


TWITTER 201

Emily Kirkland, Better Future
Project
@ERKirkland, @BetterFuturePro

Joel Wool, Clean Water Action
@JoelWool, @Cleanh2oMA

Thanks to: Emily Rochon,
Boston Community Capital,
@BoCoCapital

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





TWEETS 3,016 FOLLOWING 274 FOLLOWERS 7,816 FAVORITES 215 LISTS 1

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

🔗 gofossilfree.org

Tweets Tweets & replies Photos & videos

 Fossil Free retweeted

 **VSECoalition** @VSECoalition · 15m

Kicking of #vapowershift with the Virginia march for #d





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

Tweets

[Tweets & replies](#)

[Photos & videos](#)



350 Bay Area retweeted



AMAZON WATCH @AmazonWatch · 19h

UC Students Ask Chancellors to be "Theirs" this #VDay & Bre

Fossil Fuel Investments bit.ly/1FF0QWy

[@FossilFreeUC](#) [#divest](#)



4



2





TWEETS **2,223** FOLLOWING **1,998** FOLLOWERS **1,005** FAVORITES **222** LISTS **5**

Megan Montgomery

@meg_montgomery

Communications Director for Senator @JamieEldridgeMA. Journo at heart caught up in the high stakes game of #mapoli. I don't need Vogue, I have AP style.

📍 Boston, MA

🌐 senatoreldridge.com

🕒 Joined December 2009

Tweets Tweets & replies Photos & videos


 **Megan Montgomery** @meg_montgomery · Feb 12
 Snow swag from my hometown (don't know if we want to win this contest).
 #90inchesandcounting...
[instagram.com/p/zA3cDUJq34/](https://www.instagram.com/p/zA3cDUJq34/)

👤 1 ⭐ 1 ⋮

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/19Qo0

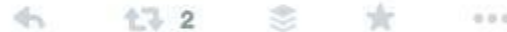
The Boston Globe

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





MassSolar @SolarIsWorking · Feb 13

Thanks for sponsoring community shared solar legislation! @RepJenBenson @TomCalterMA @RepJimCantwell #SolarIsWorking




[View more photos and videos](#)

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** @cindycreeem · Jan 30
Progress made as furniture cos phaseout toxic flame retardants. My bill bans toxic chemicals in furniture bit.ly/1Dfqm2M @CleanH2OMA


← ↻ 2 ≡ ★ 1 ...

 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

← ↻ 4 ≡ ★ 1 ...


THE FINE ART OF THE HASHTAG

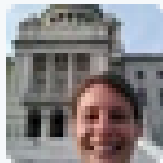
- In many cases, it's better to pick an existing hashtag rather than trying to invent a new one
 - Considerations: relevance, specificity, number of characters, longevity
 - How many hashtags is too many? (Hint: more than three is too many)
 - Case study: #S1225
- 

EXAMPLES OF HASHTAGS

- **#PutSolarOnIt**
- **#mapoli**
- **#JustRaiseTheCap**
- **#Solar**
- **#SolarIsWorking**



 Clean Water Action and 3 others follow



Emily @emerlyes · Feb 12

.@MassGovernor MA the second-biggest employer for #solar power!
bostonglobe.com/business/2015/... #solarisworking #justraisethecap

 Wendy L. Bell retweeted




Jamie Eldridge @JamieEldridgeMA · Feb 12

I just spoke on Senate floor about the \$3.3b in tax cuts that have mostly benefited the wealthy & big corps over the past 25 years #mapoli

4. HOW TO USE TWITTER TO SHARE YOUR SUCCESSSES



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**
- 



BetterFutureProject @BetterFuturePro · Feb 12

And we're off to the Nurses Hall to hear Tim @dechristopher and talk to our representatives.! #divestma



[View photo](#)



350 Massachusetts @350Mass · Feb 12

.@wenstephenson: the fossil fuel industry as we know it must end - or humanity will end. #divest #divestMA





HUDDERSFIELD QUAKERS




350 dot org @350 · 13h

BREAKING NEWS: Huddersfield Quakers #Divest as part of @FossilFree_UK Global Divestment Day!! bit.ly/1Av50jy

← ↻ 24 ★ 17 ...

HOW TO MAKE A MEME


- **Go to [PicMonkey.com](https://www.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
- 

From



Tweet

What's happening?

140

Tweet

Add Images

Schedule Tweet

Direct message

Stay open

User @BetterFuturePro

BetterFutureProject retweeted



Aly Johnson-Kurts @AlyJohnso... 5h
Will @presmccartney be our Valentine by committing to #divest? Let us know Feb. 14th! #GlobalDivestmentDay pic.twitter.com/qKTjCkAP8M



Details

BetterFutureProject retweeted



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



User @350Mass



350 Massachusetts @350Mas
This #ValentinesDay, follow #ClimatePickUpLines and #dumpfossilfuels. Here's a look at last year's highlights: storify.com/pragmactivist9...

Details



350 Massachusetts @350Mas
Reverend Fred Small leads cr song @DivestHarvard #divest pic.twitter.com/VuL7o2Vahi



Details

350 Massachusetts retweeted



Aly Johnson-Kurts @AlyJohnso
Will @presmccartney be our Valentine by committing to #divest? Let us know Feb. 14th! #GlobalDivestmentDay pic.twitter.com/qKTjCkAP8M



benkateema 4 days
I love her :)

benkateema 4 days
Thanks 4 coming 2 the Midwest bookshopg yesterday! We appreciate u. Praying 4 God and surrounding her with love & encouragement.

benkateema 4 days
Thanks for coming to the Midwest

DanielDecker 4 days
10-4. All good. Thanks.

