

ACCOUNTABILITY

INITIATIVE



COVERING THE COVID-19 PANDEMIC RESPONSE

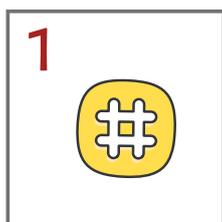
TWITTER TOOLKIT FOR JOURNALISTS

This toolkit is for journalists covering general news or health, education and government beats in India or foreign reporters who report on India.

NOTE

4 steps to follow while looking for a budget-related story.

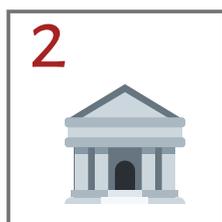
About us: Accountability Initiative at the Centre for Policy Research is a New Delhi-based research group which has tracked government finance, allocations, public expenditures, outputs and outcomes of key social sector programmes for more than 10 years.



Discover content by using a mix of popular and specific hashtags

On Twitter, hashtags help in easy discoverability of accounts. Prepare a list of hashtags that are being commonly used for COVID-19, and those that are specific to the Twitter handles of your interest. To get you started, some are:

- #IndiaFightsCorona
- #PradhanMantriGaribKalyanPackage
- #PMKisanSammanNidhi
- #MNREGA



Gather story ideas and credible information by following Ministries and Departments

As India embraces e-governance, major ministries and Departments at the Union government-level have started operating their own Twitter accounts. Important Twitter handles in the COVID-19 pandemic response are:

- Ministry of Health and Family Welfare (@MoHFW_INDIA)
- Finance Minister's Office (@FinMinIndia)
- Ministry of Finance (@FinMinIndia)
- Department of Financial Services (@DFS_India)
- Press Information Bureau (@PIB_India)

Use the 'Lists' function on your Twitter account to monitor their tweets at one place.



Understand trends

Although the number of replies on Twitter feeds may seem overwhelming (particularly those started by influencers like government ministers and officials), Twitter's bite-sized format offers value. For instance, if you are writing a story on the challenges faced by grassroots workers in implementing schemes, then chances are that you will find their opinion on Twitter threads. Based on these leads, you can tap your regional networks and arrange for interviews.



Quickly access expertise

Use scholarly work. For instance, research published by Accountability Initiative and the Centre for Policy Research (@CPR_India) offers immediate and concrete insight into how the public system is functioning. Their Twitter handles are regularly updated, and provide simple to understand facts and data to add to your reporting.