

Tweeting: How to do it?:

1. Go to twitter.com and follow instructions to create a free account, add a good picture of yourself to your profile. Make your description of yourself interesting to others so they know why they should follow you, eg, your interests, expertise, etc). Add your Twitter ID to your Facebook or Instagram account so they cross reference.

2. Learn twitter terminology -

tweet - something you post

retweet aka RT - reposting something someone else has already tweeted (effective to help news go viral)

trending topics aka TT - topics being discussed by many users simultaneously

favorite (a verb) - click the star to “like” a tweet and recognize the sender

twitter handle aka username - begins with “@” and may be someone’s actual name or a part of their name or something altogether different and catchy (eg, I am “@matteocnm”, CNMA is “@CalMidwives”, ACNM is “@ACNMmidwives”

hashtag aka # - use the hashtag symbol (#) before a relevant keyword or phrase to categorize your Tweets and help them show more easily in Twitter searches.

Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag (eg, we will no longer use #AB1306 since that bill is gone; this year we will use #AB1612 to help us connect with others who are tweeting about our new bill or want to know more about it). Twitter suggests limiting yourself to a max of 2 #'s per tweet. You can search keywords by typing them into the Twitter toolbar to see who is tweeting about the keyword.

Google Keyword Tool aka Keyword Planner - if you are really into targeting your message or audience, use this to find the keywords or phrases that are important to you (eg, #midwives, #removesupervision, #access4CAwomen (I made the 2nd 2 up!))

3. Explore who is on twitter and that they are saying

use the search function to look up a name, but sometimes you need to know the person’s “twitter handle”

legislators will often have their twitter handles on their websites

handles are sometimes intuitive and sometimes not

if you don’t know someone’s handle you can sometimes get their attention by making them a “hashtag”

4. Follow friends, supporters, organizations, etc, that interest you. This is the BEST way to get others to follow you.

5. Start tweeting! You can tweet from your phone or your computer via the web. Use 140 characters or less to Tweet original content or summarize and curate news or content you have seen elsewhere (twitter tallies your characters and let’s you know when you are going over). Retweet what others post. Favorite items. Start following others and see who follows you!

6. start your RT w/ a handle This makes sure the person will see you and others following them may as well.

7. Attach a picture or article to get more noticed!