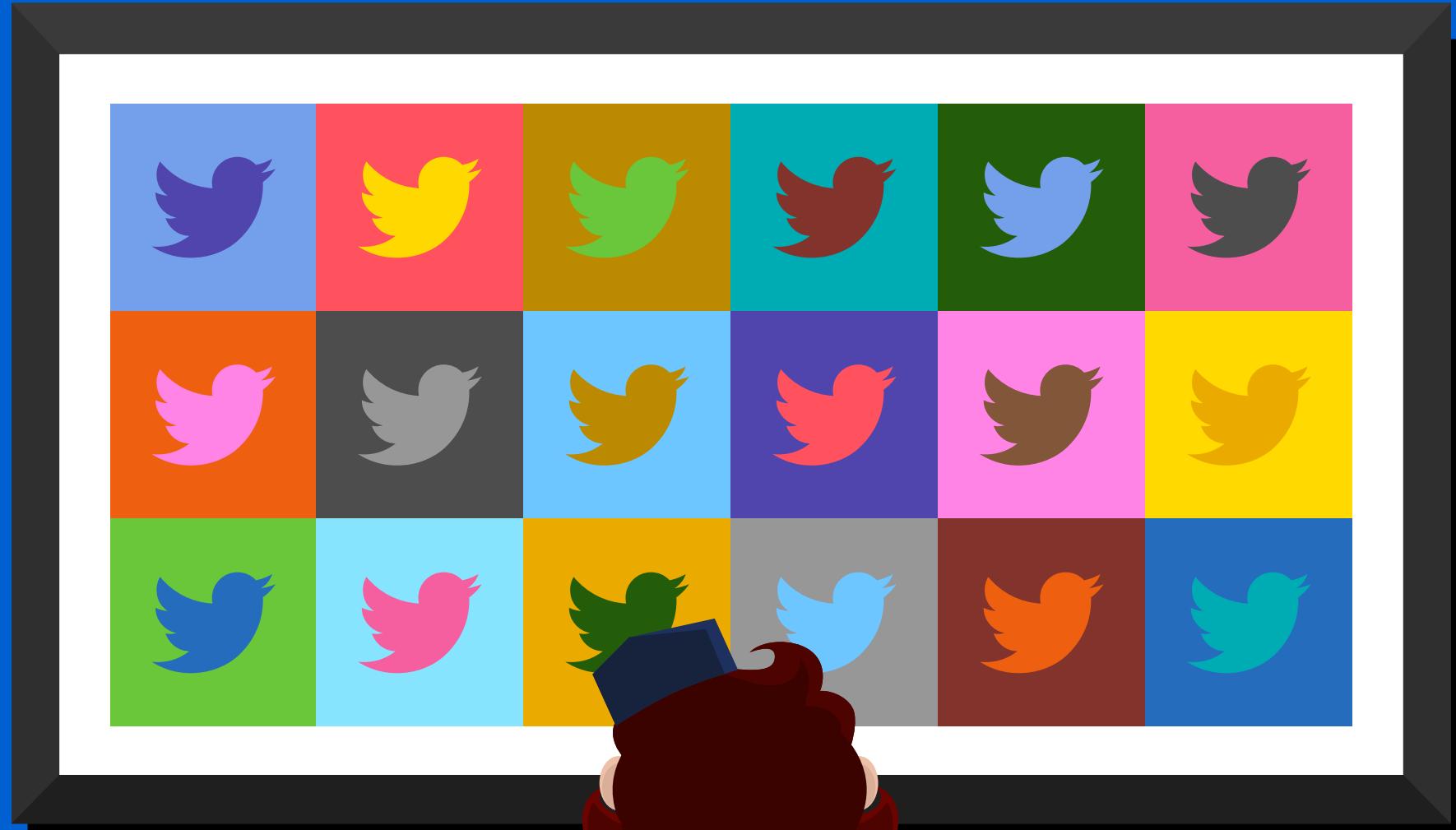


# 500 Twitter Ads Examples

~~ TO INSPIRE YOU ~~



**AdEspresso**  
by Hootsuite™

## WELCOME TO YOUR BEST SOURCE FOR TWITTER ADS INSPIRATION

*AdEspresso is all about Facebook Ads, you should know this by now.*

*Though, our main goal is to help you succeed with Digital Marketing, in all of its incarnations and channels.*

*We know that the marketers who have the best performances are those who never stopped testing new designs and targeted audiences. No matter how great your ad is, at some point users will get bored of seeing it every day in their twitter feed.*

*As an advertiser, you should never stop looking for something better. That's why we curated this inspirational eBook for you. In the following pages you'll find over 500 real world examples of great Twitter Ads to inspire you and help you test new approaches.*

*Remember: Never assume anything. Always test Everything.*

*To your success,  
Massimo*



*PS: Want more? In our new [AdEspresso University](#) you'll find a searchable gallery with 130,000+ Facebook & Twitter Ads!*

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1. Brands
2. Digital Products
3. E-commerce
4. Entertainment
5. Services
6. Others

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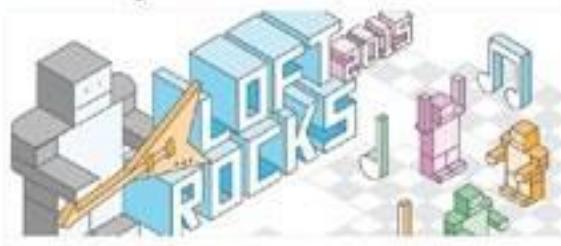
Retweet to spread #hope on  
#BlueShoesDay! Share a pic to support  
#prostatecancerawareness ->  
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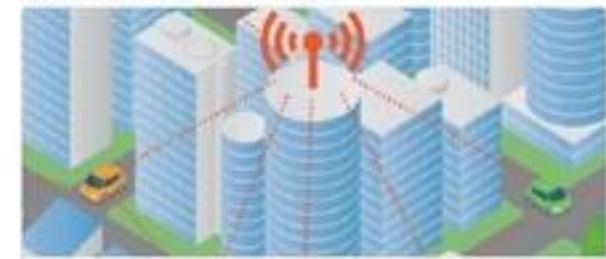


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INDOMINUS REX

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 YouTube

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PATHWAYS

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A ranking of select cities' efforts  
to support their young people

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2 New York  
3 Chicago  
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18 PICS

