



Young Skål International

Twitter Guideline (User)



Target: Our target group are SI / YS members as priority, then students, young professionals and potential SI/YS members.

Objective: To improve the communication among Young Skalleagues; also between YS's and public, tourism-related NGO's, increasing the follower growth.

Likes (formerly FAV's): Are used to like relevant tweets (eg: travel and tourism..etc.) which you don't want to RT.

Language: If a tweet is written in a local language, it should be retweeted with a quote including a brief in English.

Other:

- Creating a twitter account is not a must for every SI or its YS club. SKAL International account is recommended to share the posts of the YS members already in twitter with their accounts.
- Local clubs should follow students clubs and communities related with tourism; to improve the relationship and communication.

Content:

- Relevant hashtags as #YoungSkal must be used both by clubs and personal accounts.
- All tweets with #YoungSkal will be followed regularly and be shared by the admins.
- If possible; use 100 characters so users may add content while retweeting.
- Set a number of relevant lists for your most relevant topics (private or public).
- Do not RT so often, your account will be considered more professional if you tweet your own content.
- Adding the city seems more professional on a tweet.

Photos:

- Tagging option must be enabled (it can only be enabled from the desktop version of twitter).
- If a photo is uploaded to a local YS twitter account, it should be followed by the administration and retweeted. Also if the photo is not uploaded to any YS tweet, then it can be uploaded to Young Skal International account, twitter tags on the photo must be used (clubs and persons should be tagged).
- Use 1 picture, twitter allows you to upload up to 4 pics per tweet but you may draw a better attention.

* Note that the YS symposiums / SI congresses are the most efficient places for promoting social media / PR studies. Accordingly, the social media committee has a duty to decide a #Hashtag before all upcoming important SI/YS events (eg: #SkalCongress2016).