10 Tips to Effectively Use Social Media (Twitter) for WHO's 5 May Campaign

(prepared with support from DebGroup, Ltd - a Private Organisations for Patient Safety (POPS) participant)

1. **Be supportive; showcasing the best of 5 May** - WHO 5 May is an important global day in our calendars every year; the use of Social Media can enhance our global reach in promoting 5 May messages! There's a wealth of great resources available to you, which you can use to formulate Social Media messages. Feature key WHO messages in your own Tweets; be sure to use language that is action oriented, for example 'Download the @WHO 5 May #handhygiene & #AMR poster & use it to promote #ptsafety action (insert shortentened weblink). For more information on WHO 5 May resources visit [http://www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/) and follow @WHO on Twitter and WHO on Facebook so that you can retweet and like these 5 May messages when they are issued (end April and beg May 2014).

2. **Hashtags (#) and some other Twitter etiquette** – Hashtags (#) are very important to expose your Tweets to a larger audience (other than your followers) and to help index content, so users can locate information easily and join the conversation. Check out tags such as #handhygiene and #5Moments to see how this can be done effectively. Reminder 1) use these common hashtags in your Tweets. Reminder 2) Tweets are just 140 characters so practice what you will issue and check if the messages seem clear to colleagues. Reminder 3) You can use tinyurl.com to shorten a web link that you want to include in a Tweet – including weblinks makes your Tweets more attractive/popular.

3. **Time is Critical; Momentum is everything** - Be sure to start tweeting about 5 May as soon as you can (if you haven’t already) and aim to Tweet daily. Consider retweeting @didier.pittet or @claireekt (who work with the WHO programme) when they Tweet 5 May messages to get you started, before @WHO issue their official Tweets. Additionally, be sure to vary your message and do not send duplicate Tweets consistently. Also, be sure to keep tweeting about the #5Moments after 5 May now that you have established some best practice - help keep this important conversation going.

4. **Think Mobile** - Remember that Social Media is a mobile technology, so often people are accessing your messages on the train, during lunch, after work, early in the morning, late at night and worst of all - when they are using the washroom! Use this to your advantage by testing different times and measuring results (see point 10). Read up on the best times to Tweet, for example the Huffington Post have posted a blog on this.

5. **Reach Out; joined up thinking** – ‘Get social’ by not just broadcasting your message but instead by Tweeting directly to colleagues who use Social Media or to someone...
who will re-tweet to their audience. Use Twitter’s search tool to find your contacts and be sure to include their twitter handle in your Tweet. Your goal should be about conversation and sharing by ‘mentioning’ relevant others, for example, ‘Access our locally produced #handhygiene resources in support of @WHO 5 May @didierpittet TY’ (TY is short for thank you on Twitter). Additionally, if you are looking for key people to follow, look at someone you respect in the field and check out their followers and who they are following.

6. **Pictures & Stats are Powerful** - Demonstrate how you are implementing the #5Moments in your setting as your audience will engage quicker and share the information further. Also, statistics are very important in Social Media as they help users quickly grasp your message and bring validity to message. Check out some of the key messages from WHO related to 5 May and be sure to utilize in your Tweets. [http://www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/)

7. **Network** - Think of Social Media like a cocktail party. Your goal is to connect and hopefully have a meaningful exchange. Maximize this approach by using other social tools such as LinkedIn and Facebook.

8. **Frequency** - Think of Twitter as a river that is constantly following with information. It's impossible for people to be exposed to your message with only one or two postings. Vary your message and plan to Tweet frequently; think about what you want to be known for on Twitter, #handhygiene and...... Also, take advantage of weekends as users are typically getting caught up on ‘social’. Learn more on timing and frequency.

9. **Maximize Personal Branding** – ‘Social’ is about connecting and sharing in a personal way. Use language that is engaging, ask questions, reply, be sure to retweet to keep a conversation going. Keep things personal (to a degree) by saying 'thanks' to those that share your message and be sure to reciprocate by following users back, and be clear who your messages are targeted at.

10. **Measure** - Set a goal and see how well you did. It's essential if you want to improve your Social Media engagement. Here are some additional tips to learn about how to measure engagement on Twitter. Those involved in supporting 5 May, such as Private Organisations for Patient Safety (POPS) will be presenting their Social Media analytics to see how far their reach has spread the #handhygiene #5Moments messages.

Any lastily, some information to set this in context:

‘The BBC News pushes out six to eight posts on Facebook a day and posts 200 to 300 Tweets over the course of a week.’ Pushing your message is what its all about!

(Note: these tips assume a baseline knowledge of Social Media/Twitter and you should check Social Media guidance from your workplace and professional bodies).