Twitter Tip Sheet

Twitter is a great tool that lets you communicate quickly with a number of people at the same time. It also is becoming a new and effective way to organize events. Remember, messages should be 140 characters or less, otherwise you can “tweet” a link to more information.

1. **Let your community know you are on Twitter.***
   Encourage community members to “follow” you on Twitter by posting links to your community/organization’s profile on your website and email newsletter.

2. **Use sites such as bitly.com or goo.gl to shorten URLs**.
   When linking to sites such as your own website, a Facebook page or an external website, using a shortening service such as bitly.com or goo.gl will compress the link into fewer characters to save you space in your tweets. For example, you can get to our website via [j.mp/gdjl2015](http://j.mp/gdjl2015) - you don’t even need the “http://”

3. **Use Hashtags, and use them wisely.**
   “Hashtags” are important for giving your tweets topics. By putting the # symbol in front of a word (or phrase with no spaces), you’re identifying your tweet with a tag that categorizes it. For example, this tip sheet is about #Twitter and gives #HowTo tips for people new to #SocialMedia. If one were to search for terms like “Twitter” or “How to” or “social media”, this paragraph would be included in that search because of the #tag. Don’t over-tag by #tagging #every #word #in #your #tweet or make #PhrasesThatReallyWouldNeverBeSearchTerms. If you’re referring to The Global Day as a noun, use #GlobalDay. This year we’re using #AhavahMoment, #JewishLearning, #GlobalDay and #LoveandLearn in our posts. Think of them as filing categories that can be cross-referenced, so consider what subject you would file each tweet under.

4. **Tweet “at” people.**
   Engage your followers directly by tweeting at individuals, by using the “@” symbol and their handle. To speak to The Global Day directly, use @theglobalday and we’ll get notified that you sent a tweet directly to us. You can tweet @ multiple users, and tell people to get in touch with you @[YourTwitterHandle].

5. **Keep people informed right away.**
   Twitter is mostly used as an App on smart phones. The majority of Twitter users check their “feed” regularly; if you let your followers know you’ll be using Twitter to post reminders and inform event attendees of schedule changes, they’ll be able to get your activity updates right away. A tweet such as “R. Steinsaltz teaching from Jerusalem on #Love in 20mins, video streaming live at Campus North Building, don’t miss it! #GlobalDay” contains fewer than 140 characters, provides a reminder of time and place, and encourages followers to engage in the “real world”.

*If you neither have a Twitter account nor wish to have one, there is bound to be someone in your community who can volunteer to help you manage social media for your event. Don’t be shy! It’s a great way to get community members involved! On November 15, we’ll be tweeting and keeping people informed of global goings-on, so we can tweet to your community members who follow @theglobalday. **You don’t need a Twitter account to read Global Day tweets at twitter.com/theglobalday.** You can also view tweets by us and at us on our website at theglobalday.org.