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**European Year for Development: *Making the most of Twitter***

***During the European Year***

Our Twitter account [@EYD2015](https://twitter.com/EYD2015)

* Retweet EYD2015 news and upcoming events and stories
* Tweet interesting facts and materials about development cooperation

***Top tips***

* Connect and engage – ask and respond to questions, or comment on wider discussions around your work
* Make it interesting - use statistics, show success stories, results or point to a resource people will want to look at
* Live tweet from events – helps to create a buzz and showcase your event
* Work with partners – NGOs, international organisations, academia, private sector – share materials, retweet each other and increase your reach.
* Use it for your media work – many journalists now use Twitter as a go-to resource to get their stories
* As a development worker, you want to use Twitter to see what the hot topics are or discuss your day-to-day work and share ideas with others in the same field.
* Use if carefully: as a general rule of thumb, do not say anything on Twitter that you would not say in public.
* Think about your Hashtag: the subject you are tweeting about and what keywords can be hashtagged. But, don’t go over the top; too many will make a tweet hard to read. Use the hashtag #EYD2015 in all your tweets related to the European Year.
* Tag other organisations / people in your tweets They'll get a notification and will be able to retweet / favourite your tweets if they want to.
* Vary the tone and style - try engaging your audience by asking questions (even if rhetorical)
* One of the key things when starting on Twitter is to listen. Look for people in your real life circles of influence: writers, commentators and those you work with. Follow them.
* Do your research with the help of analytics tools– who are your followers? What time of day are they following? Consider language
* Search for topics of interest, see who the key players are and see who they're talking to. (with analytics tools)
* The shorter the better. Max 140 characters, but shorter tweets have better impact
* Insert shortened links in tweets for more info
* Use pictures and videos - audiovisual material works well on Twitter (better than text on social media)
* Be fast and reactive. Tweet the news immediately. A news item tweeted some hours later is too old to be on Twitter