International Federation of Red Cross and Red Crescent Societies

TOP TIPS FOR BUILDING A TWITTER FOLLOWING

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Building a solid engaged following takes time and requires ongoing effort. While size of following is important, the *quality* of followers should be valued over the quantity.

1. Leverage trending hashtags. By looping into broader conversations and popular topics can increase visibility and pick up new followers
2. Tag partners and relevant organisations in tweets (note that up to ten accounts can be tagged in photos attached to a tweet, saving characters in the tweet itself)
3. Tweet at key times (e.g. during disasters, global/regional/national events and days)
4. Favourite and reply to followers’ and other accounts’ tweets (build relationships and profile as an active, responsive organisation).
5. Maintain a consistent Twitter presence, tweeting regularly (at least 2-3 times per day) and becoming a trusted source for good quality content.
6. Find and follow key organisations and influencers, often they will follow back. Other users’ Twitter Lists can be a good place to identify accounts to follow (e.g. <https://twitter.com/BBCNewsAsia/lists> or <https://twitter.com/UN/lists> as well as many others)
7. Consistently promote the @IFRCAsiaPacific account everywhere : web pages, press releases, newsletters, email signatures, business cards, Facebook/Instagram/LinkedIn posts
8. Invest budget in promoting key/breaking news tweets <https://business.twitter.com/help/what-are-promoted-tweets>

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