tweet creatively. A photo and GIF attachments do not count towards the character limit in a Tweet

**Direct Message (DM):** start a private conversation or create a group conversation with anyone who follows you

**Retweet (RT):** Re-sharing or giving credit to someone else's tweet

## SO WHERE DO WE BEGIN?

Start with the 5 W's - who, what, when, where and why. Before any tweet, ask yourself - why are you tweeting, who is the intended audience, how could you make it more interesting and would you enjoy reading this if someone else wrote it?

## GOOD PRACTICES

- **Have a call to action**: What would you like the reader to do next after reading the tweet — join a group, change behavior or learn more?
- **Tell a story:** Remember that readers are inundated with information online and only memorable messages would make a mark and have a higher recall.
- **Provide context:** Helps clarify what you are talking about. Reference people or topics through Hashtags(#).

# EXAMPLES OF HOW TWITTER CAN BE USED

### Share latest reports



UN Climate Change ✔ @UNFCCC · May 20
A new @ILO report says that actions in line with the objectives of the #ParisAgreement can create 24 million new jobs around the globe by 2030 bit.ly/2Ik0mRa Further proof that a #GreenEconomy can improve livelihoods for this & future generations

♡ 12   ↻ 389   ♡ 445

**Why it's a good tweet**

- Clear, impactful message supported by numbers (actions in line with #ParisAgreement can create 24 million new jobs..,)
- Image reinforces the message
- Gives credit (@ILO) and provides context (#GreenEconomy)

### Share news about events & projects



NatCapCoalition @NatCapCoalition · May 29
We'll be in India on June 5th for #WorldEnvironmentDay 🌿, taking part in events with @UNEnvironment / @ErikSolheim. Then on June 6th, we'll hold a session with @YESBANK, @WWFINDIA, @GIST_India, @TataCompanies/@TataPower & more in New Delhi! bit.ly/2IYjalk #NaturalCapital

**Why it's a good tweet**

- Straightforward message
- Link nudges people to sign-up
- Uses #WorldEnvironmentDay to reach a larger audience
- Eye-catching image
- Gives credit (@UNEnvironment and others)

### Share opinions

Luc Bas @lucbas1 · May 29
Another small step for the finance world but very important in the #Naturalcapital investmentboost! @iucn

IUCN Europe @IUCNBrussels
The Natural Capital Financial Facility #NCFF, a EUR400 million initiative of the @EIB, provides new, much needed finance for green infrastructure, #biodiversity protection & #ClimateChange adaptation @NatCapCoalition bit.ly/2JbO0tS

♡   ↻ 1   ♡ 3

nick phillips @treepolicy · May 30
Interesting debate triggered by George Monbiot's article on the pitfalls of natural capital approach #naturalcapital

NatCapCoalition @NatCapCoalition
Dear George, We Cannot Take A Monoculture Approach to the Conservation of the Natural World. "Monbiot's 'my way or the highway' approach to conservation is reminiscent of a monoculture crop..." bit.ly/2INGPaY ...

**Why it's a good tweet**

- Authors add their own opinion to the tweet
- Call to action is present in the form of links to articles or tweets
- By retweeting, authors give credit to the original message

# TIPS TO REACH A LARGER AUDIENCE

### Craft your voice

For effective tweeting, it's better if one topic is the primary focus of what you write about and is the subject of most of your tweets. However, be yourself and personalize your tweets.

### Regular engagement

More regular you are, more engaged and responsive your followers would be. Like and retweet content that you find interesting.

### Listen. Ask. Respond

Just like real-world conversations, it is important to listen and interact with others around you. This will help you in building communities that are relevant to the content you post and share.

# SOME ACCOUNTS ON TWITTER

- ✓ @UNStats
- ✓ @UNEnvironment
- ✓ @NatCapCoalition
- ✓ #NaturalCapital

- ✓ @WorldBank
- ✓ @UNDP
- ✓ @EU_Eurostat
- ✓ #GlobalGoals

- ✓ @WWF
- ✓ @unecestat
- ✓ @SDG2030
- ✓ #SEEA