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

Handle: Your username

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.

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.

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

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

Picture/Video/Infographics/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

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

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.

UN Climate Change @UNFCCC May 20
A new SEEA 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/2n0dwna

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

NetCapCoalition @NatCapCoalition May 20
We’ll be in India on June 8th for WorldEnvironmentDay. N, taking part in events with @UNEnvironment / WorldBank. Then on June 9th, we’ll hold a session with @ILO, @UNDP, @EU_Eurostat, @NatCapCoalition @NatCapCoalition bit.ly/2n0dwna

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

Lui Boe @thekipat May 20
Another small step for the future, but a very important... @UNEnvironment / WorldBank

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
✓ @WorldBank
✓ @UNDP
✓ @EU_Eurostat
✓ @WWF
✓ @unecestat
✓ @SDG2030
✓ #NaturalCapital
✓ #GlobalGoals
✓ #SEEA

MORE INFORMATION AT HTTP://SEEA.UN.ORG