Managing Your State Twitter Team

Trainers

Agenda
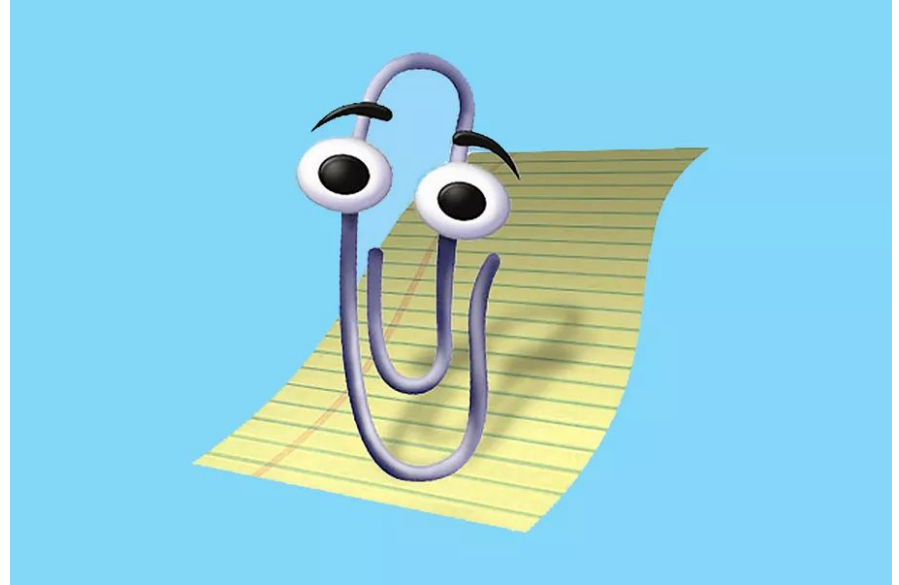
- **Goals and roles**

- **Managing & Growing Your State Team**

- **Best Practices & Policies**

- **Resources**

- **Questions**

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RESOURCES to Expect

A follow-up **email:**

- **Quick Guide**
- **Words We Use**
- How to **Slack**
- How to **build lists**
- How to use **Airtable**
- Interactive **PDF** of this presentation!

Goals

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

Learn how to manage your State Twitter Team using all the tools and resources available to you!

&

Understand the importance of helping your team to highlight local & state gvp news and interact with lawmakers.

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Role: Overview

1. **Build a team** of diverse voices + perspectives from your state
2. **Set the tone** for the team
3. Stay current on **social trainings**
4. **Amplify** survivors, volunteers and community partners
5. **Be a resource** for the team and **encourage engagement**

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Role: A Day in the Life of a State Twitter Lead
get ready to rock!

- ❏ What's up?
  - ❏ Check **Slack** & **State DMs**
  - ❏ Check Twitter **Lists**
- ❏ **Daily to dos (3+ times a week)**
  - ❏ Share tweets between **state team** and **Moms & ET Twitter Leadership** team
  - ❏ Remind team about any current CTAs
  - ❏ **Encourage** your team to tweet
  - ❏ **Block trolls**

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Managing and Growing Your State Team

Growing Your State Team
recruiting for your team

- **Recruit** new members:
  - **Direct message** strong tweeters in the wild
  - Always be recruiting at **local events and meetings**
  - Have new members complete the **State Twitter Team Form**
    - https://bit.ly/join-state-twitter-team
- **Check Airtable** for new sign-ups once a week

Managing Your State Team

day-to-day work with your state

- Encourage your team to join **trending conversations**
  - Twitter moves fast- *tweets have a shelf life*
- **Share** suggested tweet topics: local articles, stories, events, bills, etc.
- Remind team to share their gvp tweets
- **Maintain** updated spreadsheet of current legislators + their Twitter handles

🏛 **The White...** ✔ 6/16/23

Happening Now: President Biden delivers remarks at the National Safer Communities Summit. twitter.com/i/broadcasts/1...

Thank @potus in replies or quote tweets!!

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Managing Your State Team

taking action

- Boost participation in ~~Twitter Tuesday~~
  - Rebranding coming soon!
- Lead charge when state specific **Calls to Action (CTA)** are dropped
  - *time for the team to get loud!*
- Respond to **questions or concerns**
  - If you're unsure how to handle a situation in the DMs - go to your National Leads

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Mental Health

taking care of yourself and your team

- Importance of community

- Trolls

- Working with passionate volunteers

Moms & ET Twitter Leadership

Please keep me in your thoughts tonight. I just watched a drive-by shooting happen in my neighborhood, right behind my house. No one was hurt, but my whole family and I are very traumatized. We spoke to the police and are just trying to figure out our next move. My daughter is five and is afraid to go to sleep in her own bed.

This kind of shit is why I do this work. I just never dreamed I would watch it happen in my own backyard.

😢 5   😲 2

Sarah Krieg · 5:13 PM

Best Practices: Ways to Communicate

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Ways to Communicate
state twitter teams

- **Twitter State Teams** are for **state** tweets & **supporting** team members
- Share strong tweets from local volunteers to the **Moms and ET Twitter Leadership** to amplify
- If you have **multiple state teams,** make sure you share content to all DMs

TX Moms Twitter Team 1 · Jul 24
57 Demanding Liz 🧡 shared a Tweet

TX Moms Twitter Team 3 · Jul 24
33 Demanding Liz 🧡 shared a Tweet

TX Moms Twitter Team 2 · Jul 24
59 Demanding Liz 🧡 shared a Tweet

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Slack

momsdemandaction.slack.com

- **Slack** is for learning and interacting with fellow leads, national social team, & the Everytown Grassroots Social Media Team
- Required & essential
  - *There is a training on how to use Slack that we will send in the follow up email*
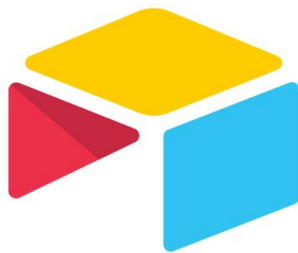
🔒 role-social-media-leads

🔒 team-social

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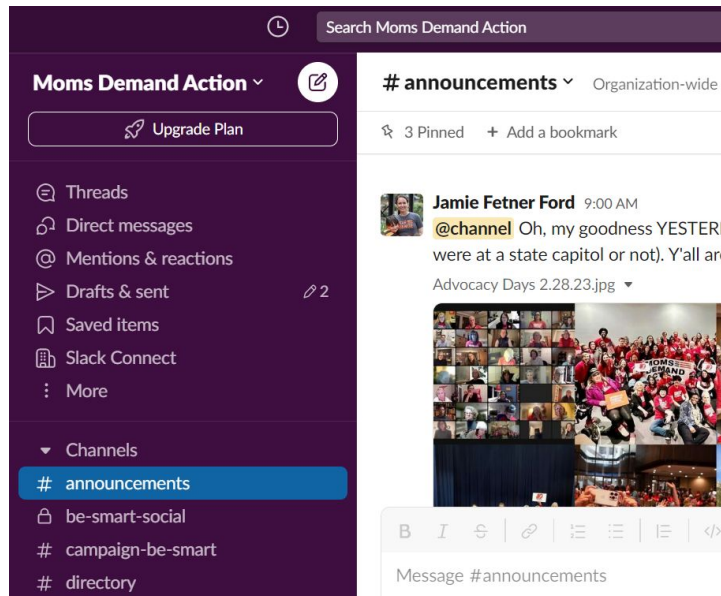
State Twitter Team Airtable
new member hot leads

- Tool that tells you who has filled out the "Join Your State Twitter Team" form, and when they were uploaded to the Airtable
- Allows you to promptly add them to the team

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State Twitter Team Airtable
how to

- Vet new sign-ups, and indicate that you've vetted them on Airtable
- Add them to the Twitter Team, and indicate this on Airtable

TwitterHandle	FirstName	Las...	ExportDate	Status	In Te...	Notes
STATEORPROVINCE **NJ**	Count 82					
jeannestifelman	Jeanne	Stifelman	7/10/2023	Vetted		awaiting follow back
Denise4Kids	Denise	Sellers	5/23/23			duplicate
kristen_dowd	Kristen	Dowd	5/23/23	Vetted	Yes	Twitter Team 2
RobBenjamin	Rob	Benjamin	5/8/23	Vetted		Awaiting follow back
dmo715	Danielle	Modica-J...	5/8/23	Vetted	Yes	Twitter Team 2
RobinCogan	Robin	Cogan	5/8/23	Vetted	Yes	Twitter Team 2
turningitto11	Laura	Lavery	5/8/23	Vetted	Yes	Twitter Team 2
westcaldwellmom	Linda	Garfinkel	2/23/23			duplicate
nancyrumore	Nancy	Rumore	2/23/23	Vetted	Yes	Twitter Team 2
nursejoan48	Joan	Peters	2/23/23	Vetted	Yes	Twitter Team 2
BeSmart	Arlene	Vezza	2/23/23	Vetted	No	Correct twitter hand
ronniecares	Ronnie	Weyl	2/23/23	Vetted	No	no tweets since 201
nyfity	Beth	Hossain	11/21/22	Vetted	No	correct handle was
wokemom65	Diana	Smedes	10/24/22	Vetted	Yes	Twitter Team 2
1,542 records						

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Lists

public & private lists

- **How to make a list!**
  - How to doc will be in follow up email!
- **Suggested Twitter Lists**
  - Local and state **media**
  - Your state team (but set to private)
- **Pro Tip**
  - Check what lists you are on and block the person who owns the list, then remind your team to do the same!

← **Lists**
@RLSeikel

AZ-GSC-2020 · 38 members
11 followers including @meaghang

Election Night · 13 members
2 followers including @RLSeikel

FL GSC 2020 · 94 members
32 followers including @RLSeikel

Georgia · 32 members
284 followers including @MsLisaHendricks

Georgia Runoff 2021 · 6 members
4 followers including @MsLisaHendricks

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Lists
elected officials

- **Required Twitter Lists**
  - **GSC** – make sure to keep a list of *current* gsc in your state
    - Naming convention for list name: ST–GSC–YEAR
  - **Legislators** - local, state and national
    - Naming convention: ST–LAWMAKERS–YEAR

Kansas Legislature · 205 members
7 followers including @AnnDubDub

KS GSC 2020 · 42 members
13 followers including @RLSeikel

KS Leg2021-22 · 45 members
5 followers including @cmschneider

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Policies

Policy
no notoriety

Remind Your Team...

...not to use shooter's name or picture

...not to speculate on motives

...not to sensationalize the incident

...not to share articles with **videos** that automatically load and show gun violence

....not to amplify tweets that sensationalize gun violence.

Policy

helping your team make trauma-informed choices

- *Consider:*
  - **Quotes** you pull
  - **Details** you share
  - Photos of **firearms**
  - Tweets you choose to amplify or **engage** with
- Notice an article someone else is retweeting has a disturbing content or video? **Call it out!**

Best Practice

- **WHAT IS A RAPID RESPONSE MOMENT?**
  - National moment when the organization needs to speak in one voice
  - Often times a result of a high-profile shooting
- **We will:**
  - Announce the **RAPID RESPONSE** on **#team-social on Slack** and by **email**
- **You will:**
  - Get your team loud to help shape & steer the national conversation
  - Ask things like "Where did they get the gun?"
  - Use the CTA "Text ACT to 644-33"
  - Watch for other CTAs from Grassroots Social Media Team & encourage your team to participate in pushing them out

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Resources

Calls to Action

sharing evergreen text codes with your team

Text [CTA] to 644-33

READY

EVENTS

SOCIAL

SMART

STUDENT

SURVIVOR

Secure gun storage can save lives. **TEXT SMART TO 644-33** to learn how you can help.

BE **SMART**

BeSMARTforKids.org

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Resources

one stop shop!

Moms Demand Action & Everytown Twitter Leadership Resources

Twitter Team Description
bit.ly/TwitterTeamDescription

Twitter Handbook
bit.ly/MomsDemandTwitterHandbook

Team Social Job Descriptions
http://bit.ly/TeamSocialJobDescriptions

#MomsAreEverywhere Grassroots Social Media Team Sign Up
https://bit.ly/moms-are-everywhere

State Twitter Team Sign Up
https://bit.ly/join-state-twitter-team

Everytown Twitter Team Sign Up
https://bit.ly/join-ett

Airtable Class
https://everytown.docebosaas.com/share/asset/view/3131

Airtable - Accessing and Vetting State Twitter Team Members in Airtable
https://docs.google.com/document/d/1e7Bulc25goqlMFQhEjns06bwskHC9BEtw23yyeCacK0/edit

Airtable - Basic Vetting for State Twitter Team Sign Ups
https://docs.google.com/document/d/1pTy8IpNy805ZtTlaKzKpBO86_Lxx1gslcPyEir3uZwo/edit

bit.ly/TwitterLeadershipResources

Questions

Grassroots Social Media Team
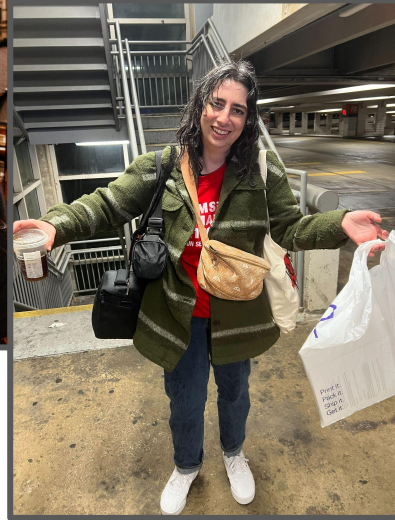
Contact Information

Gaby Diaz

at

gdiaz@everytown.org