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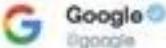
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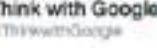
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Displays of craftsmanship at the Volez, Voguez, Voyagez - #LouisVuitton..  
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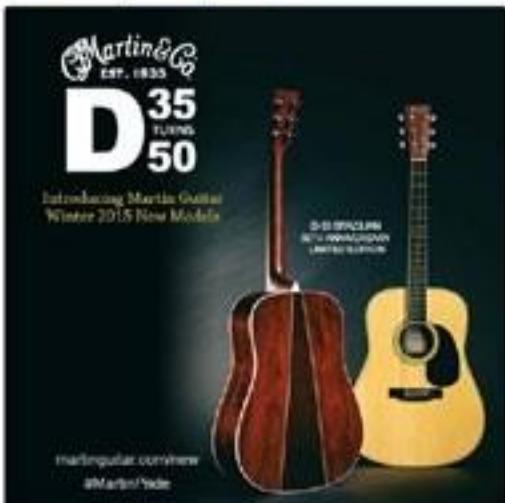
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 Martin Guitar @MartinGuitar 

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[hubs.ly/H01qZb60](http://hubs.ly/H01qZb60)



 Mashable @mashable 

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[on.mash.to/1XKnzb3](http://on.mash.to/1XKnzb3)



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Framework



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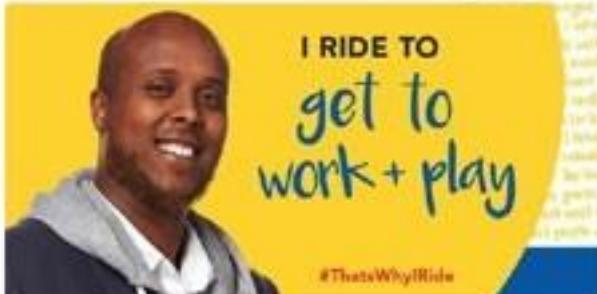
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Old Spice | Football Ball Sports Club  
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Oreo Cookie

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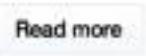
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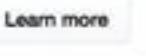
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Stella Artois



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John Legend - Under the Stars

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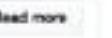
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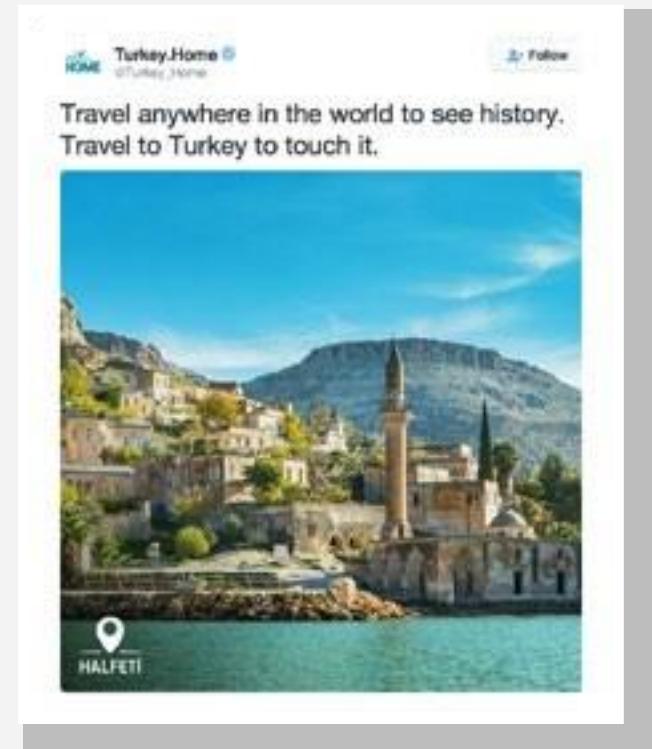
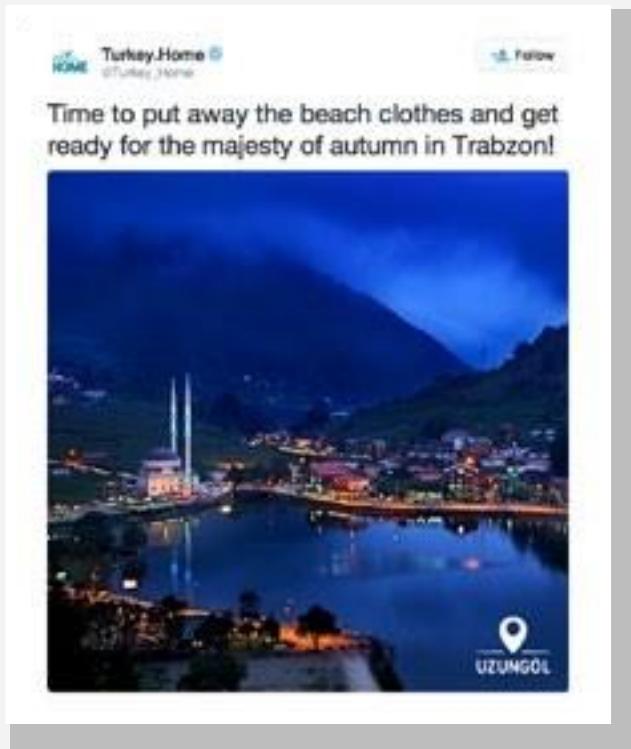
Lonely Planet loves Dublin [ireland.com](http://ireland.com) 

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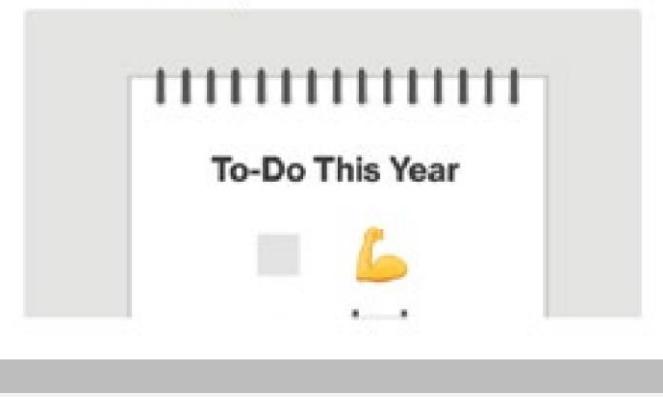


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Follow 

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[vz.to/1N3ckEj](http://vz.to/1N3ckEj)



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0:00

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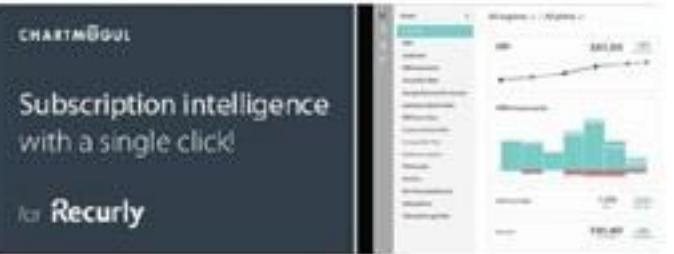
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A screenshot of a Twitter card from Evalytica (@evalyticaglobal). The card features the Evalytica logo and a blue 'Follow' button. The main text reads: "Evalytica: fast, transparent analysis of real-world healthcare data". Below the text is a large image of the Evalytica logo with a green icon and the word "Evalytica™". At the bottom, it says "Powerful analytic software for healthcare data" and "evalytica.com". A "Learn more" button is located at the bottom right.

A screenshot of a Twitter card from Expert360 (@Expert\_360). The card features the Expert360 logo and a blue 'Follow' button. The main text reads: "Discover how Australia Post was able to commence implementation phase two ahead of schedule. Learn more". Below the text is a quote in a dark box: "I would certainly use Expert360 again when we're looking to fill short-term skills gaps, quickly or have really specific requirements for a particular project." - Jeff Darlington, Head of Strategy, Australia Post. At the bottom, it says "Learn more about the Australia Post Case Study Click Here -&gt; expert360.com" and a "Learn more" button.

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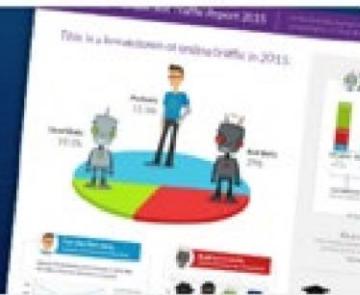
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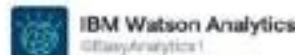
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Thursday

Friday

Saturday

Pete has been browsing shorts and summer wear leading to shirts being featured top left.

Pete didn't click on Thursday's email, leading to exploration of casual shirts, a poor purchase category. Hosted newsletters were also trending.

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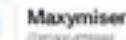
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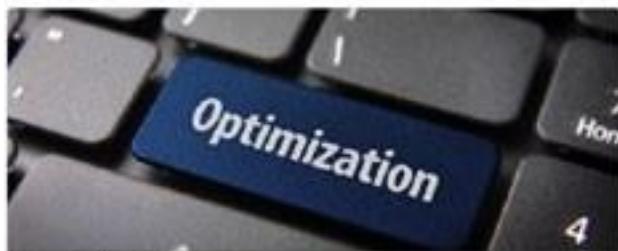


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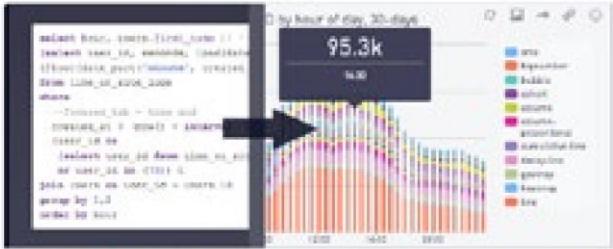
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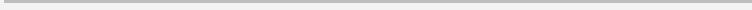
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Learn how to reach potential customers as they plan their 2016 vacation!

**68%** of users research their next holiday on Twitter

[Reach this audience](#)

Learn how to promote travel deals on Twitter:  
[business.twitter.com](http://business.twitter.com)

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 Twitter Small Biz  

Learn how to reach potential customers as they plan their 2016 vacation!

 Reach travel lovers on Twitter

[Learn how](#)

Learn how to promote travel deals on Twitter:  
[business.twitter.com](http://business.twitter.com)

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 Twitter Small Biz  

Use Twitter Ads to reach active, engaged consumers who will shop with your business for the holidays.

 Twitter users are

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Experience Twitter Ads. Get started today.  
[ads.twitter.com](http://ads.twitter.com)

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**CHRISTMAS SHOPPING HAPPENS ON TWITTER – make sure you're part of it**



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**Make your end-of-year sales strong**



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Is your business ready for the peak holiday booking season? Check out our new resources to help you get started:

**Reach travel lovers on Twitter**



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Can the most ordinary of mortals understand it too? Get the eBook for more Fraud Myths at [hubs.ly/H01s-rZ0](http://hubs.ly/H01s-rZ0)

## TELECOM FRAUD MYTHS

Most myths begin with a grain of truth.  
As telecoms transform and fraudsters evolve, how much truth remains?

### MYTH 3:

"FRAUD IS ONLY UNDERSTOOD BY NERDY FREAKS (AND FREAKISH NERDS)!"

"Okay, I think I understand what this diagram tells about recent losses..."

TRUE OR FALSE?



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Say goodbye to countless hours spent on reporting your social media performance with Wiselytics. Free Version now!

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Gauge the ROI of your organic social media activities  
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Learn more about how Weebly started and where we're headed w/ @MurrayNewlands in @Forbes [goo.gl/FalsqA](http://goo.gl/FalsqA)

Forbes | Tech

### Why Weebly Is The Warp Drive Of Website Building



Weebly is more than just a well-established name in website building. Founded in 2004, Weebly was the first to offer easy-to-use website building tools for anyone from the amateur to the pro-level professional, revolutionizing what can be done and by whom. They've been easily recognized for their ease, with over 10 million people starting websites using Weebly.

But they haven't stopped there. David Powers and his partners (not Arto and Chris) have kept building, and have turned their website into a full-service platform that provides not only organization and storage for businesses, a new mobile app center for third-party plugins, analytics, cloud hosting, and more recently, companies can now earn an income off their websites.

I spoke with Newlands about how he built the company from the ground up and what's next for Weebly. How did you come up with the idea for the company?

# DIGITAL PRODUCTS

WordStream @WordStream · Nov 23  
How much does Google AdWords Cost?  
[marketing.wordstream.com/Twitter/HowMuch...](http://marketing.wordstream.com/Twitter/HowMuch...)

**How Much Does AdWords Cost?**

**FREE GUIDE**



26 50 Promoted

WPMU DEV @wpmudev

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A small mocha. \$3.60.  
Per week price for the most powerful  
WordPress plugin suite ever? also \$3.60.  
Coffee or Power?



Coffee or  
**INFINITE POWER?**

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Sign up now

A dark, atmospheric photograph of a supermarket aisle. The aisle is lined with white shelving units filled with various grocery items like boxes and cans. The ceiling is made of large, weathered wooden beams, and the lighting is dim, creating deep shadows. In the center of the image, the words "E-COMMERCE" are displayed in a bold, white, sans-serif font, enclosed within a solid black rectangular box.

**E-COMMERCE**

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the comfort of your couch & gain  
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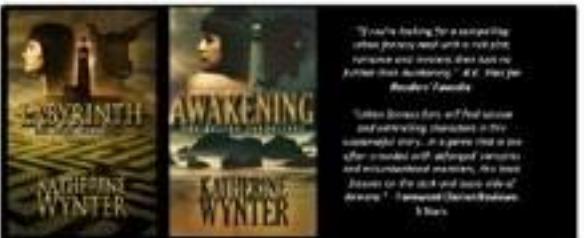
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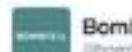
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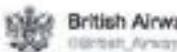
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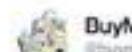
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Combatant Gentlemen 

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Contessa Jackson  
@ExclusivelyTess

plus.google.com/+ContessaJacks

Impress with Tess

50% off  
EVERYTHING!

The image shows a promotional post from Google+ by Contessa Jackson (@ExclusivelyTess). It features a photograph of Contessa Jackson and a red overlay box containing the text "50% off EVERYTHING!". Below the overlay are images of her products: a book titled "My TESStimony Prayer Journal" and several bottles of perfume and makeup.

Costa Sunglasses  
@CostaSunglasses

Follow

New 2016 North Turn is here just in time for the holidays!  
Check out all the new frames at  
[bit.ly/newstyle16](http://bit.ly/newstyle16)

The image shows a promotional post from Costa Sunglasses (@CostaSunglasses) on Twitter. It features a photograph of a pair of Costa sunglasses resting on an open book. A pencil lies next to the book. The post includes the text "New 2016 North Turn is here just in time for the holidays! Check out all the new frames at bit.ly/newstyle16".

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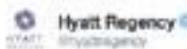


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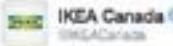
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Select Blenders, Juicers & More

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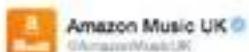
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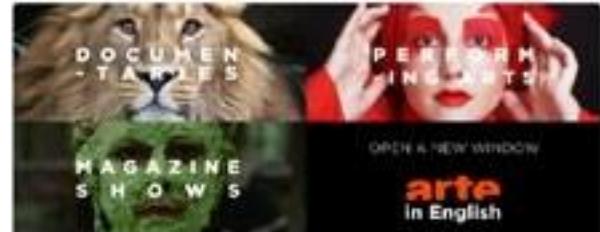
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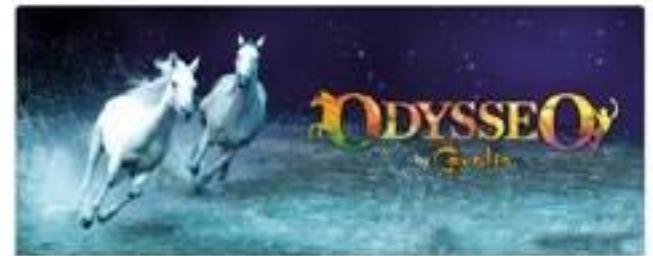
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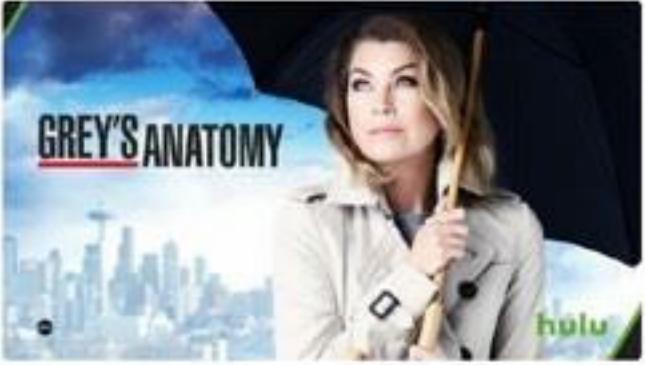


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Laura Jeanne

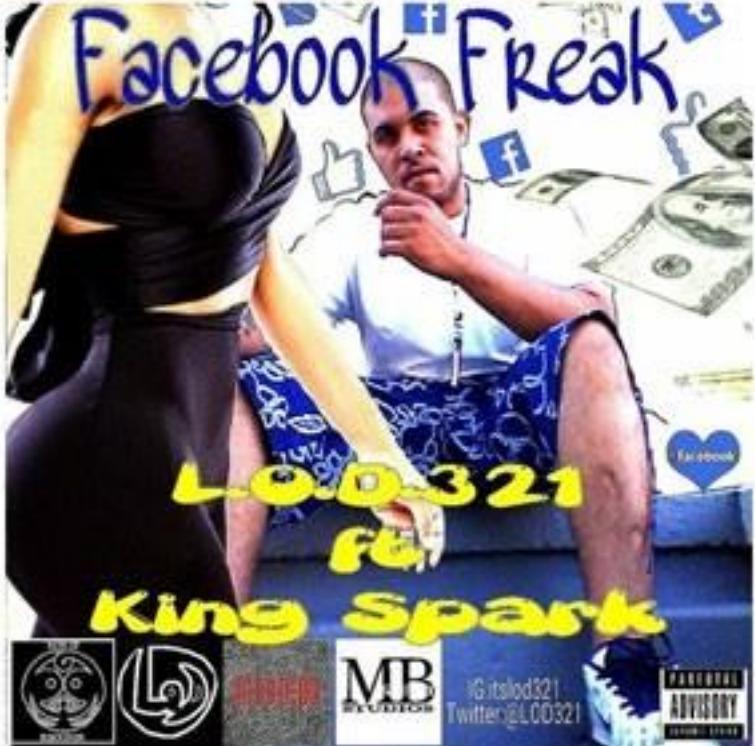
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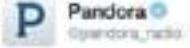
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# ENTERTAINMENT



# ENTERTAINMENT

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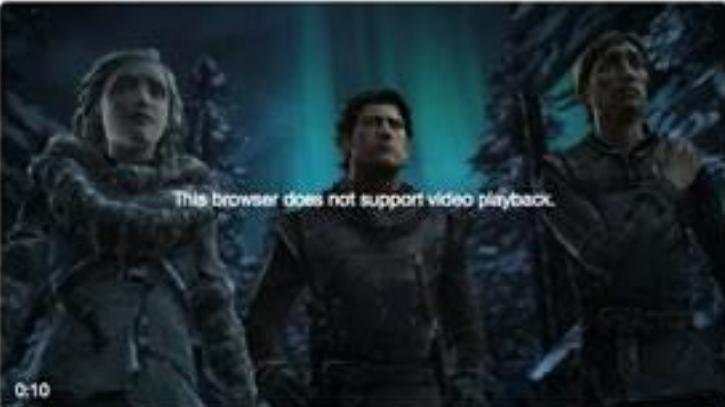
"A cross between Breaking Bad and early Guy Ritchie films"  
- [@TheAVClub](#). Follow [#Spotless](#) and get to know your next favorite show.

