



2017 Twitter Guidelines

Twitter is a great way to engage with League members and the public, including the media, key opinion leaders and organizational partners. Through your Twitter account, you can share all of the wonderful work you are doing, elevate the work of other Leagues and form relationships with partners. Twitter is a tool to help you engage with your supporters, as well as reach new audiences. Twitter’s hallmark is that posts are limited to 140 characters. Further, tweets are streamed in real time and can be pushed down a user’s feed quickly. So, posting to Twitter should be more frequent than other forms of social media.

Goals

- Elevate the good work that your League and other Leagues across the country are doing
- Share information on priority issues
- Engage with others working on priority issues
- Reach new audiences and increase engagements with new and existing supporters

Content

Types of content to consider sharing-

- A great stat from a recent factsheet.
- An article on an issue you’re working on (or better yet, quoted in).
- A noteworthy event that your president or another LWV representative is attending.
- A photo or press statement.

Write a sentence or find a quote that encapsulates what you’re sharing and use it as a teaser alongside a link and relevant hashtags. By using 100-120 characters, you’ll leave room for others to retweet you and add thoughts of their own.

You can also retweet other people’s tweets that resonate with the League’s messaging. This is a great way to acknowledge your members, partner organizations, journalists, bloggers, etc. And they’ve already done the work for you – getting a thought under 140 characters, while probably including a link and hashtags! This is a good place to start when you’re new to Twitter and alongside original content provides good balance on your feed.



DIAGRAMED TWEETS



Hashtags

Hashtags are a way for your tweet to enter an ongoing conversation or to create a new one. Hashtags start with “#,” are all one word, and can contain only alphanumeric characters – symbols like “!” or “&” will end a hashtag. When you click on a hashtag, Twitter pulls a list of all the tweets using that hashtag. That way, you don’t have to follow all of the users tweeting about an event or issue, but instead can click on a hashtag to see everything that’s being tweeted on the topic.

When brainstorming your own, make sure to keep it short, so others can easily add it onto their tweets, and that it isn’t already being used. Using the right hashtags is a great way for partner organizations, key opinion leaders, policymakers and journalists to see your tweets (and resources) and see that your League of Women Voters is active on these issues. This can also help bring in new followers who see that your League is engaged on issues they’re following.

Tips for using hashtags-

- Hashtags cannot have spaces or punctuation
- You can search on Twitter via hashtags! Just type in a topic and all tweets tagged with that hashtag will show up.
- This also works in reverse. If a tweet is posted from your account with a popular hashtag, anyone who searches that hashtag will be able to come across it.

Who to Follow

Following other Twitter accounts helps gain visibility and attract your own followers. Follow the journalists and bloggers – especially those of whom are local – who cover your events and issues. Follow your partner organizations and their staff. Send them a tweet to let them know you’ve joined Twitter and ask them to follow you back. You can ask organizations to welcome you to Twitter on their feeds and to ask their supporters to follow you. For those who help you out, make sure to repay the favor –tell your supporters what great work they do! You can also look at a hashtag that you know you’ll be using a lot to see who is tweeting on your issues and follow them. It can be hit and miss and not everyone you follow will follow you back, but over time you should see your numbers tick up.

Short URLs

Twitter will automatically shorten all links sent via tweets, thereby allowing you to use more characters in your tweets. But external link shortening tools can provide you with stats on your tweets, including the number of clicks each of your links get, as another way to measure your success. Bit.ly, a free tool, offers the most comprehensive report and can connect directly to your Twitter account or any third party application used to manage your Twitter account. These tools generally shorten URLs to 20 characters or less.



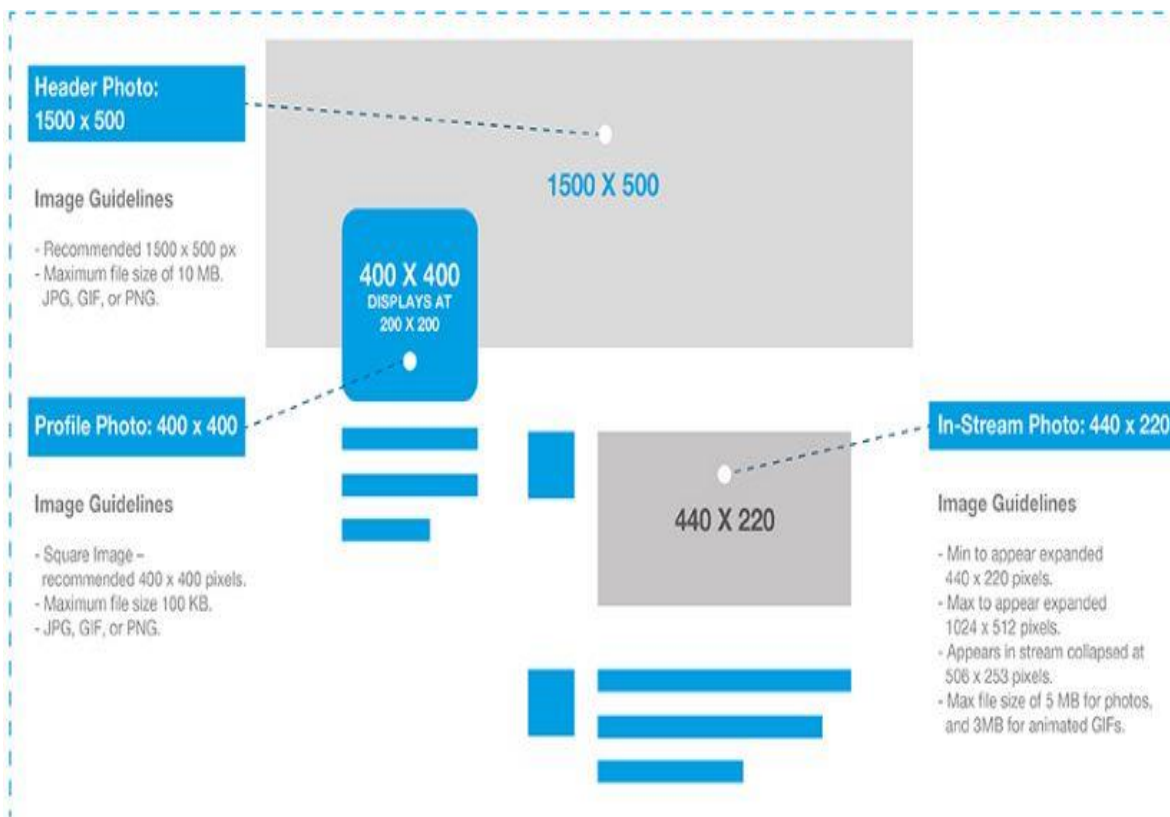
Photos Dimensions

Including pictures in your tweets is a great way to some excitement your message. If you are at an event that you think your followers and the LWV audience would be interested in, snap a photo to add alongside your message. Pictures are especially welcome when celebrating milestones surrounding the organization or our key policies like voting rights or women’s issues (ex: Women’s History month, LWV birthday). Don’t be shy to promote the great involvement of our members in the public sphere around the country. It’s also important to make sure your photos are the right dimensions so that they are neither pixelated nor cut off.

Header photo: This photo will show up at the top of your profile page. It is a short rectangular shape, so it can get cut off easily. When uploading, Twitter will let you adjust the image so that the most important part is show. The dimensions for this photo are 1500 x 500.

Profile photo: Your profile photo will show up on the top left of your account page, as well as next to your handle for any posts on the home feed. This image is square with dimensions of 400 x 400.

In-Stream photo: The in-stream photo is any picture that you post as a tweet along with your content. The photo has dimensions of 440 x 220.



Have any questions, concerns or comments? Please do not hesitate to contact scourtney@lwv.org