WHAT CAN TWITTER BE USED FOR?

1. Building your organizational identity and reputation
2. Engaging with the media
3. Building buzz and engaging legislators around a new idea, policy, or campaign
4. Sharing the success of a big event or action
5. …and a million other things!
1. HOW TO USE TWITTER TO BUILD YOUR ORGANIZATIONAL IDENTITY AND REPUTATION
Fossil Free
@GoFossilFree

It’s wrong to profit from wrecking the climate -- so we’re building an unstoppable movement taking aim at the heart of the fossil fuel industry—join us!

global
gofoossilfree.org
350 Bay Area
@350BayArea

Creating a grassroots movement to advocate for deep reductions in CO2 emissions in the Bay Area & beyond.

San Francisco Bay Area
350bayarea.org

Joined November 2012

Tweets 1,469
Following 591
Followers 781
Favorites 31

AMAZON WATCH @AmazonWatch - 19h
UC Students Ask Chancellors to be "Theirs" this VDay & Break Fossil Fuel Investments bit.ly/1FF0QWy
@FossilFreeUC divest
Snow swag from my hometown (don't know if we want to win this contest).

#90inchesandcounting...

instagram.com/p/zA3cDUJq34/
ELEMENTS OF A GREAT TWITTER PROFILE

• Background image
• Logo or profile picture
• Location
• Brief bio
  ▪ Consider including hashtags and/or tagging others, if relevant
  ▪ Make sure that this stays up to date!
• Link to your website
• Color scheme
HOW TO BUILD YOUR ORGANIZATIONAL IDENTITY ON TWITTER

• Use a consistent organizational voice: funny, light-hearted, serious, casual, etc
• Offer coverage of relevant breaking news
• Post consistently – especially on weekday afternoons
• Post a variety of media (videos, photos, etc)
2. HOW TO USE TWITTER TO ENGAGE WITH THE MEDIA
Twitter and the Media

• If you have breaking news, tweet it @ a reporter. Link to more info, an event page, a report.

• If a reporter has covered an issue before, give them updates!

• Create a “List” of your favorite newswriters to follow what they’re up to

• Retweet stories of interest, add your own two cents if you want to.
Twitter and the Media

• Provide instant feedback on stories, engage in conversation
• Feedback can be positive, negative or simply informational. Most reporters appreciate the information even if they aren’t going to write about it that day.
Jon Chesto @jonchesto · Jan 29
That tariff idea to pay for natural gas pipelines in Mass. is back, just in a different venue. ow.ly/l9Qo0

The Boston Globe

House bill aims to address state’s power shortfall - The Boston Globe
A sweeping new bill on Beacon Hill aims to dramatically reshape the state’s energy landscape by addressing high electricity prices and concerns about the regional grid’s reliability.

View on web

Joel Wool @joelwool · Jan 29
NE’s power grid highly dependent on fracked gas. Quoted in great feature by @jonchesto on energy bill bostonglobe.com/business/2015/… #mapoli

View summary

NEPGA @_NEPGA · Jan 29
Good @jonchesto review of a big #mapoli energy bill although generators have invested tens of BILLIONS in New England bostonglobe.com/business/2015/…

View summary
3. HOW TO USE TWITTER TO BUILD BUZZ AND ENGAGE WITH LEGISLATORS
Thanks for sponsoring community shared solar legislation! @RepJenBenson @TomCalterMA @RepJimCantwell #SolarIsWorking
WHAT SHOULD I TWEET?

• Thank a legislator for their support
• Tweet photos or testimonials from a particular town or city and tag the relevant legislator
• Share facts or statistics
• Share anecdotes or stories
• Share updates from a campaign
• Have some fun and don’t be afraid to take risks (within reason!)
ENGAGING WITH SUPPORTERS AND LEGISLATORS

- Mentioning (or tagging) others in a tweet
- Retweeting content posted by others
- Favorite-ing content posted by others
- Sending direct messages to ask questions or follow up
LEGISLATIVE PARTNERS ENGAGE YOU, TOO!

Cynthia Creem @cindycree1m • Jan 30
Progress made as furniture cos phaseout toxic flame retardants. My bill bans toxic chemicals in furniture bit.ly/1DfqlM2 @CleanH2OMA

Clean Water Action retweeted
Jamie Eldridge @JamieEldridgeMA • Jan 20
Just went on #Worcester's WCIN to discuss my continued opposition to #KinderMorgan pipeline thr/ MA & NH w/ Jim O'Reilly fr/ @neepenergy
THE FINE ART OF THE HASHTAG

• In many cases, it’s better to pick an existing hashtag rather than trying to invent a new one
• Considerations: relevance, specificity, number of characters, longevity
• How many hashtags is too many? (Hint: more than three is too many)
• Case study: #S1225
EXAMPLES OF HASHTAGS

• #PutSolarOnIt
• #mapoli
• #JustRaiseTheCap
• #Solar
• #SolarIsWorking
4. HOW TO USE TWITTER TO SHARE YOUR SUCCESSES
LIVE-TWEETING FROM A BIG EVENT

• Use direct quotes or paraphrase
• Try to post one quote per speaker
• Tag speakers, along with sponsors, attendees, hosts, legislators, and the media
• Add photos and short videos directly from your smartphone
And we're off to the Nurses Hall to hear Tim @dechristopher and talk to our representatives! #divestma

@wenstephenson: the fossil fuel industry as we know it must end - or humanity will end. #divest #divestMA
350 dot org @350 · 13h
BREAKING NEWS: Huddersfield Quakers #Divest as part of @FossilFree_UK Global Divestment Day!! [link]

HUDDERSFIELD QUAKERS
HOW TO MAKE A MEME

• Go to PicMonkey.com
• Upload an image
• Add text (the shorter the better)
• Add a hashtag or two
• Download it and post it to Twitter!
5. HOW TO DO A MILLION THINGS (AT THE SAME TIME) USING TWITTER
TWITTER TOOLS: TWEETDECK, HOOTSUITE, AND MORE

Free online tools help you manage multiple accounts:

▪ Posting the same tweet to multiple accounts
▪ Monitor mentions, favorites, re-directs and direct messages easily
▪ Schedule tweets for hours, days or weeks in advance
▪ Monitor a specific hashtag, user, list of users, etc to follow breaking news or stay on top of updates
Aly Johnson-Kurts @AlyJohnsonKurts 5h Will @presmcartney be our Valentine by committing to #divest? Let us know Feb. 14th!
#GlobalDivestmentDay
pic.twitter.com/qKTjCkAP8M

Divest Harvard @DivestHarvard 6h After 24hrs of sitting-in, we’re stronger than ever. Come to our Global Divestment Day rally TODAY, 3PM @ Mass Hall!
pic.twitter.com/SJFWv2gfC8

Aly Johnson-Kurts @AlyJohnsonKurts Let us know Feb. 14th!
#GlobalDivestmentDay
pic.twitter.com/qKTjCkAP8M
QUESTIONS?
COMMENTS? IDEAS TO SHARE?