



10 TIPS FOR EFFECTIVE TWITTER ACTIVISM

- 1 A COMPLETE PROFILE:** Members of Congress and their staff are more likely to take your concerns into account if you have a profile picture to show that you're a real person, not a robot. Your profile will make more of an impact if it shows that you are a constituent of their district and a little more about you (i.e. business owner, school board member, active in local tea party).
- 2 CLEAR CALL TO ACTION:** Make sure your tweet is clear with the one thing you are asking the recipient to do. Do you want your lawmaker to vote "Yes" or "No"? Are you asking people to register for an event? Make your ask simple and direct.
- 3 CLARITY OF MESSAGE:** Avoid using more than two hashtags (#) per tweet. Keep your message focused on one topic. Keep your message within the 140 character count.
- 4 HASHTAGS (#):** Your hashtag should be easy to understand, short and connect to a key issue or talking point that people can instantly grasp. (i.e. #Defend2A = Defend the Second Amendment). To find trending hashtags, you can browse Twitter trends. It is also important to search for your hashtag before using it to see if someone else is using the hashtag for something unrelated to your topic.
- 5 GRAPHICS:** Less is more when designing a Twitter graphic. Simple visualizations of the message you're trying to convey will resonate most. A compelling picture with a call to action is ideal. (i.e. Support the Second Amendment —used with a clear picture)
- 6 GROW YOUR NETWORK:** Follow other activists, members of Congress, reporters, and community leaders on Twitter. Don't be afraid to engage directly with them. Reply to their tweets, ask questions. Though unwritten, Twitter etiquette is that if someone follows you, it's polite to follow them back.
- 7 TWEET DIRECTLY AT YOUR MEMBER OF CONGRESS:** Make sure to use their official account, which you can identify by looking for a blue check mark next to their name, and also by looking at their bio. To mention them in a tweet you can add the "@" symbol before their handle or click the "reply" button in the bottom left corner of their tweet. Make sure to keep your message concise.
- 8 PICTURES AND VIDEOS ARE KING:** Twitter will prioritize your tweet if there is a video or photo attached. Make sure to take and tweet pictures from events or activist meetings you attend for more of an impact.
- 9 SINGLE ISSUE ACTIVISM CAN BE PROBLEMATIC:** Tweeting about a variety of issues and topics will expand your audience. Just remember: One topic per tweet! This will make your Twitter account more interesting and increase the likelihood that others will want to engage with your account.
- 10 THE PERFECT TWEET:** We have found this formula to get the maximum engagement with tweets: One link, one picture and one hashtag.