



Guidance and Tips for Twitter Takeovers on @WASHstrong

Agenda for Change welcomes organizations to share resources and continue the WASH systems conversation by taking over the @WASHstrong Twitter account for a day. The idea behind the takeovers is to allow the 12.4k (and growing!) followers to see different perspectives on WASH systems strengthening. This is part of a larger goal to drive engagement through a WASH systems Community of Practice.

Below is some guidance for planning Twitter takeovers on the @WASHstrong account:

- Provide 12 – 15 tweets to go out each hour during the day of your takeover. These can be scheduled in advance through Tweetdeck or tweeted live through the @WASHstrong Twitter page. You will be given access to both in advance.
- Tweets must adhere to the limit of 280 characters and should utilize simple, concise text. You can assume that your audience is familiar with WASH principles and terms.
- Tweets should not have an overtly promotional tone and should stick to the theme of WASH systems strengthening:
“Systems strengthening involves taking actions and supporting interventions that are considered likely to strengthen one or more elements of a whole system, both the factors (technology, financing, regulation, coordination, service delivery, learning, accountability mechanisms, etc.), as well as the capacity of actors and their inter-relationships (i.e., the political economy of decision-making, incentives and dynamics) that can improve the quality and sustainability of WASH services and ensure that all populations are served.”
- Tweets may cover a wide range of topics related to WASH systems strengthening, collective action, and building partnerships including:
 - News/stories with a compelling angle
 - Stories that highlight critical connections between WASH actors and factors
 - Lessons learned, both challenges and successes
 - Best practices for monitoring, data collection, evaluation, and reporting
 - Summaries of or highlights from newly released reports
- Wherever possible, include high-res images, videos, infographics or GIFs to accompany tweets. Additionally, you can identify up to 10 members or partner organizations to tag.
- Include relevant hashtags (#TwitterTakeover & #WASHsystems) and link to bit.lys for tracking engagement.

Additional tips:

- Practice tweets are highly encouraged in the lead-up to the takeover.
- For interactive tweeting (Q&A sessions, polls, etc.), it is important to prepare with colleagues/partners in advance. Notify them of your upcoming takeover and ask them to be online at a certain time to engage with you.
- Setting up a takeover (bit.ly, tags, visuals, etc.) takes longer to put together than you would think! Plan well in advance, and don't be afraid to ask for assistance.

Please contact Alec Shannon for additional information: alec@washagendaforchange.net.