Tips to Expand on Twitter for NSS IITD:

Collaborate with Influencers:

We can collaborate with influencers or organisations in the field of social service and volunteerism to increase our reach and credibility. People/organisations whom we could approach are:

- ➔ Kiran Bedi(@thekiranbedi): An alumni of IITD and social activist , involved in various social initiatives, including prison reforms, women's empowerment, and education.
- ➔ Kailash Satyarthi (@k_satyarthi): Nobel laureate Kailash Satyarthi is an advocate for child rights and the founder of Bachpan Bachao Andolan (Save the Childhood Movement). He actively campaigns against child labour and promotes education for all children.
- ➔ UNICEF (@UNICEF): The United Nations Children's Fund is a global organisation dedicated to improving the lives of children. Their Twitter account provides updates on their programs and initiatives, including education, child protection, and healthcare.
- ➔ Harsh Mander (@harsh_mander): Harsh Mander is a human rights activist and founder of Karwan-e-Mohabbat. He works on issues related to communal harmony, social justice, and marginalised communities in India.

Engage with Followers:

NSS IITD could Interact with its followers by responding to their comments, retweeting their posts, and liking their tweets just the way organisations like SWIGGY , ZOMATO etc do nowadays. This helps to build a community and encourages others to engage with our content.

Develop a Social Media Strategy and execute it with sincerity:

I made the following observations after looking over NSS IIT D feed over the past 1.5 years ie from 1 Jan 2022 - Present:

- ➔ Around **50 posts** were made in the past **1.5 years**(**0.7 posts per week**) , **11** were "**Facts of Friday**" posts(while around 75 fridays occured in this period) , remaining were mainly Happy "bla bla day" type post or some retweet or some post that spreads awareness among people related to social service. In short , the twitter handle was very inactive during this phase.
- ➔ Little to **no use of hashtags** were made in these posts.

Improvements that can be made:

→ The "**Fact of Friday**" series was quite good . It contained a short interesting 30 second video clip that discussed about social issues and its solutions that can be used or are being used in the present date. We can improve our consistency over it and try to post it every friday.This could become NSS IITD's identity and help in improving its reach.

These facts can either be generated by us(the outreach team) or we can **engage our followers** by asking them to share some interesting facts with us on topics related to social service, volunteering, environment ,animal care ,innovation or community development through twitter chats , comments etc . If we like their inputs and decide to post it on our twitter handle , we can give credits to them by mentioning them. In this way they will be encouraged to increase their interaction and involvement with us.

→ The posts that we make for our instagram handle can also be shared on our twitter handle to spread awareness.
→ A more **prominent use of hashtags** can be made in our tweets to increase visibility and join trending conversations. We can research popular hashtags related to NSS and IIT Delhi, and use them strategically in our tweets.(considering search engine optimisation[SEO]){#NSS #CommunityService #SocialService #Volunteerism #YouthForChange #MakeADifference #EducationForAll #EnvironmentalSustainability #CommunityDevelopment #HealthcareInitiatives}
→ The 50 posts that I talked about above had quite **involving visuals(photos and video clips)**. That practice can be improved or atleast maintained in the future because visual content tends to attract more attention and can help convey your messages effectively.

To conclude , improvements can be made in frequency of posting , visuals , hashtag use , focus on improving the connect and engagement of our followers with us and collaboration with influencers in the field of social service.

Consistent Branding:

→ We can create a visually appealing and consistent profile by using a much more clearer NSS IIT Delhi logo as our profile picture(current profile has a very low quality image which makes it look unprofessional) and a customized header image.
→ We can use relevant keywords in our bio such as "Engage, Inspire, Serve" , Volunteerism , Community service , Nation-building , Education for all , Youth

leadership etc making it easier for potential followers and collaborators to understand our focus and motivate them engage with our content.

➔ We can also include links to our other websites(NSS IITD website) , social media platforms like instagram , registration links for volunteerism , KAIZEN - the social annual extravaganza organised by NSS IITD , whatsapp group invite links for various workshops and initiatives and make sure to keep it updated.

Few Things with twitter that you wanted me to look upon:

1) Twitter pages we can follow and interact with to increase our reach:

➔ Official IIT Delhi Accounts:@iitdelhi, @IITDelhiFest, or other departments and clubs affiliated with IIT Delhi. This helps you tap into the larger IIT Delhi community and gain exposure to their followers.

➔ National Service Scheme (NSS) Accounts:@NSSIndia, @NSS_National, or specific NSS chapters from other universities.

➔ Influencers and Thought Leaders: People like Kiran Bedi(@thekiranbedi) ,Kailash Satyarthi (@k_satyarthi) ,UNICEF (@UNICEF) etc .We engage with their tweets, share valuable insights, and tag them in relevant discussions or updates.

➔ Government Organizations and Initiatives:Some examples include @EduMinOfIndia, @MoYASIndia, or specific state government handles.We can interact with their content, participate in relevant discussions, and share updates about NSS activities

➔ NGOs:They often have active Twitter accounts with engaged followers who might be interested in NSS initiatives.We can follow,tag,interact with them to increase our reach.

2) Well performing hashtags:

#NSS #CommunityService #SocialService #Volunteerism #YouthForChange #MakeADifference #EducationForAll #EnvironmentalSustainability #CommunityDevelopment #HealthcareInitiatives

3) Content that can be retweeted by people in industry includes:

➔ Impact Stories:Highlight success stories, testimonials of individuals and communities that have benefited by NSS initiatives.

