

Managing your IOSH official Twitter account




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Join or start a conversation with a 'Tweet'

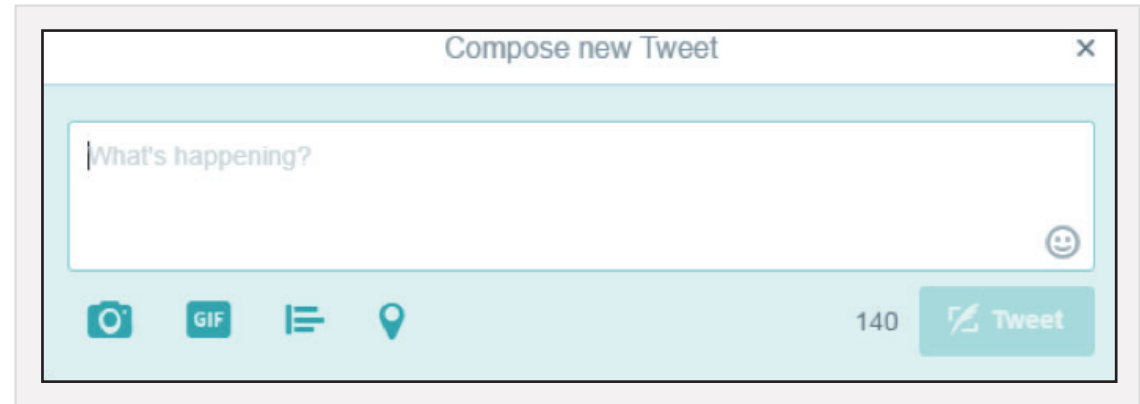
Log in to your account.

Click the button in the top right-hand side: 

Make sure your Tweets are 140 characters or fewer. Videos and URLs are also included in the character count – Twitter automatically counts these as 23 characters.

If you wish to add a picture or video, click the  button in the pop-up panel. Photo and gif attachments do not count towards the 140 character limit.

Read more here: <https://support.twitter.com/articles/15367>



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Hashtags


- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorise Tweets and help them show more easily in Twitter searches.
- Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.
- Hashtags can be included anywhere in a Tweet.
- If you are using more than one word in your hashtag, do not leave any spaces between the words otherwise it breaks the hashtag. For example, [#IOSHnetworks](#)
- Do not use special characters in your hashtag; for example, !"£\$%^&*()
- Hashtagged words that become very popular are often trending topics.

Example (right): No Time to Lose used [#WorldHealthDay](#) in the Tweet as this was a trending topic worldwide. This means that if people are following the trend, the Tweet would have visibility to a wider audience.



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Replies and mentions

You can reply to a person's Tweet by clicking the  button at the bottom of the Tweet you wish to respond to.



You can then type your response in the reply panel below the Tweet.


If you just want to mention someone in your post then write @ plus the person's Twitter username (handle) to tag them in your post.

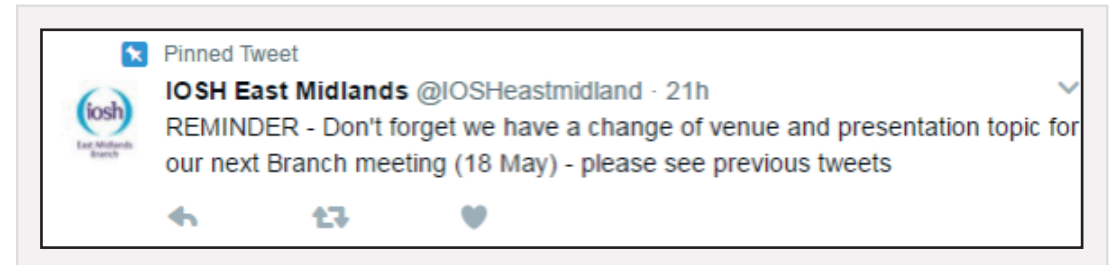
IOSH twitter handle:
@IOSH_tweets

NTTL twitter handle: @_NTTL

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Retweets

Similar to replies, you can retweet what someone has already posted and add a comment to what they have said. This can be done by clicking the Retweet  button.

