Twitter + Advocacy Days = #winning

**What is Twitter?** Twitter is a concise way to share your experiences, observations and thoughts. It helps you reach new audiences, boosting your own brand and your land trust’s profile along the way. And notably, it’s the social network of choice for many Capitol Hill politicians.

**How do I use Twitter effectively?** Through brief postings called tweets, you can share text, photo links, video links, newspaper article links and more. You can also engage with other users – or attempt to start new conversations – by invoking their Twitter handle (i.e. @LTAlliance for the Land Trust Alliance). Conversations are often grouped by subject-based hashtags (i.e. #Land4All for Land Trust Alliance Advocacy Days). It’s good to use both a Twitter handle and a hashtag when possible.

**Can you give me some examples?** Post a nice photo of the U.S. Capitol Building and say, “I love @LTAlliance Advocacy Days! Happy to be in Washington championing #Land4All!” Also, you can tweet thanks to your member of Congress for meeting with you using their handle. Have someone take a photo of you shaking his or her hand, then share that photo on Twitter and say, “Thanks to @TimKaine for helping me champion #Land4All! I’m eager to see what we can do together with @LTAlliance!”

**What else should I tweet?** Whether it’s during your time in Washington or after you return home, the general litmus test for Twitter is: Would you find value in this content if someone shared it with you? If so, then there’s an audience for it on Twitter. Anything that has recently caught your eye (an article about a land trust’s accomplishment), emotionally moved you (a video showing inner-city teens awed by their visit to a land trust) or might otherwise be something you share during a cocktail hour (a gorgeous photo of land your organization conserved) are all great examples of eligible tweets. Pontification (such as “I support land trusts and you should, too”) generally does not play well. Keep things more relaxed.

**Can you explain the basics of Twitter jargon?** Sure. **Replying** is when you post a public message directed at someone, such as @SenPatRoberts, often in response to a specific tweet. **Retweeting** is when you essentially hit the forward button on someone else’s tweet and share it with your followers. It’s commonly regarded as a way of conveying your agreement. **Favoriting** a tweet is a way of publicly bookmarking a tweet you might want to reference later and/or marking the tweet as conveying a thought you support. **Deleting** a tweet you mistakenly post is possible, but this should be done rarely and as quickly as possible. Deleting should not be treated as a way of undoing a tweet you later regret. If you think you might regret a tweet, you should not post it.

**How do I get started?** To download the app, establish your Twitter account and round out your profile takes about 15 minutes. Search for “Twitter” on your phone’s app store to get started.

**But I have a question!** And we have answers! You can email Joshua Lynsen, the Land Trust Alliance’s social media specialist at jlynsen@lta.org for help. Alternatively, check the Twitter Help Center at support.twitter.com or simply search online for an answer to your question. (You’re probably not the first person to ask that question!) There’s more to mastering Twitter, of course, but you know enough now to get started. And it is time to get started. Don’t fret. You can do this!