



## **#ScotlandHour guest hosting tips:**

- 10pm as #ScotlandHour ends the team will tweet out the following month's theme, date & any confirmed co-hosts (you!)
- Throughout the month tweet with your followers that you're co-hosting #ScotlandHour and what the theme is
- Solicit question suggestions, encourage your community to submit to [www.facebook.com/scotlandhour](http://www.facebook.com/scotlandhour) or tweet to @ScotlandHour
- The @ScotlandHour team will announce the evenings questions 7 days before the #ScotlandHour (on [www.scotlandhour.com](http://www.scotlandhour.com) and [www.facebook.com/scotlandhour](http://www.facebook.com/scotlandhour))
- Start sharing the questions with your community
- Enjoy, tweet, RT as excitement builds up towards #ScotlandHour on the Wednesday
- Please help build awareness in the lead up to Wednesday, tweet and RT
- Moderate conversations in the lead up to Wednesday, looking out for questions on 'what's the theme' and providing guidance
- On the day and perhaps one day before... feel free to set examples by posting photos and ideas.
- In the previous months, tagging photos and ideas as 'preview/inspiration' has worked well.
- Encourage personal contacts who may not be aware to take part
- Direct people to [www.scotlandhour.com](http://www.scotlandhour.com) for useful info on the #ScotlandHour twitter chat and the team

### **#ScotlandHour takes place on the last Wednesday of every month at 9pm BST, on the evening**

- Take time to remind tweeps of the theme of the month.
- It's a good idea to create and schedule the questions for the evening to go out at the allotted time during the hour, and also answers to each of the evening's questions in advance as a way of setting examples, so others are inspired to post their own (and this gives you more time to get involved with discussions on the night).
- Remember co-hosting is as much about RTing /commenting on others' posts as well as sharing your own.
- RT/comment/acknowledge selected posts by tweeps - note these may be individual photos (twitpic, flickr, etc), comments, links to websites or even blog/wordpress posts with one/multiple informaiton.
- If u come across tweets by those who are wondering what #ScotlandHour is, what's the theme, etc, offer assistance by providing answers
- #ScotlandHour does not typically involve contests competitions or giveaways. Neither does it include 'side events' of a different theme. If you come across such activity during the evening, chances are they are not part of our interaction plan for the day. Check with Dougie, Lesley, Aileen, Fiona, Susan or Mark if in doubt or wondering if you should RT/acknowledge such activities.

We are on facebook

#ScotlandHour is on facebook at [www.facebook.com/scotlandhour](http://www.facebook.com/scotlandhour). Bloggers who have #ScotlandHour features are welcome to Like this page too and post the links to their weekly #ScotlandHour blog posts here.

If you are a blogger please share the info you pick up during #ScotlandHour when you next blog.