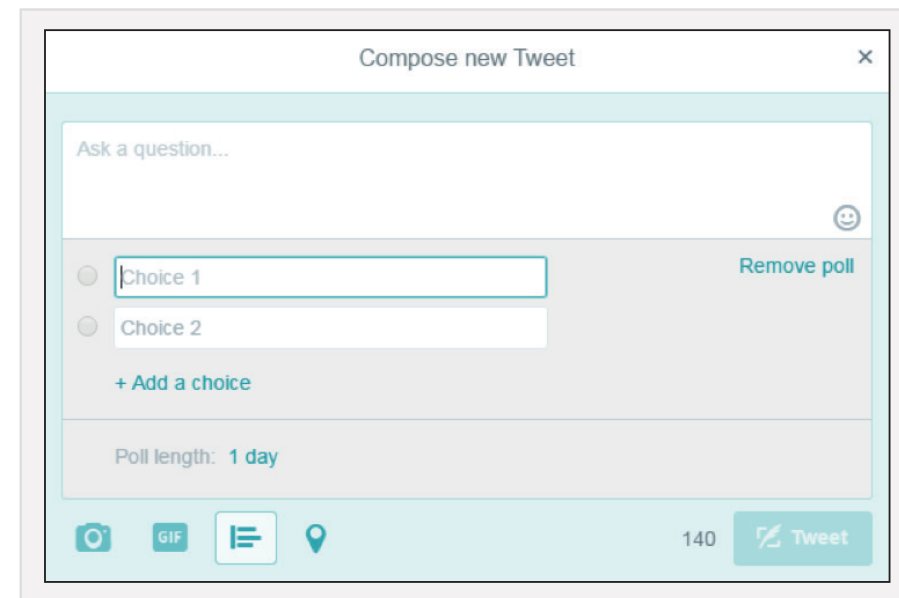


Polls

Polls are a good way of getting a general consensus on what your followers want. You could use a poll to ask where you want to hold the next network meeting or which speaker you should have.

Click the Tweet button to create a new Tweet. Then click the poll  button and write your question and multiple-choice answers.

You can also mention people and hashtags in a poll as you would in a normal Tweet.



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Good examples

The East Midlands branch has been on Twitter for a long time. The branch originally started as 'unofficial' but has recently trialled how the 'official' Twitter accounts will look for the networks.

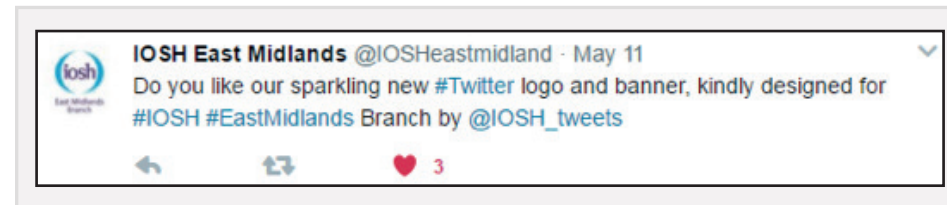
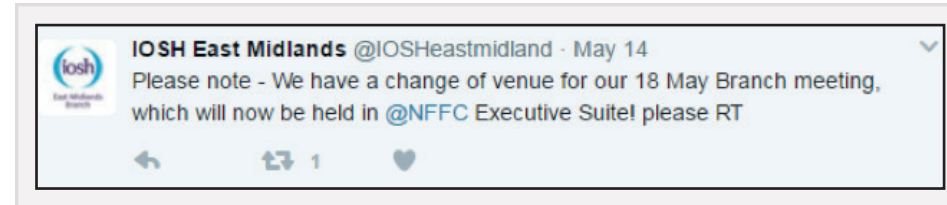
East Midlands Branch – @IOSHeastmidlands



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Why this account works well

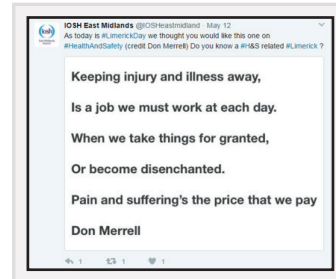
- 1 The Tweets are informative – with regular posts about upcoming events as well as communicating about AGMs and committee nominations. This content is useful for all members of the branch.
- 2 They also include helpful signposting to direct people to additional information. For example, hyperlinks to events pages or links to network webpages. When doing this it would help to use a shortened URL. Search 'URL shortener' in Google for this service as Twitter will not automatically do this for you.
- 3 Using hashtags and mentioning people in their posts – this can be particularly useful in the build-up of events or even during an event where you can mention speakers' names, ask questions and retweet what others are saying.



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Why this account works well

4 Following trends and keeping it relevant to the OSH profession.



5 Retweeting relevant content – whether from your own network members or industry professionals.



6 Positive tone of voice – this has to reflect your or your network's values and character, and has to be consistent with the tone and style of the other Tweets coming from that account.



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What to avoid

When you're Tweeting from an IOSH official account, you are representing IOSH, so the same rules apply to Twitter as they do in IOSH's Code of Conduct. Avoid the following:

- personal opinions (keep these to yourself)
- promoting your own businesses
- offensive comments
- professionally or personally damaging content.

Don't offend anyone:



Not everyone has the same political views:



Keep advice to yourself:

