

EAPN tweets

www.twitter.com => Open an account and get your login (account name) and password

Before you open your account, read this full document. It is important to choose the right account name, as this will be your identity on Twitter. EAPN's account name is @EAPNEurope.

BASICS

Twitter is an online social media that allows you to send **messages of a max. of 140 characters** (i.e. including spaces) to your audiences from your twitter account.

Your audiences are your **"followers"**, i.e. people who have chosen to "follow" you.

As a consequence, you follow and you are followed. See here below a screenshot of **EAPN's account: @EAPNEurope**

The screenshot displays the Twitter profile for @EAPNEurope. The profile picture features a young boy shouting into a megaphone. The bio states: "The European Anti-Poverty Network (EAPN) is the largest European network involving anti-poverty NGOs and European Org., fighting poverty and social exclusion. Brussels - eapn.eu". The account statistics are: 1,032 tweets, 121 following, and 687 followers. A list of followers is shown, including Guillem Fernández (@Guillem_Fer), Maria del Pilar (@rodmarq52), kk (@karikozovska), and Zhao Xiaona (@simonazxn). The left sidebar shows navigation options like Tweets, Following, Followers, Favorites, Lists, Photos and videos, and Who to follow.

HASHTAG: the hashtag is very important. It works as a **category and a sorting tag**. You may refer to Europe 2020 in your tweets. Good, but even better is to mention it with the hashtag referring to Europe 2020 #EU2020 so that all the tweets mentioning it as such - #EU2020 – will display when one types #EU2020 in the search box, your tweets as well! (see below where search box is).

Note:

- Make sure the hashtag you use is the most used one for the concept you're referring to. Some people have been using Europe2020 as well. If you have space, you may want to include it as well, but give priority to the most used one. And priority is key when you only have 140 characters!
- Some people use any kind of hashtag @mymom. Not in our sector, but this is just to highlight practices to avoid. When you mention poverty, you can as well add a hashtag, which only uses an extra character out of your 140, but keep in mind that #poverty is such a broad topic that you can't expect too much on your tweet's visibility.

EAPN's most frequently used hashtags

Our hashtags:

- **#semesteralliance** (Semester Alliance coordinated by EAPN)
- **#csr2020** (Country-specific Recommendations, instrument of the Europe 2020 Strategy)
- **#EU2020** (Europe 2020 Strategy)
- **#eminetwork** (emin-eu.net)
- **#minimumincome**
- **#EP2014** (EP elections 2014) and **#electingchampions** (EAPN's campaign on the EP elections 2014)
- **#PEP2013** (EU Meetings of PeP in 2013)

@ ADDRESS YOUR TWEETS:

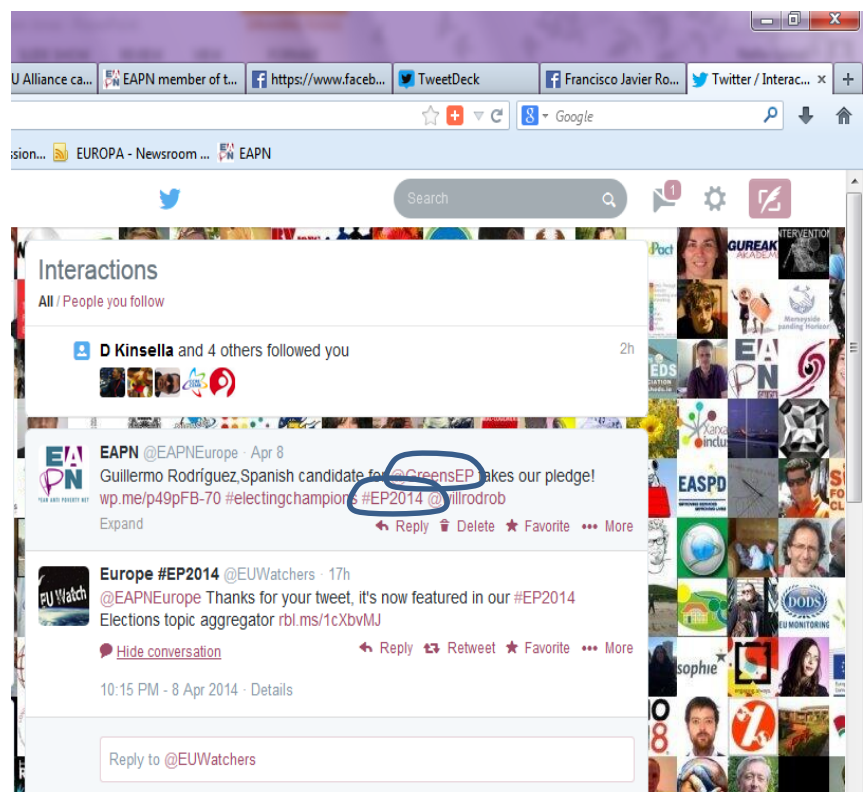
Writing a message is one thing. Adding a hashtag so that the system files it into a category available to all and that will display automatically when people look for it – is better.

