# WORLD EBHC DAY HOW TO HOST A TWITTER CHAT

# WHAT IS A TWITTER CHAT?

**A TWITTER CHAT IS WHERE A GROUP OF TWITTER USERS MEET AT A PRE-DETERMINED TIME TO DISCUSS A CERTAIN TOPIC, USING A DESIGNATED HASHTAG (#) FOR EACH TWEET CONTRIBUTED.**

A host or moderator will pose questions (designated with Q1, Q2…) to prompt responses from participants (using A1, A2…) and encourage interaction among the group.

Twitter chats usually range from 30 - 60 minutes and are run by the host(s) much like a virtual meeting. For example, Twitter chats begin with introductions and end with a conclusive note/farewell.

## WORLD EBHC DAY TWITTER CHAT

The aim of a #WorldEBHCDay twitter chat is to encourage active engagement and the sharing of knowledge and ideas from a diverse audience on a particular topic. To stimulate conversation on a particular topic, the host will tweet a series of questions, to which participants respond.

The expertise that is shared and discussed during a Twitter chat can be posted on the World EBHC Day website after the event in the form of curated tweets (by wakelet.com, for example).

The hashtag for Twitter chats held for World EBHC Day is **#WorldEBHCchat**. This hashtag should be used in all tweets, from the promotion stage, through to the chat wrap-up tweets.

# STEPS FOR CREATING A TWITTER CHAT

### 1   Step 1: Participate in a Twitter chat

If you have not participated in a Twitter chat previously, try to attend one and actively participate to be better prepared when you host ypur own.

### 2   Step 2: Liaise with chat hosts

Decide if the hosts are tweeting from their personal accounts or if they will be performing a 'take over' of an organisation's Twitter account.  If using two hosts, one person can make sure that the chat is running to schedule, while the other tracks interaction.

Brainstorm a list of questions and prepare answers to them, e.g. what do participants think about a particular problem? Ask for their experiences/advice in overcoming this problem; or invite questions on a topic/issue that you have expertise in (methodology/approach/program). Ensure questions encourage engagement and interaction between chat participants. Decide on how long should be allocated for each question.

Advise the chat hosts of the hashtag **#WorldEBHCchat**, so that they can use it in their promotion tweets.

### 3   Step 3: Promote your chat

After determining the topic, decide a time to host your Twitter chat and plan a promotion campaign using Twitter and other social platforms. Remember to submit the chat as an event for the World EBHC Day website.

Remind your Twitter followers ahead of time and repeat the reminders. An example:

#WorldEBHCDay Twitter chat Tuesday 20 October 11am ACST. Topic: 'xxxxxxxx'. Connecting #EBHC experts to share knowledge and ideas, and stimulate discussion #WorldEBHCchat

Graphic (i.e. Your customised World EBHC Day social media tile or your organisational photo) accompanies the tweet.

## 4 Step 4: Prepare tweets ahead of the chat

Tweets such as the introductions, rules, questions and conclusions should be crafted/scheduled ahead of time. This allows more time for hosts to interact with the chat participants during the event.

When preparing tweets ahead of the chat, remember to advise participants of the chat's aim, and let them know that tweets may be curated and presented on the World EBHC Day website. Make sure to include the World EBHC Day URL **https://worldebhcday.org** in the tweet.

To make the questions stand out, use graphics, videos, gifs as part of the question as you prepare these tweets in advance.

Prepare a tweet to guide how the conversation should flow i.e. using Q1 (for question #1), and A1 for an answer to question #1.

Always include the hashtag **#WorldEBHCchat**.

**5**

## Step 5: Start the Twitter chat!

Hosts should ensure that the chat is focused and organised, i.e. that the chat doesn't go 'off topic'. It may also be useful to have someone on board alongside the expert hosts who can help boost engagement and remind participants to stay 'on topic' or encourage questions to the host/organisation 'off line', i.e. a chat moderator.

Remember to keep to time, encourage and thank participants, and remind them that they can access more EBHC resources on the **World EBHC Day website**, and provide the URL **https:// worldebhcday.org**

### Engage your participants
Read replies, ask follow-up questions, and reTweet the best comments. Like and comment. Make your guests feel welcome and important.

### Use direct reply
Direct reply to specific questions or comments to avoid confusion. Keeping everyone on track is essential—especially if there's lots of participants.

### Encourage hashtag use
You may need to remind participants to include the chat hashtag in their answers. This makes it easier for everyone to keep up with the conversation.

### Use question cards and graphics
90% of the information we process is visual. It is therefore no surprise that Tweets with graphics get more engagement than text-based ones.

Incorporate images into your posts whenever you can. Create Twitter cards to share your questions and promote your chat.

### Say thanks
When it's time to go, wrap things up with a warm thank you to participants for their engagement. It also lets people know they can go back to their day.

**6**

## Step 6: Wrap it up

After the Twitter chat concludes, select tweets that provide value to a wider audience and curate using a platform such as wakelet. com. See example

Remember to submit the wakelet URL for sharing on the **World EBHC Day website**.

## USEFUL TOOLS

### Tweetchat

Tweetchat is a simple, powerful tool to quickly interact and reply to Tweets. Once connected to your Twitter account you can easily keep up with fast-paced Twitter chats as it updates and refreshes in real time. It also allows you to create a "Chat Room" where you and your participants only see the Tweets from your chat without the distractions you may encounter on your Twitter page.

It automatically adds your hashtag at the end of each Tweet while still providing you with the other Twitter tools such as retweet, comment and character count.

### Tweetdeck

Tweetdeck is owned by Twitter and integrates seamlessly with your Twitter account as a login. This is a beautiful, simple way to keep on track with a Twitter chat