

AHKGA Communications Committee



15 Tips for the proper usage of Twitter (AHKGA)

1. Build the Hook:

Having relevant profile, cover photo, and bio are key. Select appropriately the links to news or further information, when needed. A catchy straightforward bio is always preferable.

2. Keep It Simple:

Make the message concise and straightforward (allowed only up to 280 characters). Emojis can be used when relevant.

3. Do It Professionally:

Do not use the account for personal reasons (e.g., following irrelevant accounts, tweeting unrelated information).

4. Tweet in Moderation:

Make sure not to over-tweet about a certain topic in a short period of time and discuss with the team for tweeting potentially controversial issues. Between 2-3 tweets per week would be appropriate.

5. Avoid Redundancy:

Be original and creative! Posting several tweets in a similar nature consecutively is not recommended.

6. Personalize the Feed:

Customize your feed so you receive relevant information in a timely manner. This can be done by following relevant, established accounts with many followers.

7. Be Careful with Hashtags:

Use hashtags as a tool for reaching out to interested users (i.e., indexing purposes). It is recommendable not to over-use hashtags. Hashtags are typically added at the end, but occasionally you can include some in the middle. The Global Matrix project uses hashtag #GlobalMatrix, and you could use it when tweeting project-related information.

8. Retweet with Caution:

Don't hesitate to retweet, but not everything is worth doing so. As per your field of interest, retweet posts that are informative and of added value.

9. Avoid Using Slang and Jargon:

This is a professional account; therefore, it's best not to use slang or jargon. Remember, tweeting is to reach broad audience, including lay public. Keep the words used in the tweet simple, so that a 6-year-old audience can understand them. Make this your new standard.

10. Reply as Promptly as Possible!

When receiving a direct message, prompt reply is key to build ties with the interested audience.

11. Engage Frequently:

Interact with users as frequently as possible when appropriate (e.g., comments, "like", retweet).

12. Write It with Pictures:

"A picture is worth a thousand words". Make sure to use catchy and appropriate pictures with your tweet to gain more interactions. There are websites with free photos and basic edit functions (e.g., [canva.com](https://www.canva.com); [freepik.com](https://www.freepik.com); [flaticon.com](https://www.flaticon.com))

13. Respect Copyrights:

When sharing a photo, video, article, or anything from others' work, please make sure to credit their work by adding proper citation.

14. Make It Consistent but Not Constant:

Specifying a slot of time in your daily schedule for Twitter may help for consistent but not constant engagement.

15. Block Accounts with Inappropriate Content:

Review your followers, retweets and replies because some profiles use your tweets to spread their interests. Block profiles when appropriate.

Credits: Ruba Hadla (Report Card team from Lebanon) and the AHKGA Communications Committee.