Another important aspect is to address your tweets to other people, hence other accounts. These are people you ask questions to (@GreensEP, @LaszloAndorEU ...) or people you want to inform about your tweet or people you want to share your tweets (for instance, Poverty Alliance addresses @EAPNEurope, or we address the members of the Semester Alliance...).

See here, a tweet addressed

- 1) to the candidate who has taken the pledge @willrodob, + with hashtag of the Elections #EP2014 (instead of writing simply European elections)

- 2) to the Greens in the European Parliament @GreensEP – which serves both to address them and mention them. (instead of writing “for the Greens” @GreensEP – which reduces the length of the tweet!)



SHORTENING THE LINKS

As you only have 140 characters, some links show up very long. From blogs, links are automatically shortened, but if you insert a link manually, it often takes up the whole space you have.

=> use www.tinyurl.com. Paste your link in the box, click on 'shorten' and you'll get a shorter alternative link.

THE SEARCH BOX

The search box is an easy way to look for people as well as hashtags. You can also do so through the 'Discover' tab in the MENU BAR. See below.



TWEET, RETWEET, FAVOURITE

Tweeting: People write/tweet messages.

Retweeting: You can retweet other people's tweets. These people will be notified that you've retweeted their tweets – good for visibility and alliance building.

Favouriting: You can favourite tweets. Likewise, people are notified that you've favourited their tweets.

Note that you can include **photos** to your tweets.

The MENU BAR: Home, Notifications, Discover, Me

HOME:

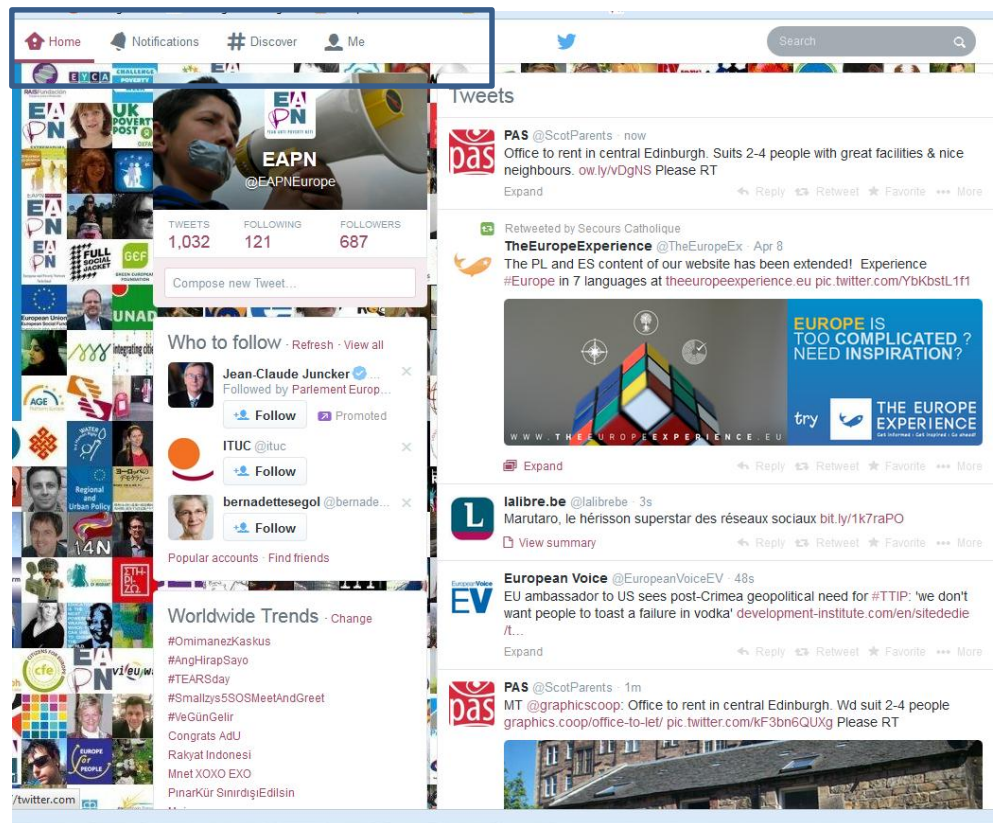
There, the 'wall' of all tweets that the people you follow have published

