



TIPSHEET | March 2019

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

CONTACT

Sarah Shimazaki
Program Coordinator
sarah@resource-media.org
www.resource-media.org



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:**
 - 1/3 share content (photos, ideas, statements, articles, blogs, etc.)
 - 1/3 retweets (amplify partners work, retweet tweets that suit your audience)
 - 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**
 - Image associated with link (not always a guarantee the image will appear)
 - Photo straight from mobile device
 - 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!

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."