JoelGeller 4 days
We got the fever's. Thanks much for your thoughts and prayers.

DanielDecker 4 days
Do I recall you having a pleasant ride for Westview? Might be pushing a chair through that.

MargaretDrump 4 days
Thanks for following Michael. I guess you have your hands full with 3 daughters. I know so, I'm the youngest of 4 good kids!

genda7133 4 days
Mr. Hyatt, thanks for publishing Blue Like Jazz. I changed my life! <http://bit.ly/13h2t0u>

davidtheama 4 days
Just wanted to say thanks again for being there yesterday. Your visitation is way way up there. As is your thinking!

LindsayMuller 4 days
I'm on it. Praying for you all!

BethHarold 7 days via Facebook
@MichaelHyatt @DuffKessell @Doree @Doree @MichaelHyatt <http://bit.ly/13h2t0u> <http://bit.ly/13h2t0u>

DavidLorch 7 days via Facebook
According to @David, he influenced by @DuffKessell @Doree @Doree @MichaelHyatt <http://bit.ly/13h2t0u> <http://bit.ly/13h2t0u>

christopham115 7 days via Facebook
@MichaelHyatt wow! Did a not get the in fight huh??

epell 7 days via Facebook
@MichaelHyatt As a former fight attendant for 1/2century, I can assure you that just as many people care as don't. <http://bit.ly/13h2t0u>

swellhead 7 days via Facebook
@MichaelHyatt infat

awilliams16 7 days via Facebook
@MichaelHyatt haha, the final destination is what wife interested at

BrendaBlack 7 days via Facebook
@MichaelHyatt Seems like the one thing you DO need to know is that the pilot left following your Twitter feed at the moment... :)

ChristyLilwood 7 days via Facebook
Always wondered that RT @MichaelHyatt do we really need to know our attitude and the route the plane is taking? #du/Don'treadthatnow

gilltwain 7 days via Facebook
@MichaelHyatt Actually, attitude must be important information. 33,000 tweets "a lot" better than 53 that #du/reading

shawneda

MichaelHyatt 7 days via Facebook
I can not wait to get home to see @DuffHyatt. I am counting the minutes!

MichaelHyatt 7 days via Facebook
RT @DuffHyatt: 3 hours remain to donate to @du/Don'treadthatnow. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

windyapradin 7 days via Facebook
RT @DuffHyatt: 3 hours remain to donate to @du/Don'treadthatnow. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

windyapradin 7 days via Facebook
RT @DuffHyatt: 3 hours remain to donate to @du/Don'treadthatnow. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

MichaelHyatt 7 days via Facebook
RT @DuffHyatt: 3 hours remain to donate to @du/Don'treadthatnow. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

MichaelHyatt 7 days via Facebook
Note to our pilot: do we really need to know our attitude and the route you are taking? #du/Don'treadthatnow

MarileeHyatt 7 days via Facebook
It has been so good to be home this weekend for fall break.

MichaelHyatt 7 days via Facebook
Leaders usually go through 3 stages in adopting new communication technologies, including Twitter. <http://bit.ly/13h2t0u>

MichaelHyatt 7 days via Facebook
It case you missed it earlier... "New Social Media Saved a Movie" <http://bit.ly/13h2t0u>

MichaelHyatt 7 days via Facebook
It case you missed it earlier... "New Social Media Saved a Movie" <http://bit.ly/13h2t0u>

windyapradin 7 days via Facebook
Great tour of @DuffHyatt's home! It's gonna be SO cool! Amazing being out and seeing brand leaders through books. Opening soon! Stayed tuned!

JoelGeller 7 days via Facebook

MichaelHyatt 7 days via Facebook
I can not wait to get home to see @DuffHyatt. I am counting the minutes!

MichaelHyatt 7 days via Facebook
RT @DuffHyatt: 3 hours remain to donate to @du/Don'treadthatnow. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

MichaelHyatt 7 days via Facebook
Note to our pilot: do we really need to know our attitude and the route you are taking? #du/Don'treadthatnow

FlowerDust 7 days via Facebook
Anyone have any favorite premium Wordpress themes suggestions that are mostly just content-based without being overwhelming or too boring?

RandyEliud 7 days via Facebook
Listening to @DuffHyatt's "Winter Snow" while working in the snow of the season. @ <http://www.1010radio.com> <http://www.1010radio.com>

realAriseEliud 7 days via Facebook
RT @DuffHyatt: Great lunch @ Franklin Wendell with @DuffHyatt and @DuffHyatt. Blessed by both! #friends

Deborah 7 days via Facebook
Great tech report from my friend that getting all things Apple up 2 date & running well. More time consuming than expected but good 2 B done

MichaelHyatt 7 days via Facebook
Leaders usually go through 3 stages in adopting new communication technologies, including Twitter. <http://bit.ly/13h2t0u>

RandyEliud 7 days via Facebook
He at Mother's Steps in Buena Vista, CO. Members Meet w/ @DuffHyatt @DuffHyatt @DuffHyatt @DuffHyatt <http://bit.ly/13h2t0u>

RandyEliud 7 days via Facebook
He at Mother's Steps in Buena Vista, CO.

QUESTIONS?
COMMENTS? IDEAS TO
SHARE?

