

# Tweet for Change

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# About Us

Uptown Studios has been a creative source since 1992.

We are a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training. We do not outsource our work – it is done by our team in Sacramento, California.

**Visit our website to find out more about us.**

**[UptownStudios.net](http://UptownStudios.net)**



# Discussion Points

- What is Twitter?
- Why use Twitter for advocacy?
- How it works
- Ways to influence and engage
- Examples of an influential post
- Get tweeting!

# What is Twitter?

- Fast paced micro-blog
- Breaking news
- Platform to connect and influence decision makers including legislators that make decisions on your practice.



# Why Twitter?

- Access to legislators, key players, advocates
- Transparency
- Real-time conversations

*“Of the 7,383 state legislators in the United States, 35 percent, or 2,622 had a Twitter account at the start of 2014. Usage increases with every election cycle.”*

-Reuters.com, Twitter use on the rise in #statecapitals, January 2014  
<http://blogs.reuters.com/great-debate/2014/01/07/twitter-use-on-the-rise-in-statecapitals/>

# Twitter Glossary

- **Tweet** – A Tweet may contain photos, videos, links and up to 140 characters of text.
- **@** - The @ sign is used to call out usernames in Tweets: “Hello @CaliforniaNP!” People use your username to mention you in Tweets, send you a message or link to your profile.
- **@username** – A username is how you’re identified on Twitter, and this is always preceded immediately by the @ symbol. Also referred to as a “handle.”
- **# Hashtag** – A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you’ll see other Tweets containing the same keyword or topic.

# Twitter Glossary (cont.)

- **Mention** – Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your username was included.
- **Like** – Tap the heart icon to like a Tweet and the author will see that you appreciate it.
- **Retweet** – A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.
- **Reply** – A response to another user’s Tweet that begins with the @username of the person you’re replying to is known as a reply. Reply by clicking the “reply” button next to the Tweet you’d like to respond to.



# Twitter Glossary (cont.)

- **List** – From your own account, you can create a group list of other Twitter users by topic or interest. Twitter lists also contain a timeline of Tweets from the specific users that were added to the list, offering you a way to follow individual accounts as a group on Twitter.
- **Timeline** – A timeline is a real-time stream of Tweets. Your Home stream is where you see all the Tweets shared by your friends and other people you follow.
- **Follow** – Subscribing to a Twitter account is called “Following.”

**For a complete list of Twitter terms go to:**

[www.support.twitter.com/articles/166337](http://www.support.twitter.com/articles/166337)

# How you can be an influencer

- Who you can influence – find them on Twitter
- How to be an influencer on Twitter
- Get your friends to follow

# How to engage

- Post regularly
- Craft messaging with strong calls to action
- Follow and engage with relevant hashtags (ex. #CANPsLead, #CANP39th)
- Tag all messages, photos, updates
- Be SOCIAL!

# Legislative Meetings



**CANP** @CaliforniaNP · Mar 10

SF Bay Area/Golden Gate Chapter-Sen Jerry Hill hosts "Java with Jerry" Friday at 9am Madhouse Coffee 401 Visitation Ave Brisbane #CANPsLead



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**CANP** @CaliforniaNP · Mar 10

South Bay Chpt-Join @AsmPatODonnell's and @isadorehall's "coffee and conversation" Saturday at 9am Sirens Java and Tea San Pedro #CANPslead



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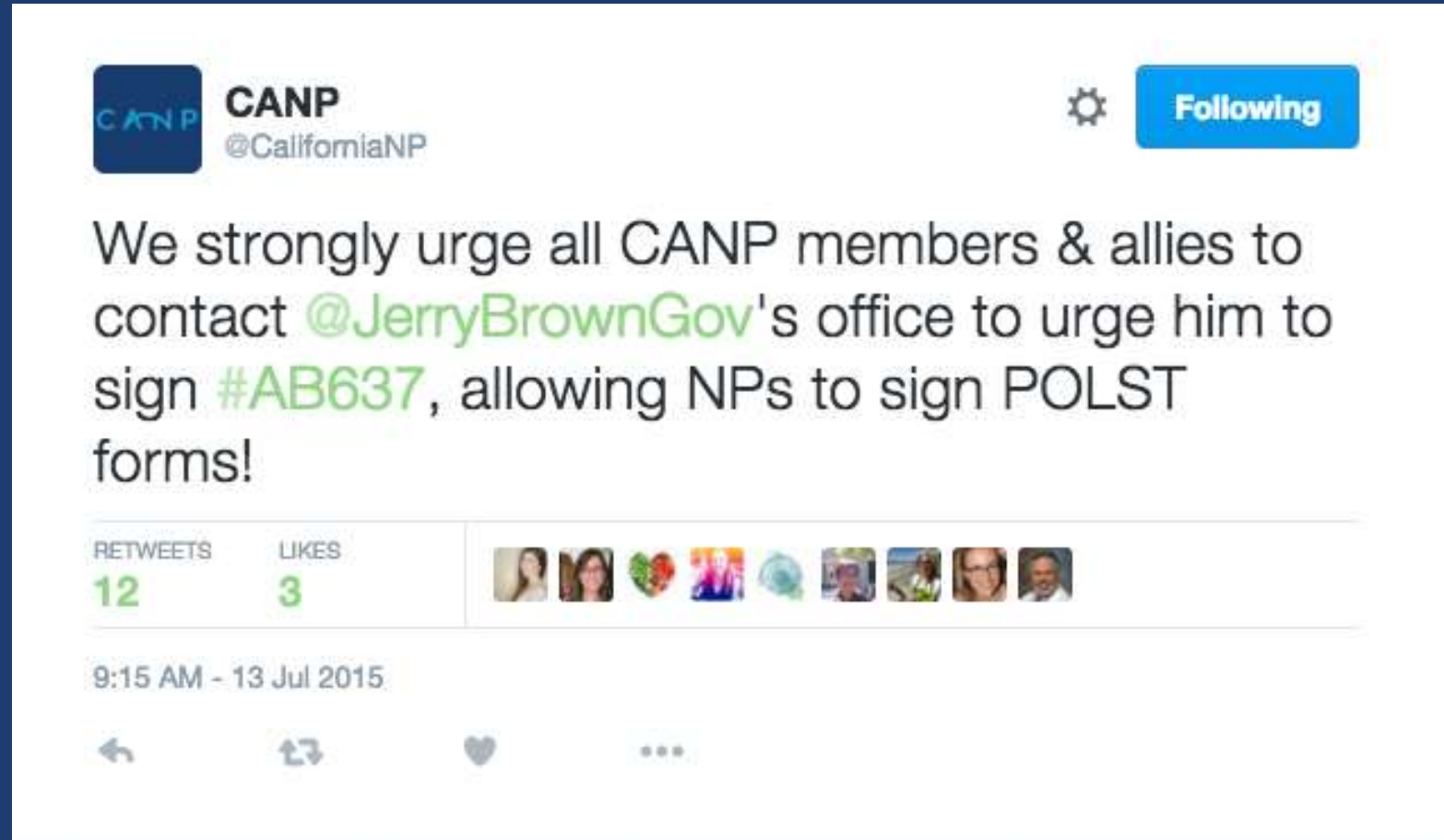


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WWW.TWITTER.COM/CALIFORNIANP

# Influence Decision Makers



WWW.TWITTER.COM/CALIFORNIANP

# Tools

- Lists
- Follow, engage, follow
- Engage friends, coworkers
- Automatic scheduling tools: Buffer, Hootsuite

# Get tweeting!

- Download Twitter app
- Signup for Twitter handle
- Set up profile with photo and description
- Send your first tweet to @CaliforniaNP
- Use #CANP39th and #CANPsLead to join the conversation!