

70th World

Health Assembly

Twitter Guide



View our WHA70 Twitter list at bit.ly/WHA70-twitterlist for a feed of key individuals and organisations participating in the online conversation this week.

Key topic hashtags

- | | |
|-------------------|---------------------|
| #2030Agenda | #GlobalHealth |
| #25by25 | #Health |
| #BeatNCDs | #HealthForAll |
| #Cancer | #Heartdisease |
| #CancerCare | #NCDs |
| #CancerControl | #PublicHealth |
| #CancerResolution | #Respiratorydisease |
| #CancerTreatment | #SDGs |
| #DeliverForGood | #TB |
| #Dementia | #TreatmentForAll |
| #Diabetes | #UHC2030 |

Support the adoption of the #CancerResolution

Use UICC's tailor-made communications package to call on Member States to adopt the cancer resolution, and to drive national action in line with these global commitments.

Access the package at uicc.org/CancerResolution

Use **#CancerResolution** to join the conversation

Join the NCDA side event

Success factors for NCDs: Pathways to accelerate progress

Monday 22 May 2017
18h-19h30, Intercontinental Hotel

Hosted by @ncdalliance
www.ncdalliance.org

More info at
bit.ly/NCDA_WHA70

Event hashtag: #NCDsuccess



Speakers' Twitter usernames:
@HealthCanada
@AurelijusVeryga
@RajithaSenaratn
@CARPHA1
@johnspaula
@LillyPad
@richardhorton1

Tips for using Twitter

during #WHA70

Be their eyes and ears



The world's eyes and ears will be on this WHA, with many 'virtual participants' watching from afar. Your Twitter insights can **give them a virtual front row seat to everything you're experiencing during the WHA**. Be conscious of what your followers and other virtual participants might be most interested in reading, seeing, or finding out about – rather than just what you want to tell them.

Be original



Your tweets will be valued most by followers if they **include something they could not easily find elsewhere** (e.g. opinion, a link to a relevant and interesting site or resource, a picture or video, a speaker quote). Add value to retweets by including your own view, and avoid posting overused rhetoric about an issue. Stay fresh.

No time like the present



Twitter is about real-time information: **Tweet about what is happening in the present**. While WHA can be busy, commenting and responding in real-time to others' posts adds depth and value to discussion.

Quote of the day



If you tweet direct quotes, listen for particularly **insightful or original comments**, and quote for what people say (e.g. Good point @xyz! "quote" or "quoted tweet") not who said them. Remember to include the speaker's handle to give credit and boost visibility.

Amplify advocacy messages



Follow organisations you are aligned with and amplify messages to generate more traction and visibility. This also helps show potential followers who you are, what you advocate, and that you are supporting and contributing to a common agenda.

Use a Twitter-friendly tone



Strive for an approachable, authentic and friendly communication style that isn't overly formal. Remember that your followers track you because of what you say and who you are. Try to **relate what you hear during the WHA to your own knowledge and experience** by sharing your reactions and opinions. Remember: short is sweet. 120-130 characters is optimal for engagement.

A picture is worth a thousand words



Visual content generally receives the most likes and is more likely to be shared on social media. Use the same rules for photos and videos as you do for text: add value and give followers something they cannot get elsewhere, such as pictures taken in the Palais des Nations or during side events, of high-profile speakers or key people you meet. Clear images are more likely to be shared. You can 'tag' the people in the photo if they and/or their organisation have a Twitter handle. This can boost visibility, as speakers and organisations may retweet your post if they are tagged.

Use the event hashtag: #WHA70

The more people who use the same hashtag(s), the more likely they are to connect with one another and share thoughts and ideas. Furthermore, hashtags help users follow the discussion: when you click on a hashtag, you will see other tweets containing the same keyword. Use the hashtag **#WHA70** during the WHA. Some side events provide opportunities to ask questions linked to the event, so be sure to use the relevant hashtag to participate.

Engage your online community



Twitter is a tool for **engaging and interacting with the online community**: mention other users in your tweets (e.g. @UICC, @NCDAlliance @speakerhandle) or tag them in images, interact by replying to tweets and ask questions. Twitter is a social network, so be social. You may find opportunities to connect up in person with fellow tweeps and network offline.



Twitter Glossary

| | |
|-----------------|---|
| Tweet | A 140-character message posted via Twitter – can include characters, images, videos, gifs, other user's handles and links |
| @username | A Twitter handle is how you are identified on Twitter (e.g. @UICC) |
| @ | The @ sign is used to mention / identify other users in a tweet |
| # | A hashtag highlights keywords or topics (e.g. #WHA70 #CancerResolution #NCDs) |
| Follow(er) | To follow someone on Twitter is to subscribe to their tweets |
| Reply | A tweet beginning with @ and posted in reply to another user's tweet |
| Retweet (or RT) | A tweet sent by another user, forwarded by you. Often used to spread news or share valuable information on Twitter |
| Like | A tweet marked with the heart icon to indicate that you liked this specific tweet |

This guide is created as a collaboration between:



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Tips inspired by a 2013 guide created by @inicom