



TWEETING FOR WORLD WATER DAY

The goal of a Twitter stream around World Water Day is:

- 1) To draw attention to people around the world who lack access to safe drinking water and basic sanitation;
- 2) To broadcast live feed about the exciting events taking place on/around World Water Day
- 3) To highlight the number of high-profile stakeholders that support efforts to improve water and sanitation around the world

Date-specific Twitter messages

March 19 – March 21 tweets:

Drink #WATER this weekend and join the celebration next week on #WorldWaterDay: <http://ow.ly/1lgLz>

Leading up to World Water day tweets:

Riddle: You have it, 890 million don't, and 200 million just got access. What is it? #WATER. World Water Day is 3/22 <http://ow.ly/1lgLz>

Going to celebrate clean #WATER with [name TBD] next week at #WorldWaterDay: <http://ow.ly/1lgLz>

#WorldWaterDay–Join us 3/22! We know we can bring ppl clean #WATER. The solutions are simple, but the work great. <http://ow.ly/1lgLz>

March 22-specific tweets:

Happy World Water Day! 200 million more have access to clean #WATER. Join us at WaterDay.org.

Think before you drink. It's #WorldWaterDay and billions more still need safe drinking #water and toilets. <http://ow.ly/1lgLz>

March 23-specific tweets:

1,000s gathering for clean #WATER on Capitol Hill at 1 PM. Find out more about the #World'sLongestToiletQueue at <http://ow.ly/1lgLz>

What if you couldn't poo in a loo? Billions can't because they don't have one. Join the #World'sLongestToiletQueue: <http://ow.ly/1lgLz>

March 19 or March 26-specific tweets:

#ff @water @onecampaign @pathtweets & other notables who join the global #WATER campaign to provide access to safe water <http://ow.ly/1lgLz>

WWD general Twitter messages

Partnering with nearly 30 US-based organizations to celebrate #World Water Day and raise awareness of global #WATER issues. <http://ow.ly/1lgLz>

On average, every \$1 invested in #WATER & sanitation provides an economic return of \$8. <http://ow.ly/1lgLz>

The global #WATER & sanitation crisis claims more lives through disease than any war claims through guns. Learn more <http://ow.ly/1lqLz>

Join us to save one child's life every 15 seconds from #WATER-related disease at <http://ow.ly/1lqLz>

Call to action Twitter messages

#WATER-related diseases cause 80% of all illnesses & deaths in the developing world. Tell Congress to act: <http://ow.ly/1l8OJ> Pls RT!

Illnesses from bad #water & sanitation fill more than 1/2 of hospital beds in the developing world. Tell Congress to act: <http://ow.ly/1l8OJ>

What's killing kids around the world? Bad #water & unsanitary toilets. Ask Congress deploy solutions available today: <http://ow.ly/1l8OJ>

The 2nd leading cause of child death—diarrhea—can be defeated today by improving #water & sanitation. Write Congress: <http://ow.ly/1l8OJ>

Let's cut the crap. Diarrhea is the second leading killer of kids, but we can defeat it. Learn what you can do. <http://ow.ly/1lqLz>

WWD #WATER facts

#WATER fact: Nearly 1 billion ppl in the world don't have access to safe drinking water. <http://ow.ly/1lqLz>

UN estimates savings of \$7.3B/yr on health costs by reducing the # of ppl w/o access to safe #WATER by half. PDF <http://ow.ly/1lkeX>

#WATER fact: 1.6M ppl die each year from diarrheal diseases. Learn about links btwn water, sanitation & disease: <http://ow.ly/1lqLz>

#WATER fact: 90% of the 1.6M ppl who die each year from preventable diarrheal diseases are children under 5 yrs old. <http://ow.ly/1lqLz>

#WATER fact: Treated rain water can be source of fresh water for communities with water problems. <http://ow.ly/1lqLz>

#WATER fact: Scientists predict that nearly 1/3rd of the planet's land surface will suffer from extreme drought by the end of the century

#WATER fact: Lack of access to safe drinking water causes the death of 5M ppl a year. Do something to change this: <http://ow.ly/1lqLz>

#WATER fact: Lack of access to safe drinking water causes the death of about 5000 children every day. To do something: <http://ow.ly/1lqLz>

US #WATER fact: In 2005 Congress passed the Paul Simon Water for the Poor Act to help offer safe water to millions around the world.

U can help increase funding to provide access to safe water to millions & save lives. Send a msg to Congress: <http://ow.ly/1l8OJ> #WATER

Twitter basics:

140 characters – A single Tweet can be a max of 140 characters, including spaces, punctuation, hashtags and links. The longer the message, the less room for hashtags and links, and the less likely that the message will be re-Tweeted (re-posted via their Twitter account to all their Twitter followers). Because of the character restriction, proper grammar, spelling and punctuation don't matter, and everything is shortened into its most condensed form.

@ references – Whenever a Tweet refers to an entity with a Twitter account, the @ symbol is placed in front to alert that entity that they're being mentioned. Re-Tweets also typically credit the entity (e.g. RT @PATHtweets: Kenya's alternative to the Olympics: The Condom Games! <http://ow.ly/19dpD> Thanks @SeattleDonorBiz)

Bit.ly or Ow.ly links – PATH uses Ow.ly to link to sites and stories via Twitter. Benefit: It's one character shorter than Bit.ly! Because a great many Twitterers are using mobile devices to check Twitter, mobile-friendly links are best. PDFs and downloadable documents do not make good Twitter links.

- Organizations should feel free to use whatever URL shortener they like, but should pick one and stick with it (at least for the length of the campaign). After the campaign, they'll want to look back and measure how many people clicked on the links, where they were referred from, etc. Sticking to one URL shortener (with which you have an account) will allow the organization to track their tweets over time.

Other URL shorteners:

Tr.im – PATH used this one for awhile but it kept crashing, so we switched to Owl.y.

TinyURL – one (if not the) first url shortener. Not used on Twitter much anymore.

Google and Facebook – both are rolling out (or already have) their own URL shortening services.

Hashtags – Hashtags are a convention for adding metadata to your tweets. They're like tags on Flickr, but added inline to a post (e.g. #nonprofit, #ff, #FollowFriday). Hashtags are used to create "groupings" on Twitter, and hashtags make it easier to track certain subject. Numerous applications have been created to search, follow and track hashtags.

Trends – Twitter tracks trends in real time, elevating the hottest topics that the Twitterverse is Tweeting about to the homepage. We would love to raise the profile of water issues on World Water Day via Twitter's worldwide trends lists.

Location-based social networking – Since there are going to be live events, there are also the location-based applications like Foursquare and Brightkite to consider. With Foursquare, you can unlock a "badge" which I should work like a hashtag, but for a place. I think it would be applicable to the toilet queue event.