



**FAIR TRADE
CAMPAIGNS**

Social Media Guide

TWITTER BEST PRACTICES

Twitter is a social messaging tool that lets you stay connected to people through brief text message updates -- up to 140 characters in length. This is great place to highlight articles and blogs about Fair Trade, facts and figures, news about your campaign, where/what products are found in your community. Just like you should try to post photos in every Facebook post you should try to post a link in every twitter post.

Know your Audience! Before you get your campaign started on Twitter, you need to know who your audience is and why they follow you (put yourself in their shoes).

1. **Identify your audience:** Local fair trade consumers and business owners, people who are interested in social justice, environmental sustainability and yummy products!
2. **Identify what content people engage with:** What products are available, local events, campaign achievements, industry news, your connection to the national movement, fun fact and figures etc.
3. **Identify who is in your network:** Look at Fair Trade Campaign's list of local campaigns, fair trade businesses and Fair Trade organization and follow them here: <https://twitter.com/FTCampaigns/lists>



Keep your tweets short, include a link and use appropriate hashtag! Your ultimate goal is share what is newsworthy. Next, are some tips for success.

Content

You have a 140-character limit!

- **Try to keep your tweets under 125 characters** so people can manually Retweet (Quote your tweet) them without having to cut some of your text. The rule for twitter is: shorter the better.
- **With that in mind, tweet things people will want to share with their followers.** Your followers are more likely to RT inspirational quotes, Fair Trade facts, industry news, yummy products, articles, and unique information about your campaign.
- **Shorten your links** using the service bitly.com
- **Make a Call to Action.** When you ask people to retweet by typing RT or RETWEET before your tweet they are much more likely to do so. Don't abuse this trick though!

Structure

- **Try to tweet and retweet at least 2-3 times a day and a minimum of 2-3 times a week.** Spread your tweets out and intersperse them with retweets and @replies to other people you follow.

- **Don't retweet people too much.** Share your own content in between, and make sure it's something people want to retweet themselves (see a trend here?)

Style

- **Be conversational.**
- **Be newsworthy** by writing your tweets like news headlines. Cut to the chase and leave followers wanting more...
- **Use hashtags** to make your tweets searchable for the specific audience. Don't be afraid to **make your own hashtags**

Fair Trade Campaigns' hashtags:

#FairTrade
#FTCampaigns
#FTTowns
#FTSchools
#FTCampus
#BeFair
#BakeFair

*Don't forget to look at what hashtags are trending!

Other hashtags:

#humantrafficking
#socialjustice
#foodjustice
#farmers
#artisans
#empowerment
#grassroots
#advocacy
#solidarity
#chocolate
#coffee
#bananas
#tea



Build Your Audience

- Check out **Who to Follow** on the left sidebar of your Twitter newsfeed. Follow people who are similar to you
- **Follow people using the same hashtags**
- **Get people to interact with your newsfeed:**
 - **Create unique hashtags for your campaign events.** You can easily share content with your attendees and direct people toward your account.
 - **Live Tweet** your event. Let everyone know what they're missing!
- **Find People to Follow on through our Lists** <https://twitter.com/FTCampaigns/lists>
- **Look at who other people are following**

Resources

- Shorten Your links: <https://bitly.com/>
- Schedule your Tweets: <http://tweetdeck.com/>
- Using Social Media to Promote Your Event – Coming Soon!
- Twitter: Getting Started – Coming Soon!

