



MKA USA

twitter guidelines

Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets." Registered users can read and post tweets, but unregistered users can only read them.

Tweet Anatomy



1 Profile picture

2 Twitter account name

3 Twitter handle

4 Tweet text

5 Link

6 Hash tag

Twitter Vocabulary

Tweet

Any message conveyed by users publicly on Twitter. Each tweet has a max of 140 characters (characters include letters, numbers, symbols, and spaces. Links to pictures and websites also count towards this limit).

Follower

Anyone who is subscribed to your twitter and thus receives your tweets on their twitter homepage.

Retweet

Any tweet of another twitter user reconvened to that user's own followers. Multiple retweets equals more people seeing that message.

Mentions

Any interactions from other Twitter users with your user name in it.

Hashtag

A way to categorize tweets using the “#” glyph.

Telegram

A messaging app for smartphones which is also downloadable for your computer. This is how the Twitter team primarily communicates with each other.

Trolls

Trolls are people who say mean things and aim to create discord on the web.

Setting Up A Twitter Account

1. Go to <http://twitter.com/signup>
2. Full Name: MKA [Chapter Name]
3. Email Address: Use your @mkausa.org email account
4. Chose a strong password that easy to remember. (http://youtu.be/ORCsHJfHL_4)
5. Username: Your username will be MKA_[ChapterName] or AMSA_[UniversityAbbreviation]
example: MKA_Queens, MKA_BayPoint, MKA_Virginia, AMSA_GMU
6. Click **Sign up**. You'll now receive an email to confirm your twitter account. Open the email and confirm your account by clicking the link provided.

Twitter Goals

1. Become the leading Muslim Youth voice on Social Media
2. Publicizing activities of chapters, regions, and departments
3. Forming good relationships with international MKA organizations
4. Uplifting people
5. Live tweeting for special events (all with an MKA angle)*
e.g National Ijtema, Regional Ijtema, Jalsa Salana, etc.

*Only approved personnel may live tweet.

Twitter Usage Guidelines

DO NOT engage in debates or banter at any cost.

Remember to use “PBUH” after mentioning the name of the Prophet Muhammad (PBUH).

If you write something and think it might not work as a tweet, then it probably is a bad tweet. Get advice and feel free to ask the Social Media team by emailing socialmedia@mkausa.org.

Try to use one or two hashtags at most.

No swearing or using poor spelling/grammar.

You are the voice of MKA. Your tweets will influence the way Ahmadis and Non-Ahmadis think about Ahmadiyyat.

When replying to Direct Messages, type your initials at the end.

Consider using the Buffer App service to manage your social media accounts.

Don't tweet out pictures with offensive captions. We have an international audience and some people are very sensitive.

Important Hashtags

Friday Sermon

#FridaySermon

Huzoor

#KhalifaOfIslam

Campaigns

#MuslimsForPeace

#StopTheCrISIS

#MuslimsForLife

Tweetable Material

Safe Tweets

1. National Jama'at account retweets (MKA or other)
2. Event photo with short description caption
3. Public Majlis announcements (event dates, cancellations, etc.)
4. Event publicity
5. Public Service tweets (photos or descriptions)
6. Shout out to local organizations who are associated with an event.
Find their twitter handle and tweet at them.

Do Not Tweet

1. Personal information
2. Harmful, offensive, or inciting content
3. Private Majlis information
4. Mindless nonsense
5. Do not respond to or engage with “trolls” using the official handle.
6. Foreign language (unless you translate it in the same tweet)

Safe Tweet



MuslimYouthUSA @MuslimYouthUSA

Mere minutes left in @HFUSA telethon! Donate now:
<http://usa.humanityfirst.org/telethon2014/>

Do Not Tweet



MuslimYouthUSA @MuslimYouthUSA

How 'bout dem ROCKETS!

Profile Pictures



Official National
Account



National Department
Account



Regional Account



Local Account



AMSA

All accounts have unified twitter profile pictures.
Adding custom text to profile pictures is prohibited
at this time.



MKA USA
Central Virginia



Cover Image

Local and Regional accounts have an option of picking between an official cover image containing their region or Majlis name on top a solid MKA color, or a high quality image of a group photo of their Majlis. Regions also have the option of choosing a photo of a unique regional landmark to be approved by the social media team for use as a cover image.


National level accounts will have their cover images chosen for them by the social media team.

Twitter Design

Local & Regional Accounts

Background Image
None


Background Color
 #8BB1C7

Theme Color
 #2E6482

AMSA Accounts

Background Image
None

Background Color
 #EEE7D9

Theme Color
 #922E2B

Twitter Account Bio

Text National accounts should replace MKA terms with AMYA terms.

The official Twitter account of Majlis Khuddamul Ahmadiyya – [Chapter Name].
Serving our community isn't just a civic responsibility, but a part of our faith.

Website If you do not have a page on the website, link to the homepage.

[http://mkausa.org/\[Your URL\]](http://mkausa.org/[Your URL])

Questions?

Always be cautious, never do anything that may jeopardize the Majlis and Jama'at. You are the voice of MKA USA, conduct yourself likewise. If you are ever in doubt, contact the MKA USA Social Media team.

socialmedia@mkausa.org

For design and branding assets, file a request using the Isha'at form.

<http://khudd.am/design-requests>

JazakAllah!