ME:

Your own 'wall', that is: all your tweets and all the tweets you've retweeted.

NOTIFICATIONS:

In that section, you find all the tweets addressed to you, all your tweets that have been retweeted/favourited, your new followers



DISCOVER: (source <https://support.twitter.com/groups/53-discover/topics/215-search/articles/20169558-using-the-discover-tab#>)

Tweets

The **Tweets** tab within Discover reveals the best Tweets from all across Twitter from a variety of sources. We have algorithms that examine all of the tweets on Twitter to find the best content. Some of this content is tailored to you based on the people that you follow as well as the people that they follow.

Activity

The **Activity** tab is where you can discover what the people you care about are engaging with on Twitter. Activity shows the latest Favorites, Retweets, and Follows made by the people you follow on Twitter – all in one place.

[Click here](#) to learn more about the Activity tab.

Who to follow

Find new and interesting accounts to follow in the **Who to follow** tab. Twitter makes recommendations based on the accounts you're already following.

[Click here](#) to learn more about Who to follow.

Find friends

The **Find friends** tab within Discover allows you to follow friends and colleagues with a simple contact import from your email address book.

[Click here](#) to learn how to Find friends on Twitter.

Popular accounts

The **Popular accounts** tab within Discover includes lists of engaging and well-liked accounts on Twitter, organized by common interests. These suggestions represent just a small sample of all of the great users and content you can follow on Twitter, but can be a great place to get started.

[Click here](#) to learn how to browse Popular accounts.

Twitter: 10 tips for NGOs (powered by tweepy)



- 1. Monitor Discussions & Relevant Updates:** Once you've signed up and chosen the right name for your NGO, start out by doing a search.
- 2. Identify & Follow:** Identify the most influential and interesting Twitter users in your sector and follow them.
- 3. Customize Your Account:** Add a descriptive bio, a related link and customize your page to encourage to follow you.
- 4. Create a Relevant Voice:** Perhaps you want to inspire debate by asking pertinent, open-ended questions or maybe you want to inform about issues.
- 5. Patience, Grasshopper:** what you really want is quality not quantity.
- 6. Engage Your Audience:** Twitter is flooded with millions of tweets per day, make sure that yours count.
- 7. Revisit Your Tweets:** Sometimes you might get so caught up in your tweeting that you will forget to check up on the quality of your tweets.
- 8. Use a Twitter Client:** The easier you make it for yourself, the more likely you will post messages more often.
- 9. Be Creative & Innovative:** As an NGO, the chances are that your followers are actually interested in what you have to say.
- 10. Checkout HashTags:** #semesteralliance #EP2014 #electingchampions ... these are known as hashtags which you can include in your tweets to make it easier for others to follow that topic.

=> The more expertise, the better tweets!

How to manage 'Influencers'

