

Twitter 101

About

Social media network popular with influencers like public officials, journalists/news media organizations, nonprofits and corporations.

Best for:

1. Engaging with journalists
2. Political actions - engaging with legislators
3. Bargaining actions - engaging with district, school board

Best practices

- Posting frequency: Daily if possible, but no less than a couple times/week
- Posting times: Depends on your audience (journalists - the earlier in the day, the better ... public - after work hours) or if you're timing your tweets to a specific event or action.
- Again, vary your content:
 - *Images*
 - *Videos*
 - *Links to articles or resources*
 - *Events*
- Try to have an image or video w/your post if possible (more engagement)
- Post length: the shorter the better (280 character limit)

Organizing tools

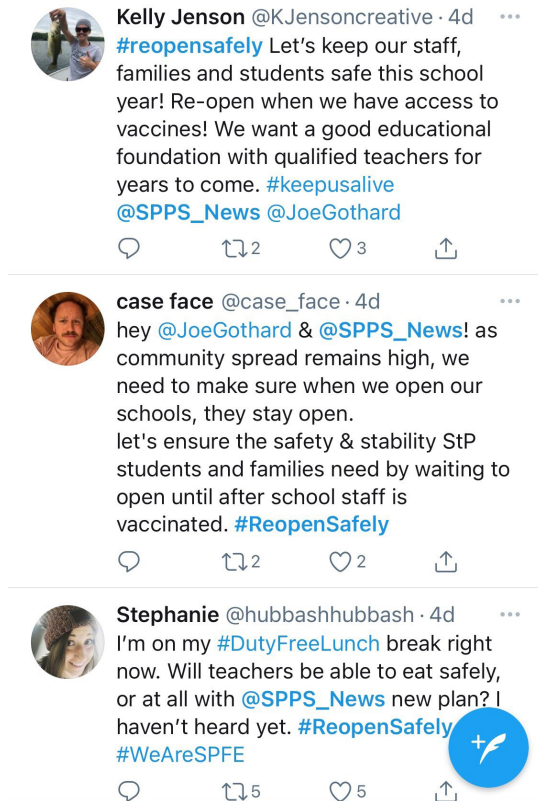
Hashtags

- Use to target tweets at a particular audience or around a particular issue, or to bring awareness to an organizing campaign.
- No more than 3 per post suggested ... the shorter the better.
- Examples:
 - *#mnleg - for all state legislative posts*
 - *#edmnvotes - for all EdMN political/election posts*
 - *#wemakemn - for the state revenue campaign to tax the rich*



Tweetstorms/Twitterstorms

- Use to create a sudden influx of tweets around a certain issue or event at a scheduled time (i.e. during a board meeting or legislative hearing). Tweets can be written ahead of time and disseminated to members for posting.



Questions? Contact us!