7 Priorities to Keep in Mind in Designing the WAATP Country communication plan

1. What should be our priority in communication?

Addressing the critical cultural and perception issues hindering the massive adoption of agric technologies, access to markets and trade are probably some of the biggest challenges facing WAATP today. This is why there is more focus on **Communications for Development** (C4D). C4D tackles the critical behavioral issues needed for change to occur at a scale and also addresses vital information needs of those throughout the value chain including non-conventional actors working on facilitating access to markets and trade as well as new actors such as youths and women.

2. Does this mean, the traditional communication to position and raise awareness on the project is no longer important?

No, strategic communication which is defined as a set of public awareness campaigns, events, media engagement, web development, stakeholder engagement, printing promotional materials, etc. is still vital. Afterall, to continue to enhance the momentum of the WAAPP, these activities are still relevant. So, please program these as well. It is the second most significant component of the current regional communications strategy.

3. How critical is knowledge management (KM) and how can we include it in our communications plan?

Knowledge management is another area that takes a central position under the WAATP. And here is why: The WAAPP is now considered a model in the regional and global agriculture ecosystem for the implementing of a program of regional dimension. These experiences will have to be codified and efforts made to ensure it reaches all stakeholders for improvements of future interventions.

4. Specifically, what is expected from participating WAATP countries in this regard?

Think of both the **tacit and explicit knowledge** produced by WAAPP actors in your countries. While it is easy to document the explicit knowledge because it is formal and systematic, it is even harder to capture, store, and retrieve tacit knowledge. Take, for example, the scientist or researchers working in your national centers of specialization. Most of them are so experienced, and as a result, they have accumulated so much experiential knowledge that they are not always passing on to younger scientists or researchers in a way to ensure sustainability. What can you do to capture this knowledge? This is why in your thinking and planning, provide for example a knowledge management officer who can deploy simple KM approaches and tools to document this knowledge for current and future generations as well as interventions.

5. We have earmarked a communications specialist for the PiUs and not for the NCoS. Should we plan a separate arrangement for the NCoS?

NCoS has in the past not always gotten the attention that it requires - perhaps because it is more technical in nature. The NCoS should not only have a communication specialist but someone that combines both communications and knowledge management expertise. So, please plan to have someone who can handle both at the level of NCoS to continue promoting the fruits of research both to internal and external audiences. This individual shall be at the forefront of sharing new technologies and innovations happening at the national, regional, and global levels. We need regular and consistent information and knowledge sharing to achieve the desired transformation.

6. Would this individual play a role in facilitating South-South Learning?

Yes. There has even be a thought that there should be a South-South Learning specialist in the NCoS. We have had some

sort of South-South Learning exchanges in the past. But what has the state of follow up? These exchanges need to be structured and systematized to have any real chance of sustainable follow-up and to yield the desired results. And this is why we recommend that you think through an arrangement that works for you.

7. **What about capacity development: Have you thought about training for journalists to better cover research issues as they link to national priorities?**

There is a plan to raise the capacity of WAATP communication officers at the national level. But please also ensure, at the national level, you identify and train critical partners required to enable you to achieve your communication objectives. Journalists and perhaps non-conventional actors such as customs are some targets here.

Facts and figures

- There are now over 302 million monthly Twitter active users.
- Twitter is the fastest growing social network in the world, by active users.
- That means that over 21% of the world's internet population are using Twitter every month.
- Mobile Twitter users are 79% more likely to be on Twitter several times a day than the average Twitter user.

What is Twitter?

- Twitter provides a social networking and microblogging service, enabling its users to send and read messages called tweets.
- Tweets are publicly visible by default.
- Tweets are text-based posts of up to 140 characters or fewer, which can include @Mentions to other users, hashtags, external links, or simply regular text.
- All users can send and receive tweets via the Twitter website, smartphones, or by Short Message Service (SMS) available in certain countries. You can see twitter.com for these publicly posted messages.

Some terms you should know

- **Retweets**. A retweet is a way to share another Twitter user's tweet with all of your followers. It will essentially look the same as normal tweets with the author's name and username next to it, but it will also contain the retweet icon and the name of the user who reposted it. Click the "Retweet" option under a tweet to share. Users can often "retweet," which forwards tweets they get to their followers. People retweet to pass on worthwhile information, and the ease of retweeting can quickly build large audiences.
- **Hashtags**. A hashtag is a # prefix used to group tweets together. For example, during the May Annual Meetings of the AfDB, participants twitting about the event used #AFDBAM in their postings, and all those messages could be viewed as a group by searching for #AFDBAM.
- **Mentions & Replies**. Two more ways you can connect with other Twitter users. Mentions and replies are updates that contain "@username" anywhere in the body of the tweet. Place a "@" in front of the person, business, organization, or whatever you want to mention or reply to. A recent change has made it so that your replies to someone will be seen only by mutual followers if you place their "@username" at the beginning of your tweet. If you want your followers to see your mentions/replies to someone, set the "@username" at the end of the tweet or put a period in front of the ampersand like this: ".@". There is also a "Reply" option under tweets to help you continue the conversation.

- **Favorites**. Adding a tweet as a favorite is similar to **liking** something on Facebook. It's a way to let the original poster know you liked their tweet. It also gives you a way to save a tweet so you can refer back to it later. Simply click the star icon with "Favorite" next to it to favorite a tweet.
- **Direct Messages**. You can send a direct message to people who follow you by clicking the gear icon in the top right and selecting "Direct Messages." Choose the "New message" icon, type the name or username of the follower you wish to send the message to, enter the message, and hit "Send message." Unlike tweets, direct messages are private and can only be seen by the recipient of the message.
- **Trending Topics (TTs).** "Trending Topics" lists a range of subjects that many users across Twitter are talking about simultaneously. When you click on a Trending Topic in the list, it will bring up a range of tweets, mentioning each matter of interest. For each Trending Topic there will be up to three 'Top Tweets' highlighted — those are the tweets in each topic which have been retweeted more than 150 times. You can view a list of trends in your area in the right-hand column of the homepage.
- **Lists.** Users can organize the people they follow into lists of businesses or personalities that are related in some way. For example, a user could list all of the evaluation offices and national evaluation offifces they follow into a single list for easy reference.
- **Promoted Tweets**. A single trending topic which a company or organization can pay to 'trend,' as to gain attention and traffic from Twitter users worldwide.
- **Pinned Tweets**: Twitter lets users 'pin a tweet' to the top of their profile's timeline. This is helpful if you wish to promote an event or report. Keep in mind that Twitter only allows one tweet to be pinned at a time (pin another and you are warned 'This will replace any previously pinned Tweet. Are you sure?') and you cannot pin tweets by others.

For more see, http://support.twitter.com/articles/166337-the-twitter-glossary#

Why Should IDEV Use Twitter?

IDEV should maintain a Twitter account to:

- Support our reputation as center of excellence in evaluation knowledge
- Share ideas and information related to IDEV, AfDB Group, and evaluation in general.
- Engage our stakeholders in Africa and across the world.
- Help staff to "listen" and find information of interest.

What Are the Expected benefits?

Broadcast: Twitter's most basic function is to send out quick links to information around the web, like blog posts or newly released data. As such, it is often used as an alternative to RSS and email syndication to publicize events and information.

Respond Rapidly: Twitter is built for broadcasting information very quickly. As such, it's a great rapid response tool to deliver resources to an audience while an event is happening — be it a conference or an evaluation report. It can provide context or clarification if others are critical or unclear about something IDEV is doing.

Act as an Integrator: Twitter plays very well with other social media platforms and can be used to both update (for example, publishing status messages to Facebook) and publicize (for example, announcing a blog post).

Build Audiences: Twitter is also a great way to quickly establish and maintain an authoritative voice on a subject. Because of the high rate of activity, it's often expected that you share more information than you may produce. <<Discuss this. Do users need to tweet often about the same thing, for example.>>

Real-time indexing: Using tools like hashtags and '@' responses, Twitter can quickly build a conversation or an index around a particular subject. Oftentimes, conference sessions will use Twitter hashtags to facilitate Q&A between panelists and the audience. Especially for fast-trending subjects, Twitter often outpaces the ability of search engines like Google to index and organize information.

How do I write (and maintain) a good tweet?

Here are four factors for good social media:

- **Value proposition**. Your content and presence in this space should offer clear value to the audience/community you're trying to reach.
- **Follow the trail.** Another way to say this is to "fish where the fish are." Use hashtags that already exist or are prominent in the topic area you're tweeting about, so that the people who are relevant to your topic will know you're there. This is especially important when you're tweeting around a major event or conference.
- **Be consistent with your topic**. Tweet about your topic area and tweet from a position of authority and strength. Retweet selectively the other users who are related to your topic area and whom you wish to highlight or reach out to. A good question to ask yourself is, "If someone saw this tweet, would they know it came from my account? Could it have come from somewhere else?" Don't simply replicate what others are doing.
- **Social media is your embassy; a good website is your home country.** The most successful tweets make the connection between what the external audience is talking about and the things that are happening internally through links to well-written, up-to-date web content such as blog posts, fact sheets, and feature stories or news items.

Tweets are inherently transient and are, generally, "active" for a very short time. However, good tweets can sometimes persist through retweeting.

Here are a few **guidelines for writing and maintaining a good tweet**, assuming that you are sharing specific information:

- **Voice:** Active language, directing the reader to do something with the information you are providing.
- **Interesting Content:** Sometimes, simply passing a modified title of another resource (for example, a blog post) can be useful: "Check it out: Five Lessons from Cameroon CSPE http://link-to-news.org". However, you should generally try to create a more compelling context: "This is a must-read for stakeholders of the Cameroon CSPE - http://link-to-news.org".
- **Length:** Try to keep tweets under 120 characters, so that others have enough character space for retweeting or adding comments.

- **Links:** Twitter is built for linking and those who pass along good quality URLs are generally well appreciated and often get re-tweeted. Additionally, providing hashtags (bookmarks for tracking subjects) are good for adding to existing conversations.
- **Respond**: If a follower "@" replies or sends a direct message specifically about you or your tweet, retweet it or respond in kind as quickly as possible — Twitter is about the moment. Use common sense when deciding to respond. Sometimes, if the other user is an influencer, it might be good to get advice or even escalate the response your communications advisor or officer and/or manager.
- **Acknowledge Your Network**: If other individuals on Twitter retweet your message, it's sometimes a good idea to acknowledge them publicly, thanking them with an "@" mention or reply. Similarly, if someone in your network publishes a good tweet, retweet it and attribute it to them.
- **Post at Appropriate Times**: Twitter is a global service and followers in other time zones may miss your original tweet. Consider your timing on Twitter — what works best for the audience you're trying to reach. Additionally, some days are better than others.
- **Get Visual.** Twitter places far greater emphasis on shared images and video. Your profile picture is bigger, you are prompted to pick a large background header (Twitter scales it automatically but it should be at least 1500 pixels wide if you want to avoid blur on large screens). Meanwhile your tweets with 'photos/videos' get their own filter, both along the top and down the left column of your profile. Twitter also highlights tweets which have received greater engagement (measured in replies, retweets and favorites). The aim is to make the most popular content in your timeline easy to spot.

Who is your Twitter audience?

Getting to know your audience is, perhaps, the most important thing you can do simply because there are so many options in social media and not everyone uses the same service in the same way at the same time. With that in mind, your Twitter audience will generally be socially media savvy users who are looking for quick links to good information, but you should follow the guidelines below to do a proper analysis of your audience:

- **Who:** Try thinking of the job they do or who they work for.
- **What:** What information will they be most interested in receiving and sharing — facts, ideas, data? Whatever it is, remember that Twitter plays best with links that can be consumed quickly and on the go.
- **When**: What time zone does your audience primarily live in? Remember, Twitter is about the moment. If your audience is spread out across the globe, you'll need to schedule tweets to reach the right people at the right time.
- **Where**: Where are they, what languages do they speak, and what sort of Internet access do they have? Twitter plays well across all platforms and works especially well with mobile.
- **Why**: Why would they access your Twitter stream? Are they simply looking for information or are they looking to share information and engage with you?
- **How**: How are they going to find your Twitter stream? Are there relevant hashtags denoting a conversation or authoritative voices with a following in your subject area?

How do I monitor my Twitter activity?

Twitter can be monitored directly from Twitter.com. However, organizations and individuals can opt to use different applications such as HootSuite, TweetDeck etc. They both have built-in management features like monitoring and scheduling of tweets.

What if something bad happens?

If you encounter something that you are uncomfortable addressing or if something you have written has created a difficult situation somewhere on the web, report it immediately to your communications team and ask instructions on what should be done next.

All that said, approach situations with the mindset that listening, patience, and reasonable dialogue go a long way toward diffusing uncomfortable exchanges.

Tweeting for Managers

Best practices for Twitter

You should always be aware of the following:

Security: Social media accounts can be hacked or spoofed which can put you and your audience at risk. To prevent account hacking, use a secure password and change it every 90 days. To prevent spoofing, monitor the general conversation and keep an eye out for malicious accounts.

Infection: There is no spam filter on Twitter. People you follow are just as susceptible to hacking and spoofing as you are. Follow links with care, be cautious when entering information on any site you follow from a link, and make sure your browser has regular updates about malware sites.

Balance: Social media operates rapidly and around the clock. It requires persistence to keep up with the conversation. Set a reasonable pace by creating a plan and sticking to it. Know your audience and accurately assess priority so that posting and responding doesn't consume more time than it needs to.