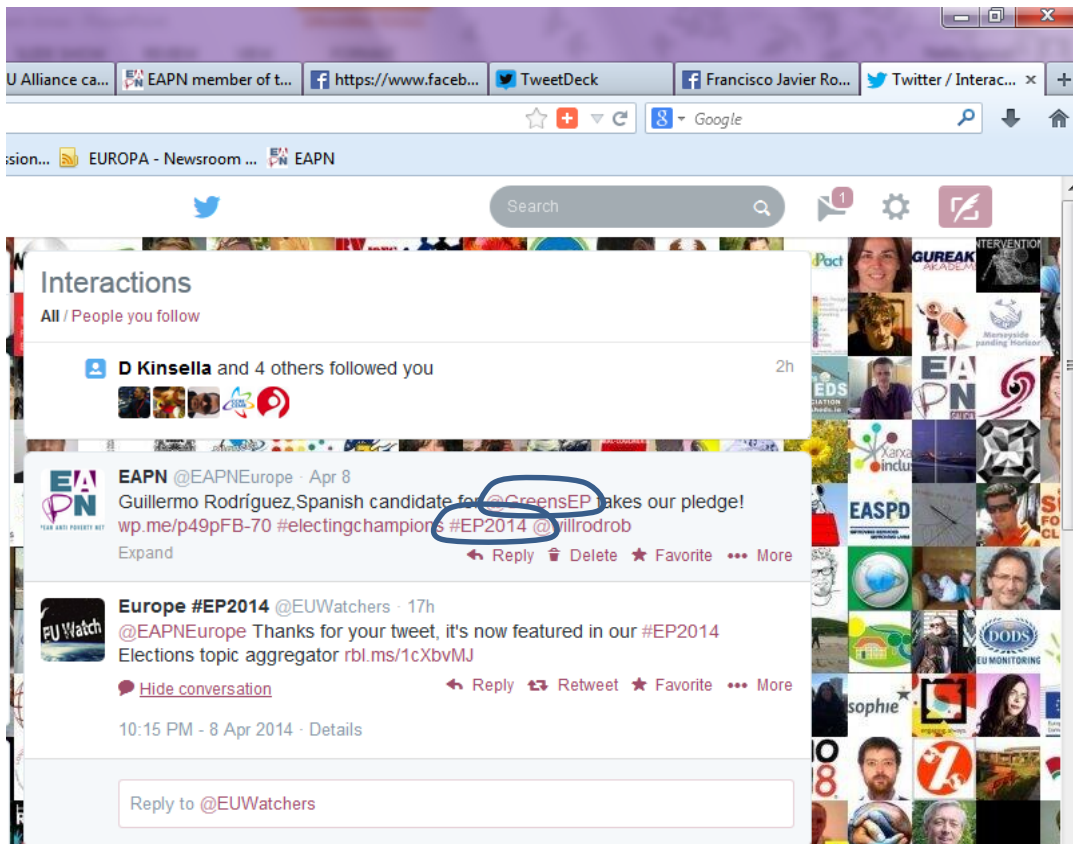
- **Who do you admire?** As a first approximation to find mentors. Think people who you respect and admire for their actions and / or experience. Seek your profile on Twitter
- **Users who follow ... who to follow ?** Take a look at the followings lists of people that you follow to find out who can be an influencer in your sector. Once located, you follow them too.
- **Who do you want to lobby?** List and find your target audiences account profiles and address them

@LaszloAndorEU@ ; @GreensEP; @ALDEgroup; @Eurodiaconia

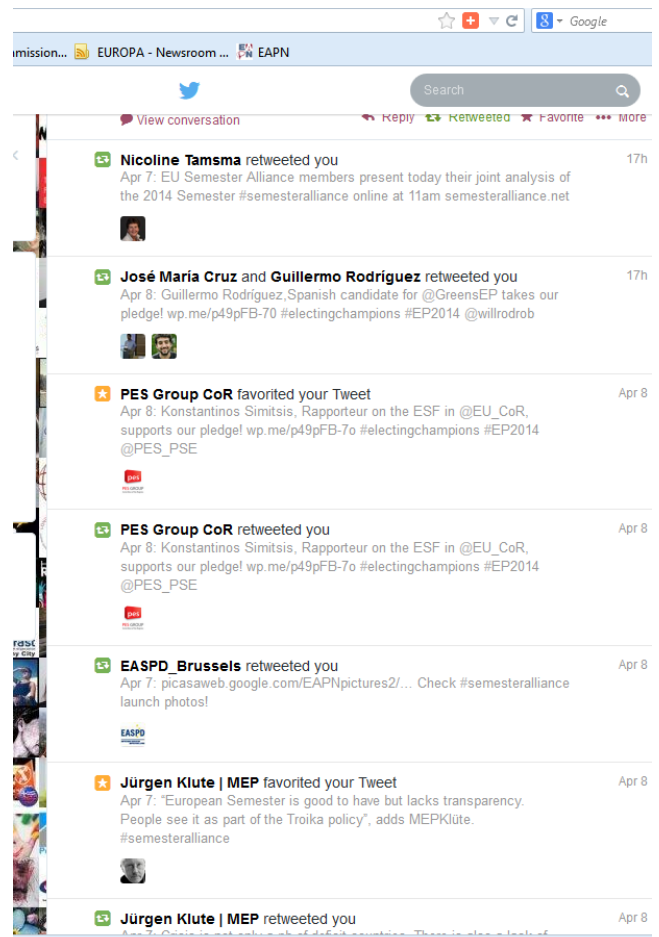
- **Join the debate:** make him/her be part of your community and see where it leads .
- **Hashtags , hashtags and hashtags:** If you want to get more followers you should include hashtags in your tweets so users will find when doing searches on Twitter
- **Do not lose heart:** The idea is to get visibility in the eyes of the influencer

