

## JEWISH VOICE FOR PEACE

# How to use twitter to build relationships with allied groups, journalists and other influencers

*In general, it's good to have a twitter account that follows the 50-30-20 rule: at least 50% of your tweets should be content from others, around 30% should be content from your chapter's work, and up to 20% can be more personal. This may shift during high-profile moments for your chapter, such as during the week of an event when you may devote most of your tweeting to that activity, but should be a good general guide.*

### **50% FROM OTHERS CAN INCLUDE:**

- Relevant articles and blog posts about unfolding developments related to Israel/Palestine. You can follow JVP national's lead on this, but create your own tweets rather than retweeting.
- Tweeting about your partner organizations' events, campaigns, news stories, etc. It's great to retweet them, but even better to create your own tweets to amplify their work. They'll often even retweet you when you do so!
- Retweeting other people's content.

### **30% FROM JVP/YOUR CHAPTER CAN INCLUDE:**

- Articles, blog posts, petitions, and pictures about your chapter, its events and its campaigns. Remember to use the appropriate hashtags, and tag other people in them.
- Retweeting other people's tweets about your chapter, event, or campaign. Consider adding your own content to the retweet or quoted tweet, such as adding the appropriate hashtag or saying thank-you.
- National campaigns and action alerts, as well as articles that are about JVP more generally. Think about how you can give national campaigns a local twist.
- Supporting other chapters in their work.

### **(UP TO) 20% OF PERSONAL CONTENT:**

- For a chapter account, think about what may be helpful or relevant for your followers to know. If a chapter member is recognized or in the news for something positive but not necessarily directly related to JVP's work, for example, you could tweet something to celebrate. An occasional fun picture of chapter members together can highlight the community-building aspects of JVP, but should not dominate your account.