 Telltale Games [@Telltalegames](#)

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 Telltale Games



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0:10

Episode 6: The Ice Dragon  
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 The Big Short Movie [@thebigshort](#)

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Follow for exclusives from [@TheBigShort](#) starring Christian Bale, Steve Carell, Ryan Gosling & Brad Pitt.



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BALE  
STEVE  
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BRAD  
PITT  
THE  
BIG  
SHORT  
DECEMBER

# ENTERTAINMENT

The Game Awards  @thegameawards 

So many great stars from Hollywood and games LIVE tonight @thegameawards.com

 The Game Awards



The Game Awards Live Tonight.  
Gaming's Biggest Night is Live in L.A! Watch it for free tonight.

The King and I  @KingandIBway 

We loved getting to know you on the Macy's Thanksgiving Day Parade. Now come see us on Broadway!



THE KING AND I on Broadway  
[KingandIBway.com](http://KingandIBway.com) 

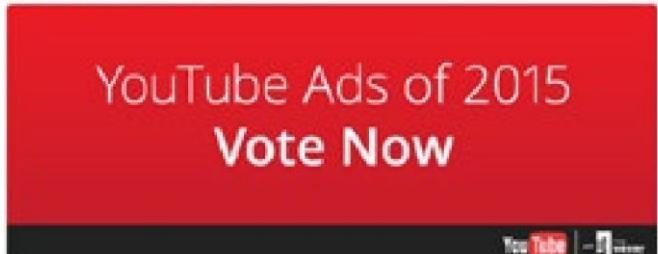
The Game Awards  @thegameawards 

The Game Awards LIVE tonight on  
@youtube with @deadmau5 @chvrches  
@shaq and more. [thegameawards.com](http://thegameawards.com)



The Webby Awards  @TheWebbyAwards 

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# ENTERTAINMENT

United Int'l Pics PH (@ulpmoviesph · Nov 25)  
'Tis the season for something terrifying. Watch [krampusMovie](#) in cinemas now! Rated R-13.

United Int'l Pics PH

0:15 Now Showing in Cinemas Near You

46 473 140 275 ...

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Brace yourselves...  
Tina Fey and Amy Poehler star as #Sisters In cinemas December 12

UniversalPicturesUK

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1:00

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# ENTERTAINMENT

 @vinylHBO 



HBO is bringing the sound of the 1970s to 2016. Follow for more on Vinyl, a new drama series premiering February 14.

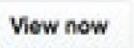
 Viralscape  
@Viralscape



These girl fails are too funny!



20 Hilarious Fails Of Hot Girls Caught Doing Dumb Things  
[viralscape.com](http://viralscape.com)



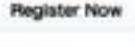
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@WarThunder



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10/10



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TODAY AT 4:00PM ET | 1:00PM PT

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10 great TED talks  
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Central banks are hurting the middle class to help Wall Street argues economist  
@AndrewHuszar.

FORA.tv



1:47

Andrew Huszar | Intelligence Squared U.S. Debates  
Debate: Central Banks Can Print Prosperity

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# SERVICES

A screenshot of a Twitter post from the account @Instacart. The post features a green advertisement for Instacart. At the top left is the Instacart logo (a orange carrot with a green stem and leaves). To the right of the logo is the handle '@Instacart'. In the top right corner is a 'Follow' button. Below the logo and handle is the text: 'Fresh groceries delivered in an hour. The first delivery is free!'. The main visual is a large green rectangle with the word 'Instacart' in white cursive. Below it is an orange button with the text 'Shop Now'. At the bottom left of the green ad is the text 'Your favorite stores in one place.' and the URL 'instacart.com'. At the bottom right is a 'Sign up now' button.

A screenshot of a Twitter post from the account @Instacart. The post features a green advertisement for Instacart in the Bay Area. At the top left is the Instacart logo (a orange carrot with a green stem and leaves). To the right of the logo is the handle '@Instacart'. In the top right corner is a 'Follow' button. Below the logo and handle is the text: 'Bay Area - Get fresh groceries delivered in an hour. First delivery is free!'. The main visual is a green rectangle with three circular icons: a grocery store, a strawberry, and a house. Below the icons is the text 'Instacart' and 'Groceries delivered in an hour.' At the bottom left is the text 'Your favorite stores in one place.' and the URL 'instacart.com'. At the bottom right is a 'Shop now' button.

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Here's our Christmas video for 2015. Make sure you tell us your #ChristmasConfessions for a chance to win an iPad.



#ChristmasConfessions

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1. 2. 3.

17 61 333

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**poor**  
(adj.)

when you have too much month at the end of your money.

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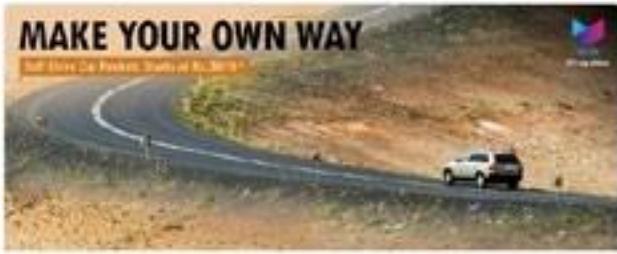
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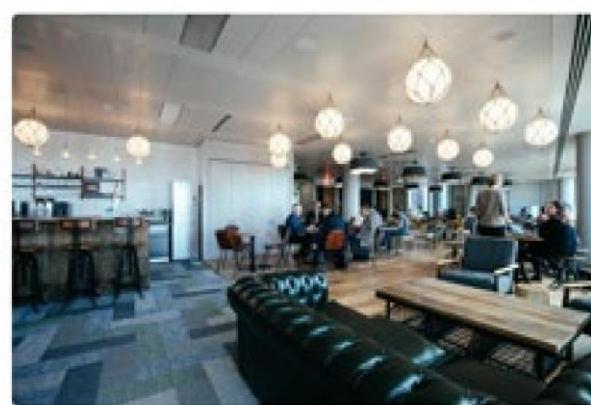
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A modern interior room featuring a large white sofa, a round coffee table with a textured pattern, and a large window showing a city skyline at night. The ceiling has recessed lighting and a circular light fixture.

# OTHERS

## OTHERS

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Behind the scenes with our oncology discovery team [abbvie.com](http://abbvie.com) 

Aetna  @Aetna 

Thanksgiving health tip: When you feel full, take a break! Read more from @goodhealth: [aetna/1SEy91D](http://aetna/1SEy91D)



## OTHERS

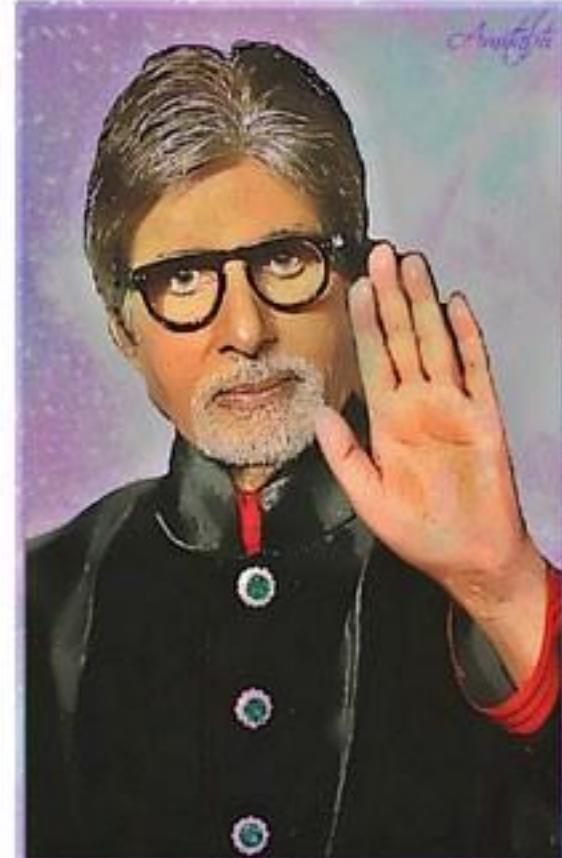
AmeriCares  
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Amitabh Bachchan  
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T 2064 -#Mytip4Healthylife Let us make our country strong and healthy by adopting healthy lifestyle @swasthchetnaa

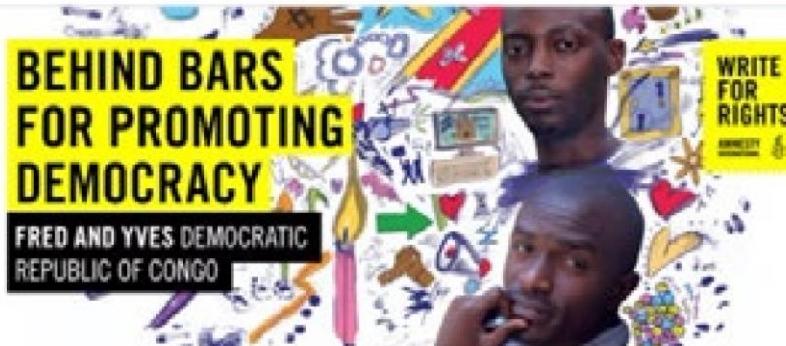


## OTHERS



AmnestyInternational @AmnestyOnline · Nov 27

Fred & Yves are in jail for their peaceful activism. Make Congo's authorities release them #W4R



Take action now!  
amnesty.org

Sign up now



385

367

\*\*\*



AmnestyInternational @AmnestyOnline · Nov 27

Muhammad Bekzhanov was tortured for his journalism in #Uzbekistan. Tell the president to  
#stoptorture #W4R



757

649

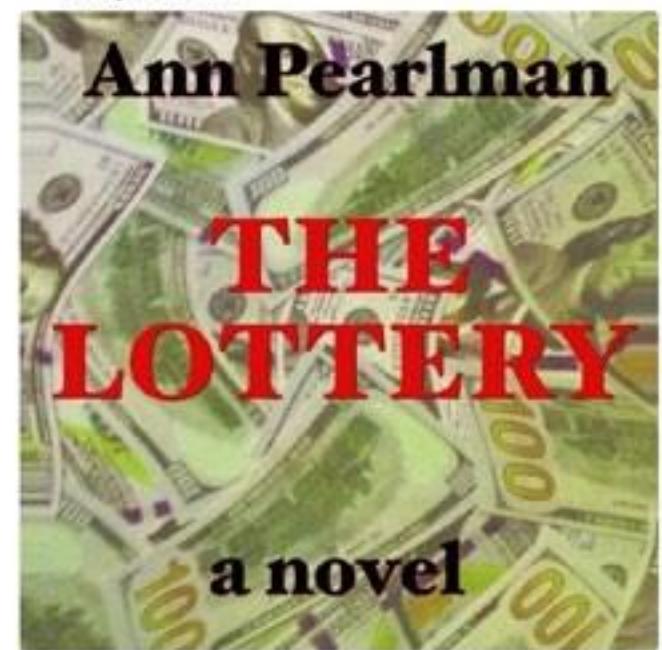
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CLALS WORKING PAPER SERIES | NO. 8

Violence and Community Capabilities:  
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NOVEMBER 2010



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We can stop the youth unemployment crisis by creating 1 million new jobs. Sign if you agree: [bernie.to/unemployment](http://bernie.to/unemployment)

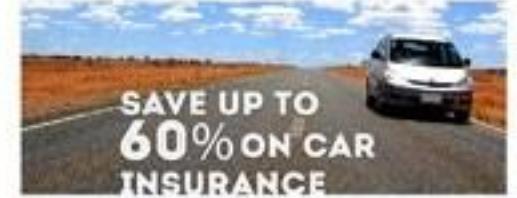
We cannot continue to ignore the crisis of youth unemployment in America.

 **51.3%**  
of young black high school graduates are unemployed.

 **36.1% & 33.8%**  
of Latinos & Whites are too.

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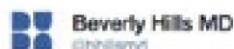


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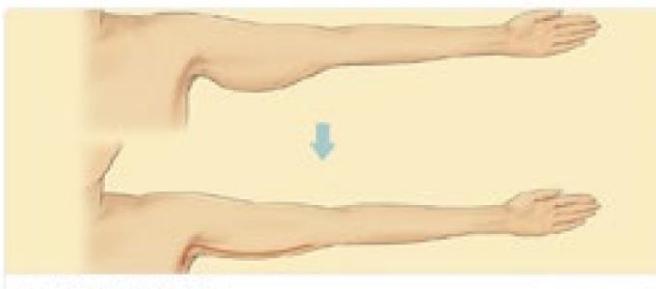
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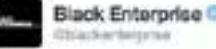


Beverly Hills surgeon explains at home fix for sagging skin around the neck and arms



How To: Lift Sagging Skin  
[health-headlines.org](http://health-headlines.org)

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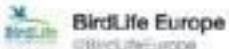


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Why we should all care about #mentalhealth  
of aid workers?

Via @CHS\_Alliance #ReShapeAid

[bit.ly/1TAMLzF](http://bit.ly/1TAMLzF)

On the question of aid worker wellness:  
"It is time the sector stops making excuses  
and convince the donors, convince all  
stakeholders so it becomes just part and  
package of everything it does."

Emmanuelle Lacroix, CHS Alliance



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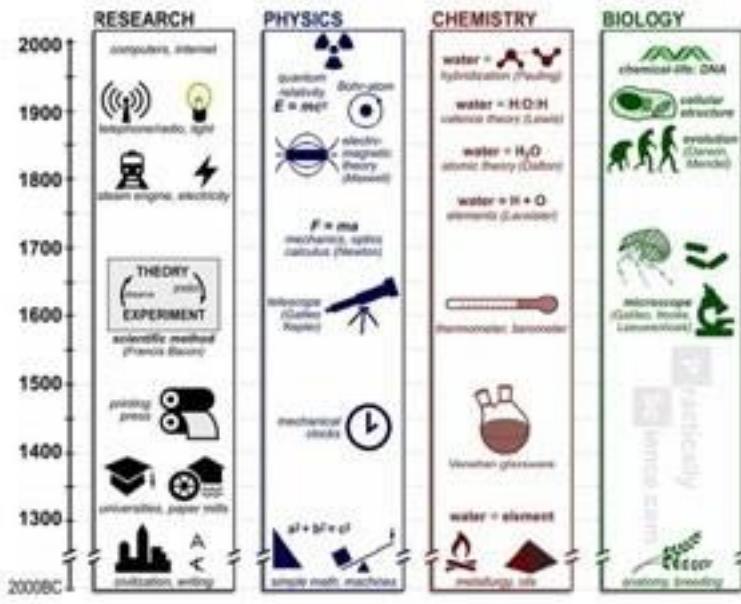
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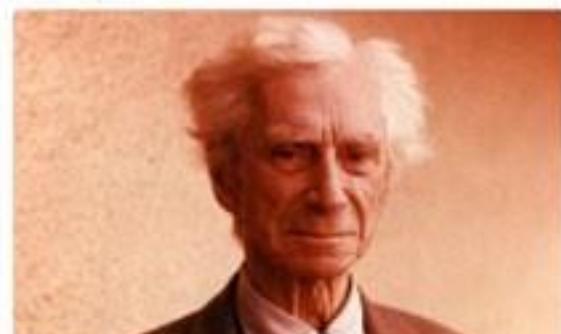
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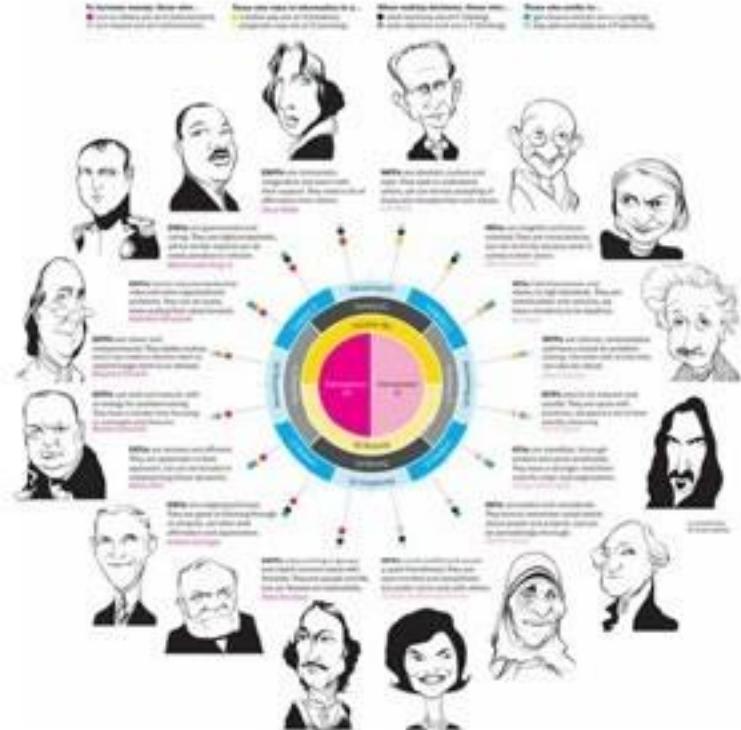
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A photograph of a woman with long brown hair, smiling broadly. To her right is a graphic with the text "how to: get people to like you" in a stylized, handwritten font. The background shows a window with a grid pattern.

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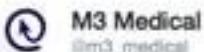
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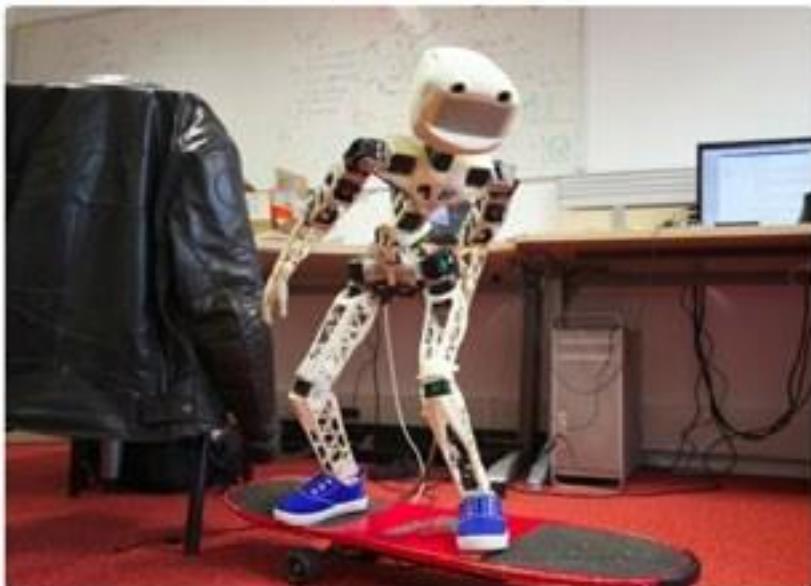
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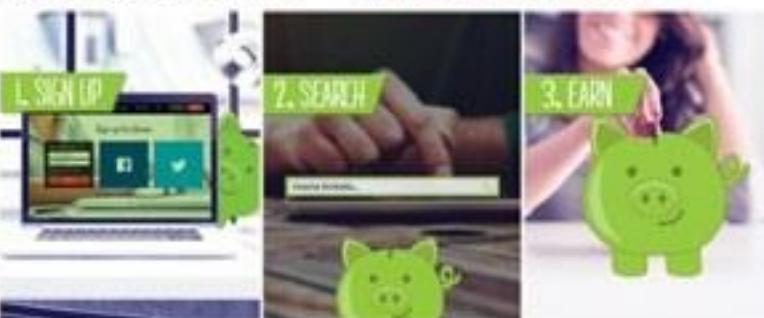
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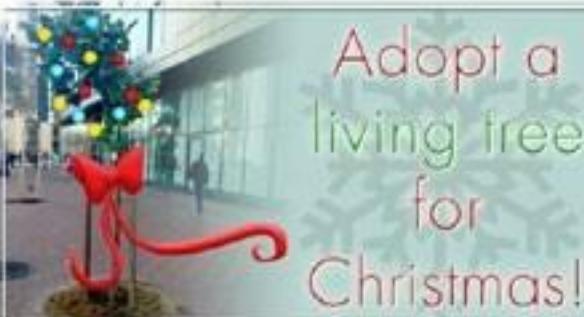


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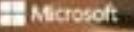
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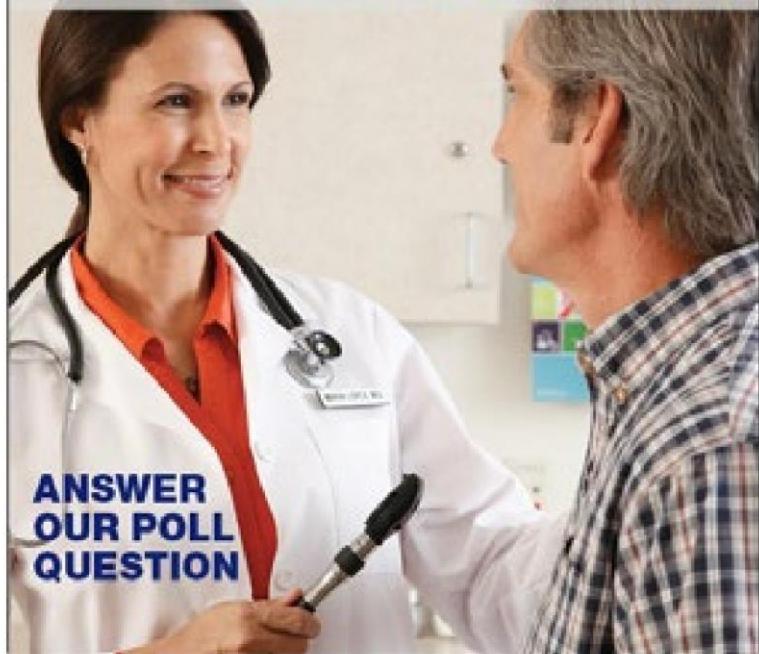
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The TerraMar Project [@TerraMarProject](#)

"We need to respect the [#oceans](#) and take care of them as though our lives depended on it. Because they do."  
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## OTHERS

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@3choirswickham

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Festive Dining Offers in Hampshire  
[three-choirs-vineyards.co.uk](http://three-choirs-vineyards.co.uk)

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Syrian refugees try riding a bike for the first time in Berlin: [unrefugees.org.au/news-and-media](http://unrefugees.org.au/news-and-media) ... #europe



Dr. David Costa @proddavidcosta · 24 nov  
Online LLM in 1 Year, University of Salford, UK. Few places left for our February 2016 start. Get more information!



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2:21 - 24 nov. 2015 · Details

45 103 75 175 888

Australia for UNHCR @Uhnrefugees Follow

At least 15 refugees dead, 38 missing in further boat tragedies #Europe #aegean [a4unh.cr/aegeantragedy](http://a4unh.cr/aegeantragedy)



VIBIA VIBIA @vibialight Follow

#NORTH is nominee in the lighting category to represent @ElleDecorSpain in the 13th edition of #EDIDA 2015 Awards



Design by Arik Levy [vibia.com](http://vibia.com) [Read more](#)

## OTHERS

We Are Water  
@wearewater

Short film contest about water crisis. 1 to 3 minute videos.



weartwater3  
FILM FESTIVAL  
2016/7/16

10.000€ in prizes #WAWFF3  
[filmfestival.wearewater.org](http://filmfestival.wearewater.org)

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We Are Water  
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International short film festival about water crisis. 10.000€ in prizes.



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FILM FESTIVAL  
2016/7/16

1 to 3 minute videos #WAWFF3  
[filmfestival.wearewater.org](http://filmfestival.wearewater.org)

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We Are Water  
@wearewater

Two thirds of your body is water if the other third is film, then this is your festival.



weartwater3  
FILM FESTIVAL  
2016/7/16

10.000€ in prizes #WAWFF3  
[filmfestival.wearewater.org](http://filmfestival.wearewater.org)

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Can the most ordinary of mortals understand it too? Get the eBook for more Fraud Myths at [hubs.ly/H01s-rZ0](http://hubs.ly/H01s-rZ0)

**TELECOM FRAUD MYTHS**  
Most myths begin with a grain of truth. As telecoms transform and fraudsters evolve, how much truth remains?

**MYTH 3:**  
**"FRAUD IS ONLY UNDERSTOOD BY NERDY FREAKS (AND FREAKISH NERDS)!"**

"Okay, I think I understand what this diagram tells about recent losses..."

TRUE OR FALSE?

WeDo Technologies

World Food Programme @WFP Follow

Today is #PeaceDay. Join us to help end hunger & stand for peace. Retweet & donate: [wfpusa.org/peace](http://wfpusa.org/peace)

World Food Programme

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0:30

Stop Hunger. Start Peace.

## OTHERS

 Who is Hussain?  
@WhoisHussain

We aim to raise £10,000 to help educate impoverished children and inspire the next generation...



Inspire hope in a world of desperation and despair  
[whoishussain.org](http://whoishussain.org)

[Donate](#)

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@wingowheels

If you are curious about Cappadocia; find the clues in this video and fly!

[gid.io/Wingoflies\\_EN](http://gid.io/Wingoflies_EN) #cappadocia360



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[ig.g.me/at/wild-dharma](http://ig.g.me/at/wild-dharma)  
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your next amazing holiday can help them

 Wireless Foundation  
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13-18 YOA? Create a digital short telling peers to not drive distracted by 12/15 & U could win \$5k scholarship!



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## OTHERS



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@WDD

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@IntDiabetesFed #DiabetesAtlas



Help us make healthy eating a right, not a privilege.  
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Read more



World Diabetes Day  
@WDD

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Your eating habits directly affect your likelihood of developing #T2 #diabetes. But you can act now! #WDD



Act today to prevent diabetes  
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Read more

