


# TWITTER 201

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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](http://gofossilfree.org)

Tweets   Tweets & replies   Photos & videos

 Fossil Free retweeted

 **VSECoalition** @VSECoalition · 15m

Kicking of #vapowershift with the Virginia march for #dl





## 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](http://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 & Break Fossil Fuel Investments [bit.ly/1FF0QWy](http://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](http://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](http://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/...](http://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/...](http://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](https://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

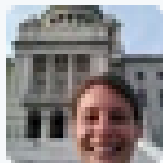
- In many cases, it's better to pick an existing hashtag rather than trying to invent a new one
  - Considerations: relevance, specificity, number of characters, longevity
  - How many hashtags is too many? (Hint: more than three is too many)
  - Case study: #S1225
- 

# 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/...](http://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



350  
MA



# HUDDERSFIELD QUAKERS




350

350 dot org @350 · 13h

BREAKING NEWS: Huddersfield Quakers #Divest as part of @FossilFree\_UK Global Divestment Day!! [bit.ly/1Av50jy](https://bit.ly/1Av50jy)

← ↻ 24 ★ 17 ...

# HOW TO MAKE A MEME

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



Direct Message (Inbox) | Mentions | @MichaelHyattfamily | @MichaelHyattfamily's friends

**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>

**davidtheema** 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 @Dorene @Dorene @MichaelHyatt <http://bit.ly/13h2t0u> <http://bit.ly/13h2t0u>

**DavidLorch** 7 days via Facebook  
According to @David, he influenced by @DuffKessell @Dorene @Dorene @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 Luffman, I can assure you that just as many people care as don't. <http://bit.ly/13h2t0u>

**swellhead** 7 days via Facebook  
@MichaelHyatt infat

**dewittblaine** 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 plot left following your Twitter feed at this 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? #dufKessellknow

**gilltwan** 7 days via Facebook  
@MichaelHyatt Actually, attitude must be important information. 33,000 tweets "a lot" better than 53 that #dufKessell

**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 @dufKessell. 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 @dufKessell. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

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RT @DuffHyatt: 3 hours remain to donate to @dufKessell. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

**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 5 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 @dufKessell. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

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RT @DuffHyatt: 3 hours remain to donate to @dufKessell. 4000 people have raised over \$118,000. Join us -> <http://bit.ly/13h2t0u>

**MichaelHyatt** 7 days via Facebook  
Note to our plot: do we really need to know our attitude and the route you are taking? #dufKessellknow

**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?

**RandyElrod** 7 days via Facebook  
Listening to @DuffHyatt's "Winter Snow" while working in the snow of the season. @ <http://www.org>. Arise Retreat @ <http://www.org>

**realAriseRetreat** 7 days via Facebook  
RT @DuffHyatt: Great lunch @ Franklin Wendell with @DuffHyatt and @DuffHyatt. Blessed by both of them!

**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 5 stages in adopting new communication technologies, including Twitter. <http://bit.ly/13h2t0u>

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

**RandyElrod** 7 days via Facebook  
He at Mother's Steps in Buena Vista, CO

QUESTIONS?  
COMMENTS? IDEAS TO  
SHARE?