➔ Collaborations with Industry: Retweet posts that showcase collaborations between NSS and industry partners. This can include professionals from the

industry actively participating as volunteers in NSS initiatives, joint initiatives, or sponsorships. Highlight the mutual benefits and the positive impact of such collaborations.

4) Ways to be creative in character limit of 280 for tweets

➔ Use short URLs or link shorteners:If we need to share a website or article,we can shorten the URL using services like Bitly or TinyURL to save valuable character space.
➔ Use visual elements:We can incorporate emojis or symbols to convey emotions, add visual appeal, and enhance our message within the character limit.
➔ Harness the power of hashtags: Utilize relevant hashtags to increase visibility
➔ Wordplay and clever phrasing: We can employ puns, clever word choices, or rhymes to add an element of wit and creativity to our tweet. This can help make our message more memorable.
➔ Inspire curiosity and provoke engagement:We can craft our tweet in a way that sparks curiosity or invites others to respond.

5)Twitter thread for NSS IITD:

[All about twitter threads:How to write the perfect Twitter thread (with examples) | Podia](article that I referred to)

Key insights from the above article:

➔ Graphics are a great way to grab your audience's attention as they scroll through their Twitter feeds—and infographics work extra well here. **Infographics are liked and shared on social media three times more than any other type of content.**
➔ Hook readers with the first tweet
Don't reveal everything at the beginning
Let people know that there's more to see
Build curiosity without veering into clickbait territory
We can also add polls to make the tweets of our thread interactive.
➔ Make it shareable , crafting a shareable thread goes beyond a great first tweet.
A study from *The New York Times* found that people share content for five reasons:

Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing

The thread should contain a strong message worth sharing

➔ Tell a story: <u>Humans are hardwired for storytelling</u> .When we tell a story through our Twitter thread, we keep people reading from the first tweet to the last.

Working on the above guidelines , two possible threads that we can generate for NSS IITD twitter handle could include:

Thread : Success Stories of NSS Initiatives

1/10 The National Service Scheme (NSS) has been instrumental in bringing about positive changes in communities across the nation. Let's explore some inspiring success stories of NSS initiatives that are trending and have made a significant impact. #NSS #SuccessStories[Good amount of time can be spent in deciding the introductory tweet as this will decide whether a person will continue to read our thread or not.We can use all our creativity to build the curiosity around the thread!]

2/10 NSS initiatives have played a crucial role in enhancing healthcare facilities in remote areas. Volunteers organised medical camps, raising awareness about preventive healthcare and providing basic medical assistance to communities with limited access to healthcare. #HealthForAll[In the context of NSS IITD , we can

highlight the impact that initiatives associated with health domain like Blood donation camps , mental health initiatives had.]

3/10 NSS also focuses on promoting education among underprivileged children. In collaboration with local schools, NSS volunteers organized tutoring sessions and provided study materials to children who lacked access to educational resources. #EducationForAll #Empowerment[Again we can highlight our initiatives in the domain of education like VIDYA , UNNATI , MUNIRKA PROJECT , BACHPAN etc. and the impact it had on the lives of underprivileged childrens.]

4/10 NSS initiatives have made a significant impact on menstrual hygiene awareness. Volunteers conducted workshops, distributed sanitary napkins, and dismantled taboos surrounding menstruation in rural areas, empowering women and promoting a healthier society. #MenstrualHygiene[similar was also done on our campus recently.]

5/10 To address the issue of illiteracy, NSS volunteers initiated adult literacy programs in rural regions. They conducted regular classes, teaching reading, writing, and basic arithmetic skills to adults, empowering them to lead more informed and independent lives. #LiteracyMatters [here we can give the example of the group of students from IITD who have gone to Uttarakhand recently to educate the kids belonging to marginalised community.]

6/10 NSS has been actively involved in environmental conservation. Volunteers organised tree-planting drives and awareness campaigns to combat deforestation and promote a sustainable ecosystem. Their efforts have contributed to the preservation of natural habitats. #EnvironmentFirst[similar was also done by the NSS IITD volunteers , that can be highlighted.]

7/10 We can highlight sensitisation/care towards animals. We can mention the

following initiative. #AnimalCare

Source: NSS IIT Delhi

8/10 LGBTQIA+ initiatives , a long list of initiatives under NSS IITD can be made and highlighted and we can also include the testimonials of the beneficiary from these initiatives in video format along with the tweet. #LGBTQRights #LGBTQSupport

9/10 We can highlight our collection drives and its impact

10/10 These success stories highlight the transformative power of NSS initiatives. They inspire us to actively participate in community service and contribute to the betterment of society. Let's celebrate the achievements of NSS volunteers and strive for a more inclusive world. #NSS[a conclusive tweet of the thread.]

Things that can be added while formulating these threads:

- ➔ Interesting statistical data of impact/graphs/article link(if any needed)
- ➔ Use of relevant emojis
- ➔ Infographics are liked and shared on social media three times more than any other type of content.
- ➔ Choice of words can be thought upon in these tweets such that it builds curiosity
- ➔ Relevant hashtags
- ➔ Adding motivating testimonials of the people who benefited from these initiatives in video format can be added

→ Highlight on the impact of these initiatives should be the main goal in every tweet.

Inshort , we can try to keep our tweets tweets photos , graphics , videos , emoji intensive in order to increase its engagement/reach.