

# Twitter Basics

# Trainers

# Agenda

- context
- get started
- time to tweet
- build a twitter following
- homework
- questions

# Goals

## by the end of this session, you will...

Understand why Twitter is the most effective social media platform for virtual advocacy

&

Learn how to use Twitter, and how it fits in to your advocacy toolbox

# why twitter

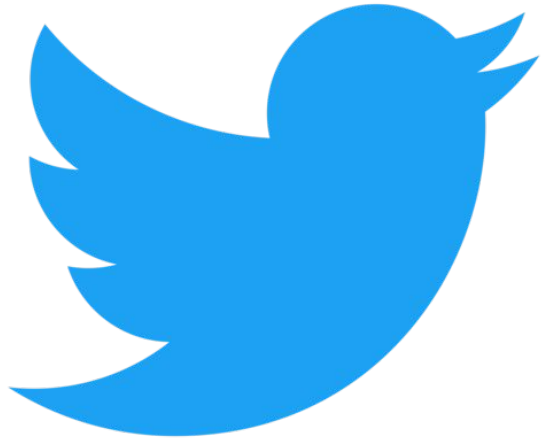


- Friends and family
- Both short and long posts work well
- Conversation starters
- Small advocacy reach



- Photos + videos are important
- Easy to use & great for those who are new to social media
- Medium advocacy reach using a public profile

# why twitter



- 280 character limit
- Twitter moves fast
- furthest reach for advocacy and new audiences

# Get started

# sign up

- Download the app on your phone or visit Twitter.com on your computer
- Enter info like your name and email address
- Create a Username/Handle (fewer than 15 characters)



**See what's happening in  
the world right now**

**Join Twitter today.**

**Sign Up**

**Log in**



# profile

## Profile Building Checklist

- Banner Image
- Profile Picture
- Name
- Bio
- Location



The screenshot shows a social media profile for Sheneé Johnson. The banner image at the top features the text "THE MOVEMENT TO END GUN VIOLENCE" in large, bold, orange and blue letters. Below the banner is a circular profile picture of Sheneé, a Black woman with long dark hair, wearing a red t-shirt that says "MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA". To the right of the profile picture is a blue button that says "Edit profile". Below the profile picture, the name "Sheneé" is displayed in bold, followed by the handle "@Shenee\_Johnson". The bio reads: "Mother, survivor, community activist, volunteer with @MomsDemand, speaker, and @Everytown Fellow. All opinions are my own. She/her." Below the bio, the location "New York, USA" and the date "Joined October 2009" are shown. The profile also displays "995 Following" and "1,539 Followers". At the bottom, it says "Followed by lisa hendricks, Moms Demand Action, and 2 others you follow" with small profile icons.

**THE MOVEMENT TO END  
GUN VIOLENCE**



**Sheneé**  
@Shenee\_Johnson

Mother, survivor, community activist, volunteer with [@MomsDemand](#), speaker, and [@Everytown](#) Fellow. All opinions are my own. She/her.

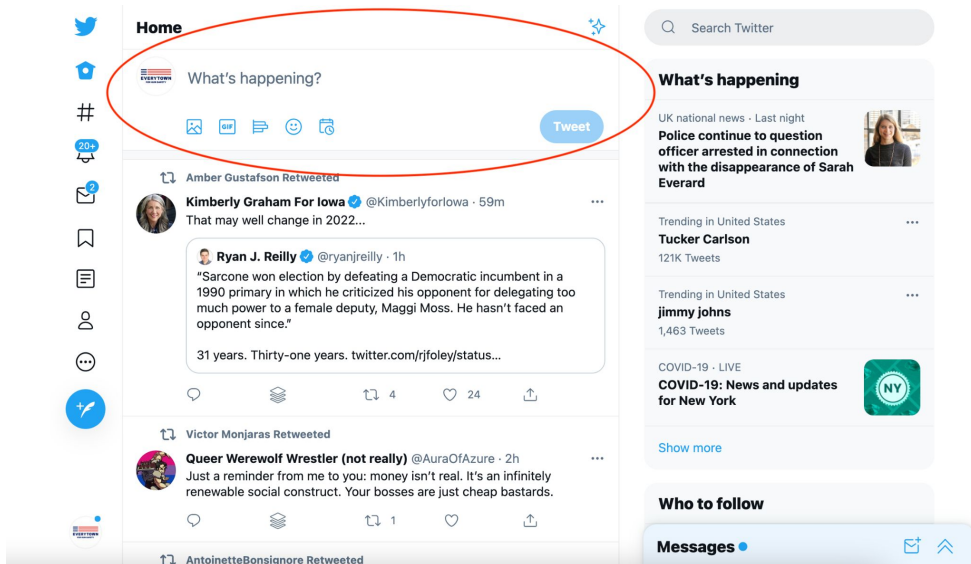
📍 New York, USA 📅 Joined October 2009

995 Following 1,539 Followers

 Followed by lisa hendricks, Moms Demand Action, and 2 others you follow

# homepage

## computer



## mobile



# Time to tweet!

# twitter

## 5 things that make a great tweet!

- interesting photo
- good writing
- makes an ask
- shows action
- tells a story

As a [YOUR STATE] @MomsDemand volunteer, I #WearOrange on National Gun Violence Awareness Day today to honor survivors and bring attention to this crisis that steals more than 110 lives and wounds 200 more each day. Learn more at [wearorange.org](https://www.wearorange.org). @Everytown



# @mentions



**Katie Hathaway** 🌟 @khathaway1 · May 2  
Jax @MomsDemand volunteers are excited to partner with @LISCJax & @ewctigers this National Gun Violence Awareness Day - June 3rd & #WearOrange weekend!

Pledge to honor with action & join us on June 4th!  
❤️ [bit.ly/JaxWearOrange](https://bit.ly/JaxWearOrange) ❤️



**Patricia Boe**  
@RestingBoeFace

Took part in 2 #WearOrange events today! Thanks to @SenDaveMin for meeting with @MomsDemand, @wave4all & other Orange County gun violence prevention groups. Then had an amazing virtual meeting with CA @Everytown volunteers to honor all the lives stolen & impacted by gun violence.





# #hashtags



# tools in your photography toolbox

- **Clean** your camera lens
- Find nice **lighting**
- Capture all things **branded**
- Consider what's in your **background**
- When possible- **show action**
- You can always **crop** your image before posting



# lighting





# example

## THE PERFECT Wear Orange TWEET

- 1 Attach an **IMAGE** such as a selfie or a COVID-19 compliant photo with Wear Orange and/or Moms branding
- 2 Include your location
- 3 **MENTION** @MomsDemand
- 4 Use #WearOrange **HASHTAG**
- 5 **TAG** @Everytown in your image or tweet



# Build a twitter following

# retweets

## retweet



## quote tweet



# followers



Follow

**Everytown** ✓

@Everytown Follows you

Everytown for Gun Safety is a movement of Americans working together to end gun violence and build safer communities.

🔗 [Everytown.org](https://Everytown.org) 📅 Joined February 2011

8,508 Following 248.8K Followers



Following

**Everytown** ✓

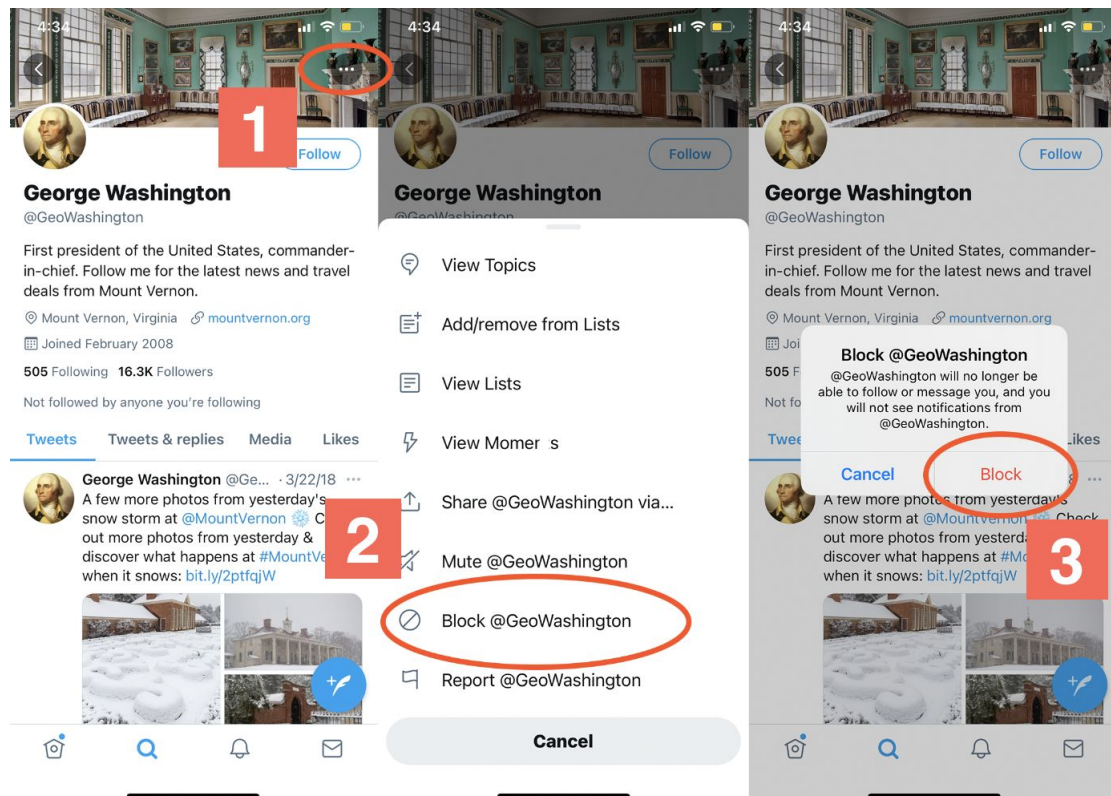
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# security



# homework



People across the country will come together to speak out about gun violence for Wear Orange Weekend on June 3-5.

Make sure your voice is heard – find a [#WearOrange](#) event near you by texting ORANGE to 644-33.  
[@MomsDemand](#)

 Everyone can reply



**Tweet**



**questions?**





email Lisa Hendricks for any additional questions  
at [lhendricks@everytown.org](mailto:lhendricks@everytown.org)