



## Social Media tips

### Twitter.



Twitter is all about what is happening now, a conversation in short updates. When Scouts use Twitter, it is usually to contribute to the public story of the good Scouts are doing. This could be for volunteers, parents or members of our community. People don't need to join Twitter to see what we post and it is easily found on Google.

### Content

#### What is Twitter good for?

What could you post (tweet) about? Good uses for Twitter include:

- Recruitment of new youth members, such as advertising spaces in sections or if a new section is opening up.
- Recruitment of adult volunteers to parent rotas, executive committees or leadership teams through initiatives like the Four Week challenge. It helps to advertise these roles to more than just existing members.
- Fundraising events and initiatives, both details of physical events that we want our community to attend and online activities such as sponsorship or EasyFundraising.
- Sharing highlights of the activities our young people take part in such as adventurous activities, community impact projects, nights away or examples of personal growth. Parental permission should be sought or should be anonymised.
- Sharing posts, events or relevant messages posted by others within Scouting such as from HQ or Hampshire Scouts.

#### Keep it short!

Twitter's best-known feature is that all posts are limited to 280 characters so you have to keep your message short. If you need a longer message, such as event details, then post the full details on your website and include a link in your post.

#### Pictures

Where possible, use pictures or videos with every post. It helps make your posts much more engaging and get more people to stop and look at the message as they are scrolling past it on their newsfeed.

If you don't have a relevant picture then use a Scout stock picture from the Brand Centre, link below. If your picture isn't very Scout-y then add a small fleur-de-lis logo in a corner. You can do this in the Brand Centre or using photo editing programmes.

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## Characteristics

### Hashtags and handles.





Twitter is built around conversation and there are two main things you can include in your tweets to help with this.

A **hashtag** connects your message to a wider conversation and makes it easier to find. Examples that Scouts often use is **#SkillsForLife**, **#volunteer** or **#YouShape**.

A **handle** is the way people can find you on Twitter. It has the @ symbol in front of it and the shorter the better. Some users keep their handle the same as their name, **@HampshireScouts** being an example, while others have to shorten their name, for example Hampshire Scouts Top Awards is shortened to **@hstopawards**. You can include handles in your tweets to include them in your message or bring their attention to it.

### Replies, Retweets, Likes and Share

Under each post you will find the following three icons. It is a sign of an impactful post when we have people using these on the post (hopefully positively!)

	<b>Replies</b> allow people to comment under your tweet or for you to expand it with another tweet underneath it (called a thread).
	<b>Retweeting</b> allows you to share someone else's tweet to your followers. When you click on it you get the option to do a simple retweet, so your followers see it, or 'Quote retweet' which allows you to add your own comments to it.
	<b>Like</b> a tweet to show you agree with it. You can easily see what a user likes so be careful what you like when using a Scout account (nothing political for example).
	This button gives you other sharing options, such as how to share a tweet in a message.

## Standing out from the crowd.

### Pick a good name

While you want your Twitter handle to be short so people include it in their tweets, your profile name needs to be easy to find. Choose a unique name that won't be confused – 6<sup>th</sup> Scout Group is no good. We recommend using the full name of your section, group or district, although try and avoid abbreviations as it makes it hard to search for.

### Profile picture top tips.

This goes at the top of your page and on every tweet. Keep this simple and with a clear Scouts flavour – the Scouts logo or the fleur-de-lis is perfect for this. It has to work at small sizes (the examples on the right are real size from the web version, the smaller one the size on each tweet).

It will be shown in a circle so don't have everything around the edge or corners of the photo.



## Choose a good header image.

The header image is shown at the top of your Twitter profile when people visit it and can make a good impression. The picture should be:

- Good quality and the right size so it is not blurry or cropped out.
- Shows the fun and positive side of Scouts. Good examples are pictures of scouts doing activities, in groups together and having fun.
- Clearly Scouts. We can have our young people wearing neckers or informal scout clothing or we can put a logo or section logo on top of or in the corner of the image.

This example from the Scouts Brand centre is perfectly sized for Facebook groups. You may want to add extra messages to the image such as #SkillsForLife.

## Boil it down in your Bio.

Your Bio appears at the top of your Twitter profile and whenever someone hovers over your icon as they use Twitter. You've got to keep it brief though as you only get 160 characters. Give a short summary of what we do (**We help young people make a difference by giving them #SkillsForLife**) or who you are. You can use hashtags and handles in your bio, so some for example identify themselves as **part of @HampshireScouts**.

## Who to follow and who to tag in your posts.

Something good going on? Then share the good news with:

- Other Scouting accounts such as Hampshire Scouts (@HampshireScouts), The Scouts (@UKScouting) or the Hampshire Top Awards team (@hstopawards)
- Scout volunteers such as the County Commissioner (@CCHantsScouts), UK Chief Commissioner (@TimothyKidd) or staff such as the CEO (@MattHyde).
- Local news media, local councillors or MPs.

## Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. [communications@hampshirescouts.org.uk](mailto:communications@hampshirescouts.org.uk)
- Check out our other guides which cover issues such as jargon and talking about our roles to others. There are other guides covering different social media platforms.
- The Scout Brand centres (scoutsbrand.org.uk) has an image and video library full of social media post, profile and header images you can use.
- The Tone of Voice document on the Scout Brand centre gives some specific guidance for writing social media descriptions and posts.

## Keeping in touch with Hampshire Scouts:

- Online at [hampshirescouts.org.uk](http://hampshirescouts.org.uk)
- On Facebook at [facebook.com/HampshireScouts](https://facebook.com/HampshireScouts)
- On Instagram [@hampshirescouts\\_](https://instagram.com/hampshirescouts_)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)