



Using Social Media—Twitter

Twitter is a way to engage the public in a conversation, build connections, and promote awareness of your organization, its goals, activities, public profile. Twitter is communication in real time.

- 1. Create an account:** Go to twitter.com/signup or download the app to your phone to get started. Decide on your username or “twitter handle”, then complete your profile and add a photo. This is how people will find you and follow. The more followers you have, the greater the chances of amplifying your message. Your Twitter page background image adds interest. Use #hashtags or identifying phrases which would appeal to potential followers.
- 2. Find people/organizations:** Use the search function to look for people you know, elected officials, media figures, organizations you like and click the “follow” button to subscribe to their feed. Consider following people who retweet or “like” your tweets. As you become more active, Twitter will send you suggestions based on your interaction with the site.
- 3. Check Twitter/your timeline:** Log in to your homepage to check for messages. Click on links to articles, images, videos, or #hashtags sent with the tweet. Retweet the messages you would like to amplify by clicking on the arrows under the tweet. Add your own comments by selecting “quote...”.
- 4. Start Tweeting:** A Tweet is a message containing 140 characters or less, used to tell your followers what you care about, to increase awareness. Click on the blue feather pen to open a box or click in the “What’s happening?” space, and compose your message. Share or copy/past to add images, videos, articles with links to further explain your message.
- 5. Connect with others:** Mention the names of other users or use hashtags to engage others, start conversations, amplify messages. Include the twitter handle of persons whose attention you wish to attract. For example, “Saw @annejonesmn at the #PNHP White Coat rally today at the Capitol.” To increase the number of people who see this exchange, put a period in front of the .@ symbol. Use the # symbol, no space, with key words, to call attention to a subject that will appeal to like-minded people on Twitter. Examples are: #HealthCareForAll #RestoreTheVote. Legislators follow #mnleg. Include hashtags in your Tweets to reinforce subjects of your choice.
- 6. Get fancy:** Explore the site’s advanced features, include information in your tweets, reply.