Twitter as a Tool for Advocacy

WHY TWITTER?
- Up-to-the-minute news
- Engage directly with legislators, journalists, advocates and the community-at-large

WHO IS ON TWITTER?
According to Pew Research Center,
- 326 million users every month
- 40% of U.S adults between 18-29 years old. 27% of 30-49 year olds.
- 26% of Black internet users (24% White and 20% Latinx)
- Over 70% of journalists see Twitter as a valuable tool for engagement
- The majority of legislators/representatives: transparency and feedback

FIRST STEPS ON TWITTER
1. Set up your Twitter profile! (name, profile picture, banner photo, bio)
2. Find your voice/Twitter personality
3. Introduce yourself!
4. Build your Twitter community

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TWITTER TERMINOLOGY

Tweet: a 280-character message
Retweet (RT): Tweeting another Twitter user’s tweet
Hashtag (#): Indexing of keywords
Follow: Subscribing to another Twitter user’s tweets
Follower: Another Twitter user subscribing to your tweets
Trending: The most popular words, phrases or hashtags being used in tweets at that time for the selected geographic area
Direct Message (DM): 280-character private message to a follower
@: Symbol used to identify a Twitter user i.e @SarahShimazaki
Reply: A tweet-back or response to another Twitter user
Lists: A way to organize favorites or similar Twitter users you are interested in
Pinned: Marked tweets that will always appear at the top of your profile
Promoted: Sponsored posts

BUILDING YOUR TWITTER COMMUNITY: WHO TO FOLLOW?

1. Partner organizations and allies
2. Your elected officials
3. Thought leaders and influencers in your space
4. Reporters

TWITTER BEST PRACTICES

• What to tweet:
  o 1/3 share content (photos, ideas, statements, articles, blogs, etc.)
  o 1/3 retweets (amplify partners work, retweet tweets that suit your audience)
  o 1/3 converse (pose questions, respond to comments, engage in conversation)
• Consistency is key: consider posting at least once a day
• Tweets with visuals receive 150% more retweets
  o Image associated with link (not always a guarantee the image will appear)
  o Photo straight from mobile device
  o Simple graphic combining photo and text (you can use intuitive graphic design tools like Canva or PicMonkey)
Screenshots of the content you are sharing, if an image is not readily available (i.e. surveys, blogs, etc.)

- Get creative! You can also embed GIFs, memes and videos into a tweet.

- **Celebrate victories!** In our current age of constant distressing and frustrating news, people are hungry for wins—big and small. Be sure to update your audience about a historic event, significant achievement or small victory.

- **Make us laugh:** Don’t be afraid to use a little humor in your tweets!

- **Connect to our shared humanity:** center people’s stories and voices first

- **The art of the hashtag:** keep it short and simple. Use no more than 3 hashtags in a tweet and no more than 4 words when creating a hashtag (i.e. #GetOutTheVote)

- **Finding relevant hashtags:** To find trending hashtags relevant to a particular issue, use tools like Hashtagify.

- **Less is more:** use less #hashtags, less @tags, less characters than you’d think!

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**JOIN THE CONVERSATION**

**REACHING OUT TO: LEGISLATORS**

- Ask them to take a specific action
- Thank them for doing good
- Use hashtags they follow: (i.e. #WAleg for Washington state legislature)

**REACHING OUT TO: REPORTERS**

- Engage with them early
- Ladder of engagement to build a relationship: follow, retweet, tag, comment, direct message (not all in one day!)
- Learn where they want to receive pitches

**REACHING OUT TO: SUPPORTERS**

- Call them to online and offline action
- Celebrate your successes
- Say “thank you.”