Reputation: Once you step out on Twitter, everything you post becomes part of the permanent archive on the web. How you conduct yourself (language used, frequency of updates, response times, etc.) are reflections on you and the World Bank Group.

Return on Investment (ROI): Above all, social media is social. A single exchange can sometimes make or break your day. Your professional use of Twitter has a specific purpose and you should evaluate the success of its use critically according to your communications plan.

How often should Twitter be updated?

Update frequency should relate directly to the needs of your audience — especially if you are targeting a global one. That said, the general recommendations below can be used for updating a Twitter feed:

- A minimum of two tweets and no more than 18 tweets per day.
- Ideal timing is once every two to three hours.
- It's okay to create more than one tweet to a specific piece of content (e.g., tweet different data points out of a feature story or blog post).
- Tweets may be repeated only once after a 12 hour interval to account for our global audience

- Response time for countering inaccuracies or credible threats: The standard is three hours, but this may vary depending on your topic and staffing model.

How do I ensure a steady flow of activity?

Right behind producing good quality content is consistency for publishing intervals, and it's important that a Twitter account is reliable. Here are a few key ideas to keeping a steady activity flow:

- Schedule tweets in advance
- Collect and keep a list of tweets for slow periods
- Tweets that are used in this manner, can be re-run 1-3 times over a period of a few months
- Retweet: It builds community between you, your followers, and your potential followers
- Make a plan and stick to it
- Share your plan with your co-account managers
- Select good account managers

How do I source and cultivate good account managers?

Twitter is a unique social media channel and, as such, works best with account managers who exhibit the following characteristics:

- **Natural resource hunter** — someone who has a knack for finding interesting resources, often from a wide and diverse social network
- **Good editing skills** — Twitter is about sending links to resources, and it's not easy to condense a title, much less a body of content, down to 140 characters
- Reliable — Twitter can be a high-maintenance social media channel if you use it correctly. You want someone who can be (and whose schedule allows them to be) consistent
- **Multi-tasker** — Twitter is always on and always being updated. You want someone who is able to comfortably balance their main tasks and still focus in on Twitter activity

How do I monitor and escalate issues?

Twitter can be monitored in a number of ways. Should you need to escalate a situation, how you discover it will play a significant part in how you respond:

- **'@' replies and mentions:** If someone wants to get your attention, '@' is a very easy way to do so and an easy way to monitor feedback on your account.
- **Hashtags**: Hashtags are very similar to categories or tags on blogs — reference points for like-minded content. Hashtags used in your tweets (or which others use that relate to content of interest to your team) are easy ways to monitor conversations that you may participate in or find others worth following or attracting.
- **Click-throughs**: Using URL shorteners can help you monitor how many people read your tweet and clicked through to the link you offered. If your retweets are low, you may need to consider how you are writing your tweets, how many followers you have (and if they're the correct audience for your content), or the content itself.
- **Determining a response**: Not all incidents are worth responding to. Whether or not to respond is a judgment call that ultimately should rest with your communications colleagues. If there is a simple query or request for information that you have at hand and are authorized to share, go

ahead and do that. If there's a broader criticism or inaccuracy, contact your communications team.

How do I measure success?

Twitter is only valuable if it helps your team achieve its overall objectives, which may include greater awareness of knowledge work or robust engagement around a consultation, even diffusing criticism with information about your work. Measuring success means linking your Twitter activity to operational goals.

Success will largely depend on your reasons for selecting Twitter as part of your communications plan and what you have desired to achieve. Additionally, each tweet or series of tweets will have specific goals, which should be measured individually. At a minimum, you should measure:

- **Retweets**: If something is useful, it will be retweeted. Logging retweets and who is retweeting can help you determine if you're providing value and if you're reaching an audience beyond your immediate followers.
- **Followers**: This is the most common social media metric — how many people have agreed to listen to you. Volume, while gratifying, may not always be a measure of success. Who is following you may be a better measure of the degree of influence you may have.
- **Click-Throughs**: Using URL shorteners, click-throughs are the most direct correlation between production and outcome since you can see which tweets generated a direct response. Depending on the circumstances, you can monitor the resource you linked to evaluate how many people are engaging meaningfully with the resource.
- **Favorites**: Favorites, represented by a small star icon next to a Tweet, are most commonly used when users like a Tweet. Favoriting a Tweet can let the original poster know that you liked their Tweet or you can save the Tweet for later.
- **Influencers**: Typically, influencers have a large following on social media; engagement in social media; and clear signs of engagement on their blog such as shares and comments. A Klout Score over 45 is considered influential.

For More:

https://support.twitter.com/groups/50-welcome-to-twitter/topics/204-the-basics/articles/215585-getting-started-with-twitter#