

Top 10 Twitter Guidelines: using social media to promote Kids Help Phone

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

We encourage you to follow the @KidsHelpPhone account - and retweet, share or comment on our messages. The following guidelines are for supporters and volunteers who have set up a Kids Help Phone account in their local community. We suggest that you tweet from your own Twitter account as a supporter or volunteer. However, if you have set up a **local** Kids Help Phone account, there are some guidelines you need to follow:

1. Start by reading the Twitter 101 Guide

Twitter has created a very handy Twitter 101 guide for organizations, with everything from getting started, learning the lingo, best practices, case studies, and resources – and it can be found online here: <http://twitter.com/Twitter101> . Please read this Twitter guide before you get started tweeting about Kids Help Phone.



2. Choosing your username: identify your city/site/location of Kids Help Phone in your username and KEEP IT SHORT

The username is the handle by which you'll be known on Twitter. Consider using your city/site/location of Kids Help Phone instead of just the event username, which would become inactive after the event is over. It is more engaging to be building and engaging with the community all year long. Keep the name short since you only have 140 characters. Here is a standard format we would like you to follow:

Format: @VancouverKHP

3. Choosing your FULL NAME

To avoid confusion with the national account, clearly articulate that this is a volunteer led initiative. It also helps to promote the great work of our volunteers across Canada. Type in your site name in the "Full name" field.

Format: KidsHelpPhone Volunteer OR KidsHelpPhone Supporter

4. Writing your BIO

For the short bio, you have 160 characters to create a note that tells people who you are. State this is a volunteer account, and list the real name of the person or people tweeting this account.

"I'm a volunteer/supporter of Kids Help Phone in XYZ CITY. On Sunday May 2nd join us at XYZ SITE for the Walk for @ KidsHelpPhone. Tweets by John"

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

In the website field, please use the web address for your region on the Kids Help Phone organization website. Feel free to change it up throughout the year, depending upon the event or fundraiser you are promoting. For instance, during the Walk time, you can use the site location of the walk: www.walkforkidshelpphone.ca/CITYNAME

5. Choosing your picture

To help avoid confusion between your site's account and the official @KidsHelpPhone account, we have designed a special 'supporter badge' that you can use for social media purposes only. Please ask your regional office for logo files.

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone
Supporter

6. Share your username/password with Kids Help Phone staff

If you are tweeting on behalf of your Kids Help Phone chapter, site or event - it is very important that you provide access to the Regional Director to help maintain security, or in case the volunteer moves on from the organization. You may want to set up a generic email address that more than one person can access, instead of your personal one. Of course, if you are tweeting from your own personal account ... we don't need it! :)

7. Start following people!

Like we said, Kids Help Phone already has an official presence on Twitter. Our username is @KidsHelpPhone so please start following us: <http://twitter.com/KidsHelpPhone> and begin retweeting, mentioning, sharing information with everyone.

Don't be shy - start following your local community leaders, government, other local charities, local media, local businesses - and build your followers list! Follow as many people as you can, and begin to engage with your audience. Use the search field and find people talking about your event, or our cause.

8. SHARE SHARE SHARE.

Don't just tweet out your own announcements, you need to engage and respond to other users also.

Here are some topics to tweet about:

- › Upcoming fundraisers, promotions or events Kids Help Phone is involved in (details, locations etc).
- › Share news stories regarding issues that matter in your community.
- › Thank sponsors, site sponsors, media sponsors, volunteers, and participants etc.
- › Describe the event, where you're walking
- › Link to your community walk website
- › Link to our PSAs on YouTube
- › Make mentions of various radio, TV broadcasters who are promoting the service
- › Use the hashtag #W4KHP for the Walk event. A hashtag is a term that helps people categorize messages on Twitter.

For this year's Walk for Kids Help Phone, we're using #W4KHP where possible.

- › Retweet what others are saying, comment or praise other people's work

We recommend you read Twitter's guide to 'best practices' for tweeting. Read the 'best practices' guide on Twitter.
<http://twitter.com/Twitter101>

9. What to do if a child or teen tweets you, looking for counselling

Please be clear that you are not a counsellor, you are a supporter or volunteer. We don't want kids to mistake this for a service channel. Because Twitter has a limited number of characters you can use, it's sometimes challenging to find the right words in such a small space. Here are some possible tweets you can reply to someone:

- › Thx @[username] 4 contacting me. I'm not a counsellor, but you can reach one @ 1-800-668-6868 or kidshelpphone.ca
- › Thx @[username] for ur interest in @KidsHelpPhone. Counsellors are available www.kidshelpphone.ca or at 1-800-668-6868

10. Use Common Sense and Common Courtesy

- › Be polite, be courteous, be helpful, be conversational, be intelligent, be non-confrontational, be transparent, and be non-judgemental: you are representing our brand!
- › It's best to ask permission to publish or report on conversations that are meant to be private or internal to Kids Help Phone. Make sure your efforts to be transparent don't violate Kids Help Phone's privacy, confidentiality, and legal guidelines. Be smart about protecting yourself, your privacy, and Kids Help Phone's confidential information.
- › If you don't know an answer to something someone DM's you: refer them to info@kidshelpphone.ca
- › Avoid all caps (It means you are shouting.)
- › And remember: what you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

If you have any questions, please contact a staff person within your regional office.

Since 1989 Kids Help Phone has helped millions of troubled and abused children and youth by providing compassionate and professional counselling, trustworthy information and local community referrals through its phone and web-based service.

A national charity, Kids Help Phone receives no core government or United Way funding. Instead, it relies on the support of community-based volunteers and individual and corporate donors to ensure that its counsellors are there 24 hours a day, 365 days a year, whenever a child needs help. Visit www.kidshelpphone.ca to donate.

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone