



# **SOCIAL MEDIA 101 TWITTER FOR SCOUTING**





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Creating a Better World

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COMMUNICATIONS  
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**SOCIAL  
MEDIA 101  
TWITTER FOR SCOUTING**





## **SOCIAL MEDIA 101** **TWITTER FOR SCOUTING**

**TWITTER IS A POWERFUL PLATFORM FOR ADVOCACY, JOINING TRENDING TOPICS AND CONVERSATIONS, AND ENGAGING YOUR PARTNERS OR OTHER INDIVIDUALS.**

This guidance note aims to equip managers of Twitter accounts related to Scouting with the stylistic guidance and technical tips you need to compose tweets for a Scouting audience.

Each Twitter account has different audiences, objectives, and approaches (as outlined in your New Account Proposal or Social Media Strategy), but the following guiding principles and practices can be used for most accounts.

**What to tweet:****Content that:**

- is in line with the key objectives and relevant to audiences of your account, as well as our own organisational principles and Scout values
- is informative, engaging, youth-friendly, and actionable
- is diverse. Don't just post text and pictures all the time, mix it up with GIFs, infographics, Scout stories, polls, or videos.
- includes a clear call to action
- retweets from other Scout accounts or non-governmental organisations (NGOs) relevant to your audience. Be sure to give credit when necessary.
- makes an impact. Share stories from individual Scouts or local projects.

**What not to tweet:**

- Content just for the sake of posting. Always ask: "How likely is my audience to retweet this?" If the answer is not very likely, either reformulate your post or scrap it.
- Content related to local or national politics or content that speaks against governments, institutions, or other bodies
- Politically-sensitive or biased content
- Internal news, meetings, processes, and policies (unless one of your target audiences is internal)
- Retweets from unvetted individuals or organisations. There are a large number of bots, fake accounts, and trolls on Twitter, so it's important you take a quick look at the profile of accounts you haven't retweeted before to make sure they are individuals or organisations that share your values.
- Too many text-only tweets. Posts with photos, videos, or other attached content have a much higher engagement rate. Text-only tweets should be used only if there's a strategic reason behind it.
- Content you don't have the right to use. Don't take random photos or videos from the internet without permission. Give credit to the owner when necessary.
- Content about individual staff members or volunteers
- Old or irrelevant information



## **When to tweet**

- It's important to keep your Twitter feed active and up-to-date. Try to tweet once a day, even on weekends. If you tweet more than once a day, make sure you stagger your tweets so you don't end up spamming your followers by tweeting several times in a short amount of time.
- On [analytics.twitter.com](https://analytics.twitter.com), check where your followers are located so you can be strategic about when you tweet. Go to **Demographics** under the **Audiences** tab to see the countries.
- Avoid the most active parts of the day to tweet. Many accounts tweet during the time that people are commuting to and from work, so it will be difficult for your tweets to cut through all the noise at those times of the day.



## What style/language to use

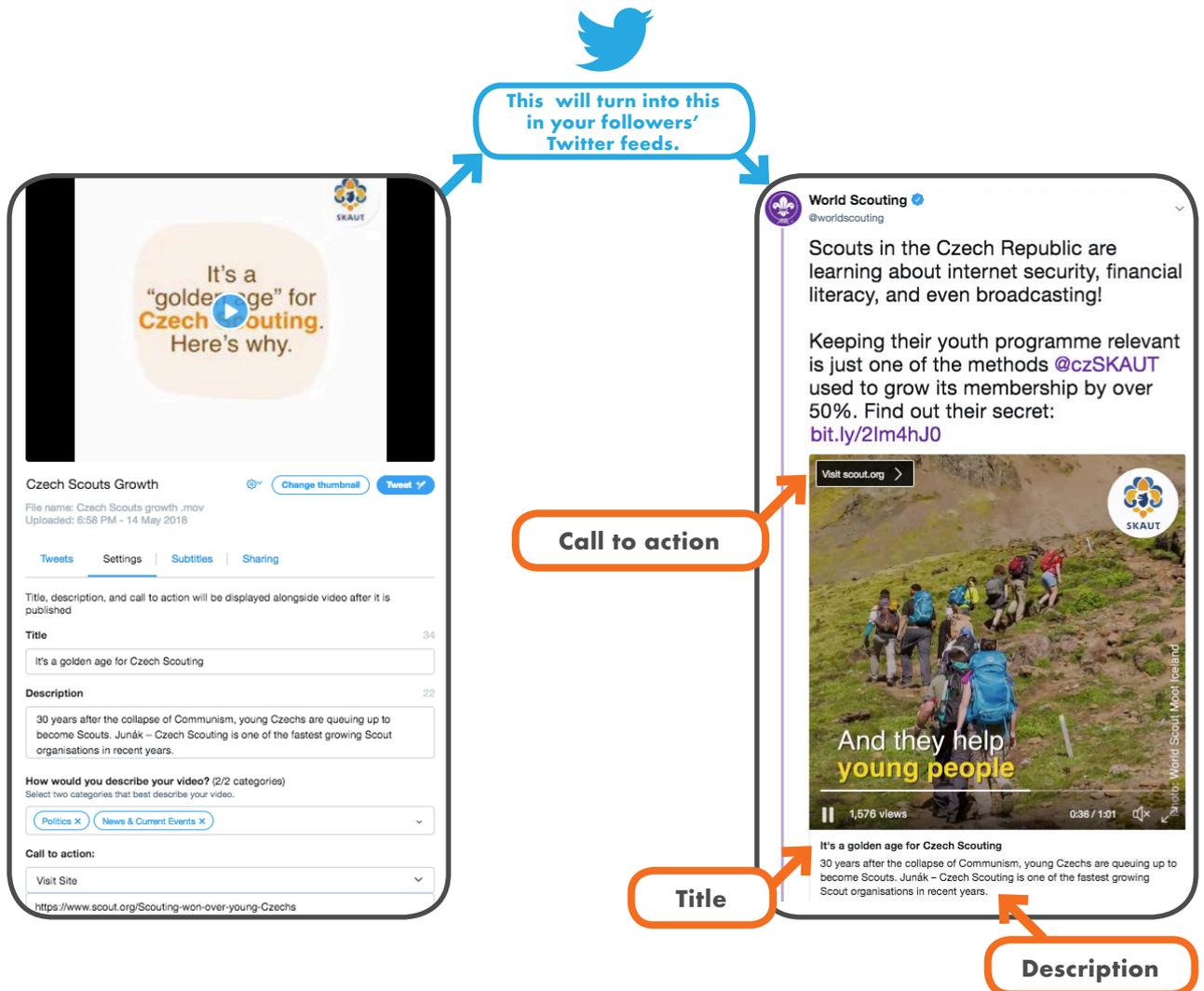
- The [WOSM Strategy for Communications and Strategic Engagements](#) suggests that your tone of voice be youthful, challenging, positive, authentic, inspiring, confident, engaging, and caring.
- For the purposes of social media, make sure your tone is conversational but not colloquial. Posts should be concise and engaging.
- Tweets can be up to 280 characters long, but the best tweets are concise and to-the-point. Note that a link takes up 23 characters.
- Make sure your tweets are understandable to a wide audience, including to people who may not be proficient in your language.
- Don't use all caps. This comes off as aggressive and does not draw more attention to your post.
- When posting from a page that represents an organisation rather than a single person, feel free to use "we" instead of "I" or the name of the organisation. For example: "We love the environment!" instead of "The Rainbowland Scout Association loves the environment!"
- When posting about individual Scouts, a Scout group, or Scout project, refer to the people as "Scouts in Rainbowland" instead of "Scouts from the Rainbowland Scout Association."
- Use punctuation and emojis wisely. A strategically selected and placed emoji can add a bit of spice to your post, but too many emoji comes off as spammy and unengaging. The same goes for exclamation points.
- If you reference other organisations with Twitter accounts, be sure to tag their handle. For example:  
Junak – Czech Scouting = @czSKAUT.
- Try to use only two hashtags in each tweet. Studies show that tweets with three or more hashtags don't perform as well as tweets with one or two. Use hashtags to be discovered, not to be spammy.
- Use official event and campaign hashtags on relevant contents. For example: content about the World Scout Conference should include #ScoutConference.
- Shorten lengthy titles and words when you run out of characters. For example: About=abt, representative=rep. Make sure any abbreviation can still be understood by your audience.

## Tools for Success

### Twitter Media Studio

The Media Studio is a powerful yet underutilised tool that can organise your video content and help you gather analytics on its performance. To access it, go to [studio.twitter.com](https://studio.twitter.com). There, you will see all of the photos and videos you've previously posted on Twitter.

After uploading a video directly to the Media Studio, you'll have the opportunity to change its thumbnail. Then, click **Settings** and add a catchy title, short description, and call to action. These elements will bring your video content to the next level on Twitter, and make them more discoverable and engaging.





Each time you want to repost a video from your account be sure to either:

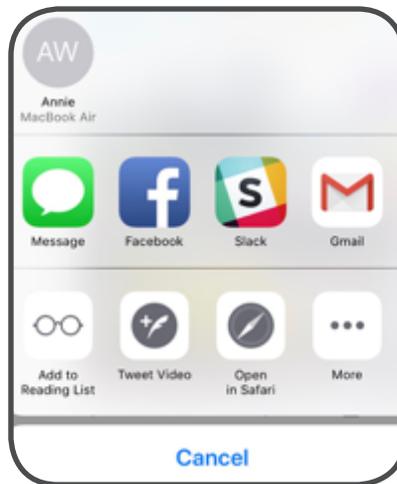
- Return to the original video in the Media Studio and click Tweet, and tweet/schedule tweet from there rather than uploading the video directly to Twitter again. This will ensure all of the analytics associated with this video are kept on a single file.



### Embedding a video:

Sometimes you may want to tweet a video from another account without retweeting it, or tweet a video you posted before without uploading it natively again. Try out this special trick to embed a video in a tweet, whether from your account or a partner's:

**1** On your mobile, find the video in the tweet you previously attached it to.



**2** Tap and hold on the video itself, not the tweet.

**3** When this menu appears, tap Tweet video



**4** It will show up as a link in a new tweet. Add your caption above, the link will disappear when you tweet it.



**5** Then click Tweet. It will show up like this, with the video embedded and its original source visible.

You can use this method with any video on Twitter, not just your own videos. This is a great way to share videos without doing a retweet and keep all of your views and share analytics in the same file.

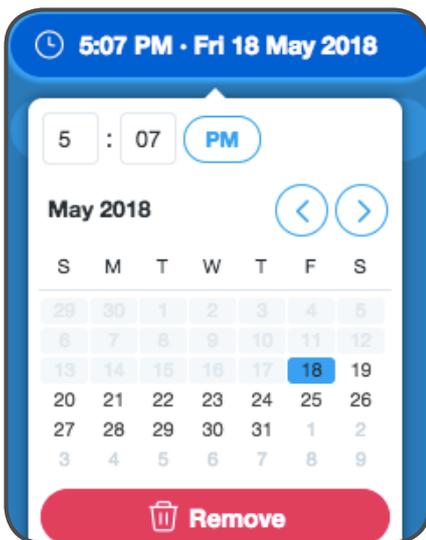


### Scheduling tweets:

Don't let your Twitter feed go silent once you've hit the trail! Schedule tweets in advance by going to [tweetdeck.twitter.com](https://tweetdeck.twitter.com). On the left-hand panel, click **New Tweet**.

Compose your tweet and then click **Schedule Tweet** to pick a time and date.

You can customise your TweetDeck dashboard to show your scheduled tweets, along with other customised categories. Learn how to use TweetDeck's other features [here](#).

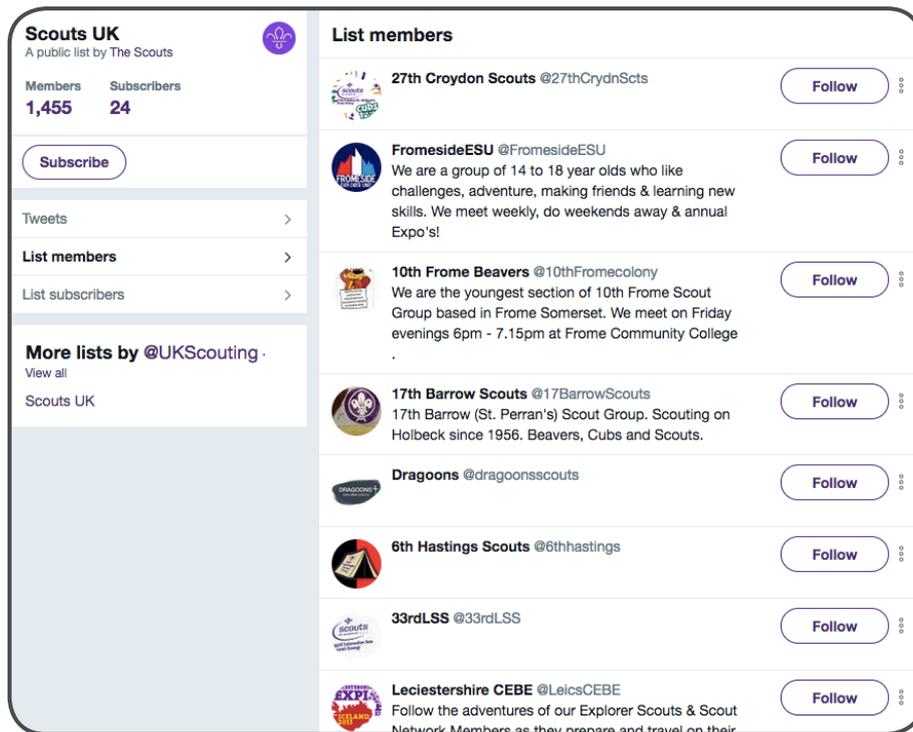


### Twitter lists:

Have a clear idea of what your community is up to by grouping the accounts you follow into lists. Twitter lists make it easy to segment your feed into more focused feeds, and create public lists of accounts important to your organisation that others may be interested in following.

**Tip:** think about how to group all of the Twitter accounts associated with your NSO. Depending on the size of your organisation, you could group them into a list of Scout groups, or lists of accounts by age section, partners, youth advisors, or committee members.

For example: the UK Scout Association keeps a Twitter list of all of the Scouting accounts associated with their NSO.



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**Threads:**

Use threads on Twitter to organise a series of tweets related to the same topic, whether a campaign or just a succession of related content you wouldn't want to get separated. All you have to do to create a thread is to reply to the tweet you want to have as the start of your thread.

**Tip:** Use threads to organise "how-to" lists. For example: "7 steps to making the perfect camp dinner" could be divided between seven different tweets in a single thread, with each tweet going into greater detail about a specific step.

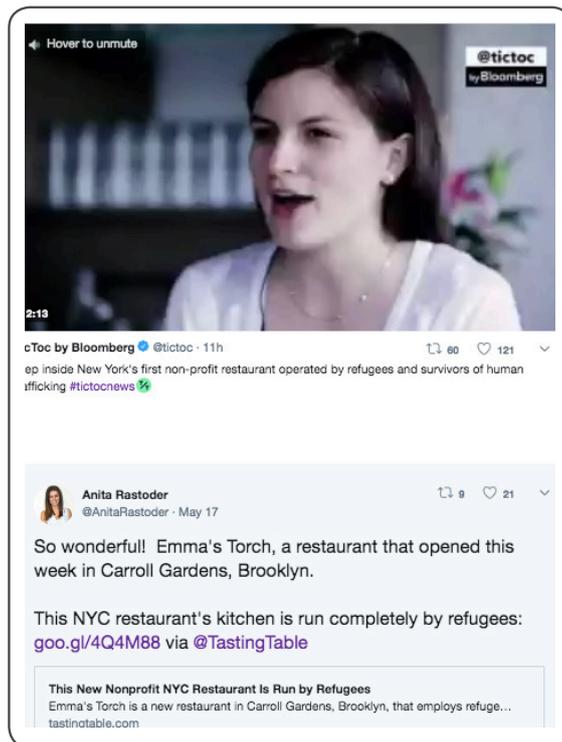


**Moments:**

With Twitter Moments, you can create longer-form content to tell a story or recap an event by compiling relevant tweets from any Twitter account into a single Twitter Moment.

Twitter Moments is a wonderful tool for capturing many voices on a single topic, and can be especially useful for recapping important events.

**Tip:** At your next jamboree or national event, ask participants to share their experience on Twitter using a unique hashtag. After the event, find the best content using that hashtag and tell the story of the event by curating your participants' content into Twitter Moments.



Link to actual Twitter Moment:

<https://twitter.com/i/moments/998825353517944832>

Find out more from Twitter about Twitter moments:

<https://business.twitter.com/en/blog/Everything-you-need-to-know-about-Twitter-Moments.html>



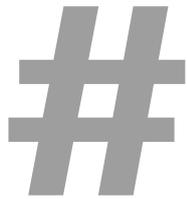
### **Polls:**

You can not only use Twitter polls to gather feedback or opinions from your audience, but also to launch them into conversation. Don't be too serious on Twitter polls, they're meant to be light and fun!

#### **Use polls to:**

- Settle an argument: do you tie your scarf with a knot or woggle?
- Gather opinions around current events and trending topics.
- Get Scouts excited about an upcoming event: what are you looking forward to most at the jamboree?





**Hashtags:**

Hashtags are an important way to make your content discoverable on Twitter, but also to encourage conversations around a single topic. It's important to keep your hashtags short, clear, and to-the-point to make sure they're easily usable and understandable to all. Avoid coming off as spammy.

On the global level we use:

**#WOSM, #WorldScouting,  
#WorldOrganizationOfTheScoutMovement,  
#Scouts**

**Tip:** start a hashtag for your NSO or Scout group, for example: #TZScouts (Tanzania Scouts) and encourage your members to use it when posting about their Scouting activities. That way, all of their content can be easily viewed by simply searching for their hashtag in Twitter's search function. Use the same tactic for important campaigns, events, or occasions, such as #ScoutJamboree, #ScoutConference, #SkillsForLife, or #FoundersDay.

The image shows a screenshot of a Twitter post from the account 'World Scouting' (@worldscouting) dated April 13. The tweet text reads: 'Announcing: a special #Rovers100 edition of the Scouts of the World Award and the new Patrimonto-Scout badge in partnership with @UNESCO! Check out how you can earn them: bit.ly/2EFCLnm #Rovers100 #SWAward'. Below the text is a large photograph of a crowd of people at an event. In the foreground, two award badges are displayed: a circular 'SW Award - Rovers Centenary Special Edition Badge' and a diamond-shaped 'Patrimonto Scout Badge'. Two orange callout boxes with arrows point to the tweet text: one points to '#Rovers100' with the label 'Rovers Centenary campaign hashtag', and the other points to '#SWAward' with the label 'Hashtag for a world programme (Scouts of the World Award)'. A 'GIF' icon is visible in the bottom left corner of the tweet image.



Hashtag for specific UK Scouting event

**Contribute to @WorldScouting**



Contact us at  
**socialmedia@scout.org**  
if you'd like to contribute content to our  
channels or collaborate on a campaign or  
content.





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