

USING TWITTER FOR ADVOCACY

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WHY USE TWITTER TO ADVOCATE?

- *estimated one billion unique visitors a month
- *easy way to stay up to date with events in real time
- *creates a community of like-minded users

IF YOU ARE BRAND NEW TO TWITTER:

- *first, download the app from your app store – it is free
- *think about your reasons for using Twitter – personal? professional? both? Do you need a disclaimer like “all opinions are personal”?
- *carefully choose your user name – it becomes your online Twitter identity!

How to sign up for a new account

1. Open the app and tap **Sign up**.
2. You will be guided through our sign up experience and prompted to enter information such as your name and email address.
3. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
4. If you provided a phone number while signing up, we will immediately send you an text message with a code so we can [verify your number](#).
5. Learn how to [customize settings](#) for your new account.
6. Learn how to [manage multiple Twitter accounts](#) through your app.

CUSTOMIZE YOUR PROFILE

- *think about your **profile photo** – does it convey a professional look? (recommended dimensions 400x400 pixels)
- *consider your **header photo** – what message does it send? (recommended dimensions 1500x500 pixels)
- *go here for more tips and advice from Twitter on customizing your profile - <https://help.twitter.com/en/managing-your-account/how-to-customize-your-profile>

BEFORE YOUR FIRST TWEET

- *spend some time reading tweets – become familiar with content and methods of writing, which is not necessarily “correct grammar” – this developed because of the original limitation of 140 characters per tweet – that limitation is gone, but the method continues
- *look at groups, people with whom you are familiar to see how they tweet
- * ideas are: @aafcs, @aafcsCO, @IFHE_HomeEC, @NationalFCCLA, @DrRoxi (IFHE-US president, Roxie Godfrey), @MissJonesFACS (Heather Jones, AAFCS Natl Teacher of Year), @moneytalk1 (Dr Barbara O’Neill), @carolwerhan, or @djnfacs83 (guess who?)

How to Tweet

1. Type your Tweet into the **compose box** at the top of your Home timeline, or click the **Tweet** button in the navigation bar.
2. You can include up to **4 photos**, **a GIF**, or **a video** in your Tweet.
3. Click the **Tweet** button to post the Tweet to your profile.

*unlike FB, tweets cannot be edited, only deleted – **BE SURE TO PROOFREAD YOUR TWEET BEFORE SENDING!**

USING HASHTAGS

- *Hashtags are a way to attract attention to and help categorize your tweet
- *If enough people use the same hashtag in a short amount of time, it might be “trending topics” on Twitter – kind of fun – we got to #1 using #2016IFHE in Korea!
- *#SayYestoFCS is a hashtag FCS professionals use a lot! 😊
- *Hashtags can be included anywhere in a Tweet, not just at the end
- *if you are creating your own hashtag, check to see that it isn’t being used for something else already

Tips for using hashtags

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet.
- We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.
- Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.

USING TWITTER FOR ADVOCACY

- *consistently use hashtags like #AAFCS, #SayYestoFCS, #FCSsuccess, #FCSed or #FCSfit
- *Tuesday is most active Twitter day, followed by Wednesday and Friday
- *timing matters – most people check their Twitter accounts when they first get to work, at lunch time and/or near the end of their work day
- *retweeting is how Twitter users share interesting tweets and get others to follow them
- *by replying to bloggers’ or reporters’ tweets with FCS connections and hashtags, you help them learn why FCS is important!

SOURCES

- *Twitter.com – the “help center” has a ton of help at your fingertips – it’s amazing!
- *National Education Association
- *personal experience 😊