



October 2017

RUNNING A TWEET-CHAT

We have pulled together a few tips to help you plan and organise a tweet-chat on child marriage.

A tweet-chat is a public Twitter conversation around a specific hashtag (#) at a set time and date. They are a great way of engaging and growing an online community, sharing experiences and raising awareness of an issue.

Why a tweet-chat?

- **Share facts and knowledge about a specific topic.** Organise a Q&A (question and answer session) about child marriage in your region or on its links with another issue. Invite 2-3 knowledgeable participants and encourage questions from the public.
- **Exchange experiences and learn from like-minded individuals.** Use a tweet-chat for organisations to share their learning and experiences.
- **Give access to influential or interesting individuals/organisations.** For instance, invite a youth advocate, the head of an organisation or a celebrity to share why they care about ending child marriage.
- **Recurring or one-off.** A tweet chat can be a regular appointment (weekly, monthly) with your followers with a different topic each time, or it can be a one-off event around specific moments or hooks (a conference, a regional day, etc.).

Before the chat

- **Pick a time, date, and topic.** Tweet-chats usually last approximately one hour.
- **Choose your hashtag.** A hashtag should be short, memorable and clear. Remember: Twitter has a 140-character limit.
- **Plan your questions.** Have between 6 and 10 questions ready. If you can, prepare a pictogram with your question on it, instead of just text.
- **Invite participants and share the questions in advance** so they can prepare for the conversation.
- **Promote the tweet chat!** Prepare some visual promotional materials, with all the information needed to participate (time, date, topic and hashtag).

During the chat

- **Welcome participants** to the chat and **remind people how they can take part** (hashtag, handle and topic)
- **Re-tweet interesting questions and comments.**
- **Answer questions** from the public. Don't forget to **include the hashtag** in your posts.
- **Don't over promote!** A tweet-chat is an informal conversation for participants to connect, share and learn. It's not a place to share everything your organisation has ever produced.

After the chat

- **Follow up with participants.** Thank them for their time via Twitter, email or even in person.
- **Do a recap.** Use a tool like [Storify](#) to share highlights from the conversation on your website or social media channels.

Here are **examples of tweet-chats** that *Girls Not Brides* has run or taken part in:

- [Protecting girls from child marriage: survivors, activists speak out](#)
- [#GlobalGoals: How to #EndChildMarriage by 2030](#)
- [#16Days teach-in: child marriage and conflict](#)