

Recommendations for the At-Large Capacity Building webinars` promotion on Twitter



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Recommendation from Twitter.com

How to use hashtags

A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

Using hashtags to categorize Tweets by keyword

- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.
- 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.
- Hashtagged words that become very popular are often [trending topics](#).

Tips for using hashtags

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet.
- We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.
- Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.

 We help people to find our tweets by #hashtags:

General

#Education
#Webinar
#CapacityBuilding

Related to the Webinar's topic

#DNS
#DNSabuse
#GDPR
#DoH
#DoT

#Geopolitics
#Cybersecurity
#gTLD
#ccTLD
#UniversalAcceptance

 We encourage people to follow us (our own hashtag):

Look for our hashtag
#AtLargeWebinar!
or
Follow our hashtag
#AtLargeWebinar!

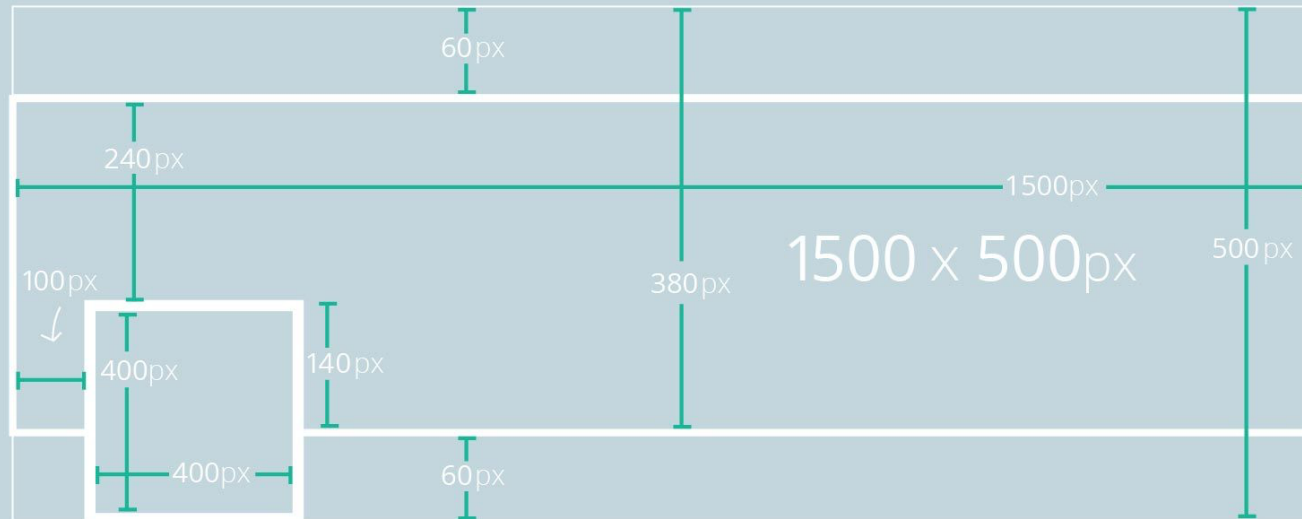
but this is not so effective if we haven't any Capacity Building webinars' records for those who missed webinars.

- Text (including #) must be short enough – 280 symbols.
(part of information we put in to the post, the rest part – in to the picture).
- We put # in to the text
- We tag the Guest Speakers or Moderators if they have Twitter accounts and @ICANNAtLarge
- We translate the post in to the languages that will be supported during the webinar (we do the same with #hashtags!)
- We make a post 4 days before the webinar and on the day of the webinar
- We create the promo cards with minimum information (topic, time, name)
- We use the allowed photo of the guest speakers
- After the webinar we post the short part of the records (less than 59 sec) to attract more attention





TWITTER PROFILE & COVER PHOTO LAYOUT:



PROFILE PHOTO

Recommended: 400 x 400
Minimum: 200 x 200
 Max. File Size: 100 KB
Aspect Ratio: 1:1
 Formats: JPG, PNG, or GIF (non-animated)

HEADER IMAGE

Recommended: 1500 x 500
Max. File Size: 10 MB
 Aspect Ratio: 3:1
Formats: JPG, PNG, or GIF (non-animated)

TWITTER FEED PHOTO (DESKTOP)

Recommended: 1024 x 512
Minimum: 440 x 220
 Max. File Size: 5 MB (Photos)
 3 MB (GIFs)
Aspect Ratio: 2:1
 Formats: JPG, PNG, or GIF (non-animated)

SHARED VIDEO

Minimum: 32 x 32
Max. File Size: 512 MB
 (40 fps, 25 Mbps)
 Aspect Ratio: 1:2.39 - 2.39:1
Formats: MP4, MOV