

## An intermediate guide to: X (formerly Twitter)

Whether you've just set up an X account for your BB group, or you have been using X since it was called Twitter, this guide will give you tips on creating the right types of content to engage your current followers, while giving new people a reason to follow you!

### Before you start posting...

Local groups posting on social media should be uploading content to showcase the exciting and varied programme available to young people within the community. This will not only help you to recruit new members and leaders, but your content could be reshared on the national BB accounts!

So, before you start capturing content, make sure the social media activity you post aligns with both the objectives and key messages below:

Objectives:

- To raise awareness of the varied activities available at BB
- Showcase what life at BB is like
- Encourage more people to get involved with BB – either as a member or a leader

Key messages to keep in mind:

- The Boys' Brigade offers young people the opportunity to grow in to caring and confident individuals
- Young people and volunteer leaders who attend The Boys' Brigade learn new skills through experiences and opportunities provided
- The Boys' Brigade offers a safe space, rooted in Christmas faith, for young people and parents/carers trust the volunteers to care for them

### Key things to know about your home page

By clicking on the icon in the top left corner, a drop down list of options will appear and the top option is 'profile' – this is how you get to your profile

On your homepage, you'll see content from accounts you follow. If you want to interact with the content, you can comment, reshare or like using these buttons

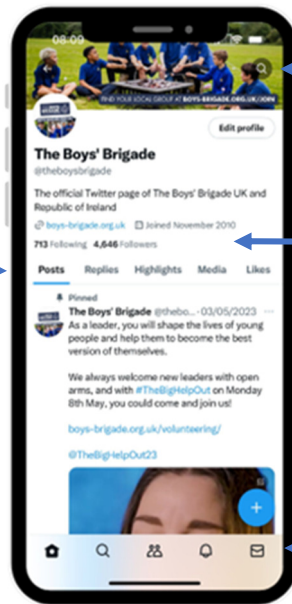


Your homepage is split in to 'for you' and 'following'. The 'for you' section includes the posts which X thinks you will want to see based on the posts you have liked/shared before. The 'following' tab will feature posts from accounts you follow

The little plus icon in the corner is how you can create a new post

## Key things to know about your profile

Your profile is split in to five tabs. 'Posts' will show you all content which you have posted, 'replies' is where you can see the posts from other accounts which you have replied to/commented on, 'media' will you show you your posts which include a photograph/video, and 'likes' shows you the content from other accounts you've liked



The magnifying glass in the corner can be used to search your past posts

By clicking on 'following', you can see who you are following, and by clicking on 'followers' you will be able to see who follows your account

From left to right, the home icon will take you to your homepage, the magnifying glass can be used to search other profiles, the people icon is where you can get involved with communities (i.e., groups), the bell shows notifications (such as new followers, like and reshares), and the envelope is messages which you've received or sent

## Creating the perfect post on X

Unlike Instagram and Facebook, the only content you can share on the platform is a post. There are a few different things to consider when posting on X though as, even though there are less types of content to share, the content you do share can be made up of lots of different things!

When it comes to the words on your post, you need to remember you can only share up to 280 characters – that includes all letters, numbers, punctuation and spaces! However, you can also include up to 4 images, a GIF or a video in your post. Note, you can't include all of these in one post!

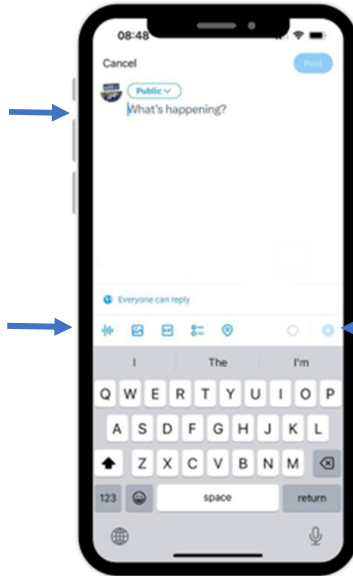
By including GIFS, images and videos within your post, the post will appear larger on the homepage of your followers. This means they're more likely to see it and therefore engage with it!

If you're wanting to really get your audience engaged in your content, a poll works really well! You can use a poll to ask your followers their opinions – for example, 'what is the best tuck shop snack?'

As well as thinking about the words and imagery that you want to use, it's also important to consider hashtags. Hashtags (#example) are used to increase the reach of your post, as people can search for hashtags. If you're going to use a hashtag, make sure it's relevant to your post and also inline with key messages.

## Things to know when you begin drafting your post:

Where it says 'what's happening' this is where you type in the text for your post



These icons can be used to share other types of content – such as photographs, videos and polls

From left to right, the first icon is how you record an audio message, the image icon can be used to upload photographs and videos, the GIF icon can be used to insert a GIF in to the post and the next icon is how you add a poll to the post. To help increase findability, you can tag you location using the pin.



## Taking the perfect photograph:

- Smart phones now have brilliant cameras, so all you need to take a photograph good enough for use on social media is a phone
- The lighting of a photo is really important – if you can, taking photograph where there is bright lighting helps to enhance it
- Think about the background – if you're taking a photograph that has a messy background, this won't be as easy on the eye. The perfect photograph has a background which is either simple, or that has 'props' which showcase what the photograph/caption represents
- Always make sure you have parental consent to take photographs of the children and young people – and double check you can use them on social media!

## Our top tips for engagement on X:

- Only use hashtags which are relevant to your post – hashtags help your post be seen by people that aren't already following you. Examples could be #YouthOrganisation or location tags such as #Rainford
- Think about when to post your content: X has always been known as the social media platform for breaking news, so it's important to time your content perfectly. Sunday is known to be one of the worst days for posting on Twitter, while Tuesday – Thursday are often the best for engagement.
- Post engaging content: Photographs with people in them always work better than those which simply include illustrations/graphics
- Like and comment on other BB groups' content, this will encourage them to engage with yours and follow your account!
- Don't forget to tag the BB national account (@theboysbrigade) so we can reshare your content!
- Always make sure you have parental consent for using photographs/videos of children and young people on social media

Example X content from BB groups:

35th Liverpool - [@35thLiverpoolBB](#)

**35th Liverpool Boys' Brigade**  
 @35thLiverpoolBB Follows you

We have faith in young people and we want all children and young people to experience life to the full 🚢 | All Saints' Church, Childwall since 1945

📍 Liverpool, UK 🌐 [boys-brigade.org.uk](https://boys-brigade.org.uk) 📅 Joined August 2012

532 Following 669 Followers

**35th Liverpool Boys' Brigade** @35thLiverpoolBB · 18h

🚩 WE'RE RECRUITING YEAR 1s 🚩

We're looking for fun-loving boys who are about to start Year 1 to join our Boys' Brigade group.

To find out more, come along to our open evening at the Church Hall on Tuesday 19 September, anytime between 5:45pm - 6:30pm.

#BoysBrigade 🚢

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**35th Liverpool Boys' Brigade** @35thLiverpoolBB · Aug 14

Summer camp: extraordinary young people in an extraordinary setting doing extraordinary things #BBCamp23 🏕️🌲

#BoysBrigade #LifeToTheFull 🚢 @theboysbrigade

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Edinburgh, Leith & District - [@eldbb](#)

**THE BOYS' BRIGADE**  
 the adventure begins here

... **Following**

**The Boys' Brigade Edinburgh, Leith & District**  
 @eldbb Follows you

The Boys' Brigade - Edinburgh, Leith & District Battalion supports groups throughout the City of Edinburgh, Midlothian and East Lothian Council areas.

Edinburgh, Scotland [thebb-edinburgh.org.uk](http://thebb-edinburgh.org.uk)  
 Joined September 2011

547 Following 588 Followers

**The Boys' Brigade Edinburgh, Leith & District @eldbb · Jun 24** ...

Great to see the BB at the Loanhead Gala Day.

1 7 336

**The Boys' Brigade Edinburgh, Leith & District @eldbb · May 23** ...

We welcomed the Lord High Commissioner to the General Assembly of the Church of Scotland to Battalion HQ. Our thanks to all our members in attendance who helped showcase the best of the BB. Our thanks also to [@jonathanealesbb](#) and [@OwenThompson](#) who were able to join us.

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