COMMUNICATION GUIDELINES

ANNEX

under the Raising Peace Campaign Framework

www.ccivs.org/raisingpeace
Bellow please find examples of tweets from the Raising Peace twitter account and posts from the CCIVS Facebook page. We hope this will give you ideas on how to reach the most persons possible with your tweets and posts. Remember twitter and Facebook popularity is about being visible, the more you will interact with your followers, the more they will interact with you and indeed reach you.

Text + Pictures + Tags:
- Tweets & posts that reach the most followers are the ones including 1 or 2 photos. Keep in mind to systematically tag the persons/organisations in the photo and to add a direct link for more information if needed (redirecting to your website, Raising Peace blog, CCIVS website for example). Remember to use https://bitly.com/ to shorten the link, unless the link is short and catchy:
- You can also tag the person/organisation directly in your tweet. Keep in mind that followers come and visit Twitter or Facebook page to relax, indeed try to always be positive in your tweets.
Short text:

- On Twitter there is a limit of 140 characters per tweet, which means you have to be succinct and catchy. It can sometimes take a few minutes to find the way to shorten your sentence, but working on the words and abbreviations you will manage to give the most information needed with only 140 characters.
- On Facebook it is important also to try an stay succinct, and eventually invite the followers to go on the website or blog for more information:
The CCIVS team along with SCI France, Concordia and YAP Italy holding the stand in the open space for NGOs during the international NGO Conference in the UNESCO.

CCIVS day 2015 took place after the Technical meeting and united 48 representatives of IVS organisations from across the world. The one day event focused on CCIVS campaigns and projects; needs for the IVS network and on the development of the Plan of Action of the Network.
Hashtags:
- Use Hashtags about the thematic of your tweet or your Facebook post. The hashtag will become blue and will attract the eye in addition of becoming a key word:

Retweets:
- Retweeting is a great way to interact with your followers. When you tag a person/organisation you are more likely to have them retweet and like your tweets and indeed reach your followers as well as the other person’s/ organisation’s followers.
- By tagging @ccivs_volunteer on your tweets CCIVS will retweet and like your tweets and indeed reach further more people.
Create links between the different social networks:

- You can bring your fans from Facebook to follow you on Twitter or on your blog and vice versa by “advertising” on your tweets and blog posts. Keep in mind also to invite your followers and fans to follow Raising Peace Tweeter account and Raising Peace blog for even greater visibility: