

TWITTER POSTING GUIDE FOR STATE AND LOCAL LEAGUES

Like Facebook, Twitter is a great way to engage with the public and our members. But it is also a good way to interact with the media, key opinion leaders and our organizational partners. Through your Twitter feed, you can share all of the wonderful work you are doing, elevate the work of other Leagues who are on Twitter, and form relationships with others working on the same issues as the League. Twitter should be viewed as a tool to help you engage with your supporters where they are.

Twitter's hallmark is that posts are limited to 140 characters. It is remarkable how short that is *and* how much can be communicated. It is also important to understand how quickly Twitter moves. Unlike Facebook, tweets are not weighted based on interactions; they stream in real time, and can be pushed down a user's feed quickly. This means that you can and should tweet more frequently than you would post to Facebook. You can also repeat content in order to bring it back to the top of a user's feed.

Unlike Facebook, Twitter does not easily allow for dialogues to develop. While users can reply to your tweets or retweets and add their personal comments to your tweets, the nature of Twitter is to push out information and ideas in real time.

GOALS

Because Twitter differs from Facebook in some important ways, most notably, the length of posts and the continuous flow of information, your strategy will be different. But your goals should be similar –

- Highlight your impact
- Share information on priority issues
- Elevate the good work Leagues across the country are doing
- Engage with others working on priority issues

CONTENT

Once you jump into social media, you'll realize that finding content isn't that much of an issue. You're already reading relevant articles and getting updates from your League, other Leagues and the national office that can be shared easily. On Twitter, you can start by highlighting the same resources, articles, photos, actions, etc. that you promote on Facebook. You can also promote additional resources and articles solely on Twitter. Since tweets get pushed down and the flow of information is constant, you don't risk overwhelming your audience in the same way as you do on Facebook. So, have you already shared a few good posts on Facebook, but now found another interesting article? Post it to Twitter!

Like Facebook, it is important to include links, and likewise, you will want to share materials and resources that direct users a) back to your website or b) to other state/local League websites or Facebook pages, and c) to articles that quote/cite the work of LWVUS or state/local Leagues. On each of your tweets, add relevant hashtags to make sure your tweets enter into broader conversations happening on Twitter. This increases the likelihood that they'll be seen by those



who do not already follow you. Through third-party applications like [Hootsuite](#), you can set up automatic posts from RSS Feeds.

You should retweet other Leagues, particularly those in your area. They are often sharing content and news relevant for your League, so don't reinvent the wheel. Additionally, share materials or resources from your coalition partners or interesting articles that do not directly cite the League, but focus on a priority issue. By sharing others' content, you build goodwill and are seen as not just shamelessly self-promotional.

Types of content can include –

- News articles quoting or citing your League or other Leagues
- News articles on priority issues
- Blog posts by your League, other Leagues, and partner organizations
- RTs of other Leagues or partner organizations
- Press Statements
- Photos/Videos
- Political Cartoons
- New resources from your League, other Leagues, or partner organizations
- Action items

PROMOTION

Once you create a Twitter account, you need followers! Make sure to include links to your Twitter account in your newsletters and e-communications, on your website, on Facebook and through word-of-mouth. Announce it at meetings and ask your members to sign-up and follow you.

FREQUENCY & STAFFING

The live nature of Twitter generally means you can't tweet too little or too much. It'd be great to start off tweeting a few times a week with the intention of increasing your presence over time, but it's okay if you tweet infrequently and in bursts. Maybe you only want to tweet from events. That's a great start!

It is up to your League to figure out what works best for you in managing your Twitter account. Do you have members who love social media? This is a perfect responsibility for them. Perhaps others can help identify content to highlight. If you don't have an obvious staff choice, you could rotate the responsibility to see if certain members are more adept: Do they get more interactions and followers? Do they have more time to devote to it? Do they realize they enjoy it?

A great place to start is to gather what you know is coming up and create a social media calendar. This way, whoever is managing the account knows about different events or press hits that are in the works and can make sure to highlight them appropriately. You could also split these responsibilities among members who are attending various events. If members have their own personal Twitter accounts, they can tweet from events and your League account can retweet them.

LIVE TWEETING

When attending events such as press conferences, Convention, public meetings or debates, you can live tweet. This means sharing content in the moment, as it occurs. To live tweet, share photos, quotes, statistics or other information that you find particularly compelling as it happens at the event. Many public events now encourage attendees to live tweet; they offer a hashtag in advance for that purpose. You should follow this hashtag to see what others are sharing, and retweet from there. It'll be a great way to connect with others in attendance and gain new followers and supporters. It is also a handy way to share what is happening with those unable to attend in person.

In addition to live tweeting from events, you can also live tweet from afar. It is particularly easy if an event is streaming online. But even if it isn't, if you know what time an event is occurring and you know the hashtag, you can break down a press statement or resource you have on the topic into tweet sized chunks and disseminate it throughout the course of the event.

When you host events, like Council or a debate, you can create your own hashtag, so that attendees can participate in an online conversation during the event. This enables attendees to amplify the good messages they're taking away from the meeting and share them with their followers who were unable to attend.

OUTREACH TO JOURNALISTS & BLOGGERS

Twitter is also a place where you can engage with key opinion leaders, journalists, and others. Many organizations now target reporters on Twitter because it can be easier to reach them. Reporters often manage their own Twitter accounts and are on them almost non-stop. They're not only sharing their work and thoughts on the news of the day, but also sharing personal moments and anecdotes with their followers. This means that if you have a press statement, action or new resource that you want to make sure certain reporters or key opinion leaders don't miss, you should be pursuing them on Twitter in addition to your traditional methods.

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