Try to get them involve

You address your tweets to the audiences you want to reach, and you use hashtag(s). This way, your audiences see your tweets in their notifications! Here below, we encourage all the candidates for the Greens in the EP to do the same as Guillermo Rodriguez.



Here is an example of what our audiences have done with our tweets:



Search and monitor your

Here below is the search box, we've typed #semesteralliance, to see the list of all the tweets that contain (and therefore refer to) the hashtag #semesteralliance, which we created for the Semester Alliance coordinated by EAPN.

The screenshot displays a Twitter search results page for the hashtag #semesteralliance. The browser window shows the URL <https://twitter.com/search?q=%23semesteralliance&src=typd>. The search results are filtered to show tweets from April 7th. The tweets include:

- ENoMW @ENoMW - Apr 7: #semesteralliance M.Collins @EuropeanWomen: reinforce social protection rights 4 #migrant #women w multiple employers or in care sector work
- ENoMW @ENoMW - Apr 7: #semesteralliance M.Collins @EuropeanWomen: must have specific measures to counter multiple discrimination v. #migrant #women in Eur Semester
- EAPN @EAPNEurope - Apr 7: Crisis is not only a pb of deficit countries. There is also a lack of justice between MS. adds MEP Klute, #semesteralliance
- CESI @CESIpress - Apr 7: "Citizens associate European Semester with #troika" @L_klute. Understandable considering complexity. Clarity is crucial! #semesteralliance
- EAPN @EAPNEurope - Apr 7: MEP Jürgen Klute (GUE): #semesteralliance is a great initiative showing once again that civil society want to be part of the EU Semester
- Jana Hainsworth @JanaHainsworth - Apr 7: @MarijeC notes launch of south east Europe 2020 process building on #semesteralliance good news for our Balkan members

The interface also features a sidebar with filters for 'Everything', 'All people', and 'Everywhere', a 'Who to follow' section with users like Laurent Ghekier and ITUC, and a 'Worldwide Trends' section. The bottom of the screen shows the Windows taskbar with the date 9/04/2014 and time 15:40.

How to create a Trending Topic:

example from Spain #recortaelfraude (“Cut the fraud”)

The STEPS:

1. Need a Special **date for ACTION** (Plenary Session in the National Parliament debating about National Budget).
2. An important backup documentation, data and figures shared via **TITANPAD so everybody has access to ‘prepared’ tweets** and documentary links. Accurate documentation about tax heavens and tax fraud.
3. **Coordinate Communications** Department of NGO Alliance. We use the hashtag #recortaelfraude for **tweeting all together at the same time**. We must channel traffic at critical times. RT and Metions **REQUIRED!**
4. **Mobilize influencers** to gain visibility. Above all, focusing on large accounts of journalists , NGOs and politicians: @ GLLamazares , @ pedrozero @ rosamariaartal @ NativelPreciado , @ juanlusanchez , @ jordievole @ AnaPastor , @ greenpeace_es @ amnistiaespana. Make them feel important. Not asking for a simple RT.
5. **Call Media** telling them we´re going to do ‘something’ in front of the Parliament about Budget reduction in social policies.



If you want to read more and get online support, click on this **Twitter HELP link**: <https://support.twitter.com/groups/50-welcome-to-twitter#>