LEADING CHANGE TOOLKIT™

RNAO   Healthcare Excellence Canada

A Twitter guide to social movements

Social movements are instrumental in facilitating action and instigating system-level changes as communication tools and networking platforms. Social media has given individuals, groups and organizations the power to work together to raise awareness of shared concerns and/or strongly desired change and achieve collective goals, as change agents. Twitter is a powerful advocacy and social networking tool that can be used to amplify voices and facilitate social movement, including mobilized individual and collective action and the creation of a public presence.

This guide will help change agents and change teams at the novice, proficient and expert levels mobilize and achieve the shared visions of their social movement to drive change via Twitter.

Expertise Level	Action	Result
Novice	Create one or multiple hashtags and incorporate them on a consistent basis in the content of your tweets. Hashtags allow Twitter users to index topics and keywords. To create a hashtag, insert the pound symbol (#) in front of the words you want to be included in the hashtag. Hashtags can be more than one word but cannot include spaces. To make them easier to read, it is recommended that the first letter of each word in the hashtag be capitalized. Example: Including #LeadingChangeToolkit in a tweet creates a link Twitter users can click on to view all other tweets with that hashtag, showing the discussion happening around a given topic and	Collective identity is a type of social cohesion established through participants' solidarity and mobilization that evokes social inclusion and emotional engagement. Creating a collective identity is paramount to building a social movement because it helps inspire and motivate members of the collective. Consistently using the same hashtag(s) will helps foster a collective identity among change agents/teams and allow other Twitter users to search and interact with the hashtag. Example: RNAO, as a professional association, actively uses #BPSO on any tweets related to the Best Practice Spotlight Organization (BPSO) program and the BPG Program.

	encouraging others to use the hashtag and/or learn more about it.	RNAO (#RNAO) also uses social media for knowledge mobilization related to policy matters.
	Visit the explore page. The explore page helps Twitter users quickly find trending topics and news from around the world.	Discovering trending topics and themes will provide you with insight on what other Twitter users are tweeting about and presents an opportunity to add your thoughts, opinions and ideas related to your movement.
	Follow accounts that share posts aligned with your movement and goals.	By following accounts relevant to your moment, you can identify new topics, information and themes that may help propel your movement.
Proficient	Initiate conversations with your followers by asking questions.	Asking your followers questions and sharing relevant information and resources with them can increase engagement and draw attention to your social movement.
	Quote tweet and reply to content that you want to engage with. A quote tweet is a retweet with an added comment. In a quote tweet, your tweet will appear above the original tweet and on your timeline under the tweets category on your profile. A reply is a response to another user's tweet. Multiple users can reply to a user's tweet and all of the responses can be viewed under the original tweet.	Replying to another user's tweet keeps focus on the original tweet, but also allows you to add your own thoughts and/or opinions to the original tweet in a thread/discussion format. Quote tweeting, on the other hand, garners more attention to your tweet rather than the original tweet. The original tweet offers context to your tweet by it being visible but not the main focus. Both of these methods allow you to engage with others' tweets and also provide additional information when necessary. Example: RNAO President-Elect Claudette Holloway (@ClaudetteHollow) replies to

		RNAO's tweet to add her own comments and contributes to RNAO's advocacy. Example: RNAO CEO Doris Grinspun (@DorisGrinspun) quotes a tweet to provide more information and dispel misinformation.
Expert	Create Twitter lists to view a stream of tweets from a selected group of users. Twitter lists can be made private or public.	Twitter lists are helpful when you are interested in a certain topic or theme on Twitter and want to see what certain users are saying. They also allow you to track whether your social movement in gaining traction with specific users. Example: If you are interested in learning more about how to improve patient care, you can create a Twitter list with users that are in the health-care field or whom you know consistently tweet about patient care.
	Use Twitter analytics for a summary of the number of tweets, tweet impressions (how many people have viewed the tweet), profile visits, mentions and followers.	Identifying which tweets are gaining the most traction will give you a better sense of what your followers are interested in learning from you and will help you gauge the momentum of your social movement. You can also view which one of your tweets garnered the most attention within a certain timeframe.
	Use framing of key messages to shape public opinion and influence perceptions and understanding of key issues.	When framing, consider both the message and the messenger. What is said and who says it can widen influence and draw increased attention and focus.