

What is Twitter?

With over 200 million active users, Twitter is the second largest social media network. As a microblogging site, it allows you to send and read text-based messages of up to 140 characters, more commonly known as “tweets”. Twitter is like a cocktail party. You exchange brief but relevant ideas, resources, and commentary on current events with people interested in similar conversation topics.

How will Twitter help me?

Take advantage of Twitter to build relationships and become a voice in the national conversation! Statistics show that over 80% of those under 30 find their information online—a medium dominated by those with left-leaning views. You can use Twitter both to influence your networks with a conservative voice and to keep track of political trends online.

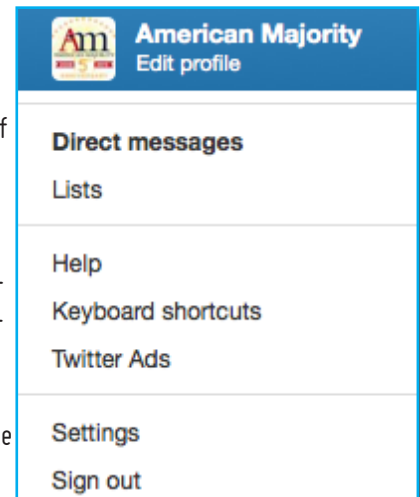
The brevity of tweets allows you to have a to-the-point conversation. The diversity of the Twitter audience enables you to dialogue with fellow conservatives as well as liberals, with Jane Does and political pundits or influential organizations.

You have a role to play in producing that information for your networks. Twitter is unique because, unlike other social media networks, you can access it without having internet access by texting 40404. Many journalists use Twitter to pick up new stories. If you are a political candidate, for example, a strong Twitter base will help you get attention from your local and state media as well as other conservatives across the nation.



4 tips to get you started with Twitter:

1. Create a short, simple username. Why? Retweets (that's what happens when people repost your message) and name recognition. Stay away from anything that looks spammy.
2. Use a dynamic picture. Think professional. Not one of you on a keg stand.
3. Describe yourself in your bio. People have short attention spans. Think of your bio as a tweet; make it short but descriptive. Share some of your interests as well as your particularities. Remember that Twitter is not just about information, it's about personality and capturing the interest of your readers.
4. You have the option to set up a private Twitter account, but we recommend that you keep it public. This enables you to reach more people and become part of the larger conversation.



Building a fan base 101:

Follow the accounts of like-minded activists, groups, and journalists. Retweet and reply to their tweets. Ask questions and engage.

As a political candidate, not only will this allow you to gauge interests and issues, but it will also help you establish a personal connection.

As an activist, following your local politicians and national representatives is also a good way to stay in touch with issues in your state. This will help you get a better grip on what is happening in your area and give you a forum to communicate what you think about the issues.

Determine what main topics you'll be tweeting about. Why should someone follow you if they don't know you? What type of tweets will bring them back for more? What perspective are you bringing to the larger conversation?

Don't be afraid to use your Twitter handle offline (your handle is the name you use. Ours is @AM_National). Add it to your business card or email signature. You will be surprised by how many people are on Twitter. This opens you up to social spheres you may not otherwise have entered.

Live tweet during events (trainings, conferences, door-knocking, etc.). During the 2012 Daytona 500 race, Sprint Cup driver Brad Keselowski tripled his followers on Twitter to over 200,000. How? He simply started tweeting updates and pictures while officials cleaned up the wreck that halted the race. He established a personal connection with fans and answered questions and brought timely news to fans about the race before the media got to them.

Become a Twittivist!
(that's Twitter + activist)

Use hashtags wisely. A hashtag is a word or expression prefixed with the pound (#) symbol. This offers a simple way to categorize tweets, allowing people to search for tweets that have a common topic. If you hashtag your tweet with '#campaign' it will be placed with other tweets of the same topic. The more a subject is hashtagged, the more likely it is to become a trending topic. A trending topic means that more people will be exposed to the tweets of a particular subject. In other words: influence.

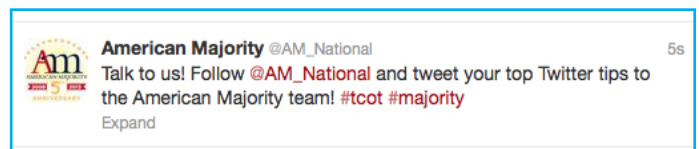
Many conservatives include '#tcot' at the end of their tweets. '#tcot' stand for 'top conservatives on twitter', connecting conservative tweets into one giant conversation.

What not to do on Twitter:

Avoid 'spamming' followers with multiple tweets at once – space them out in a timely fashion. Set a flexible schedule that works for you and stick to it.

No stream of consciousness allowed. Keep your tweets short, witty, and to the point. Remember, Twitter only allows you to type as much you could say in the average breath. No one has patience for lengthy rants. And never, ever begin with one tweet and continue the same sentence with another – save the long-winded commentary for Facebook!

Don't only talk about politics. Let your personality (and life outside politics) shine through – you're not just a political animal!



Tweeting to get retweeted!

- 1) Powerful stats that speak to your mission or platform
- 2) Quotes that inspire social good
- 3) Tweets with links to relevant posts or articles
- 4) Position statements spoken with clarity and conviction
- 5) Tweets that tap into the breaking news cycle
- 6) Snarky tweets that tap into the news cycle (or snarky tweets in general)

American Majority uses cutting-edge training to empower individuals and groups with the most effective tools for promoting liberty through limited government. We train thousands of activists and candidates each year in communities across the country to be catalysts for authentic change. Follow us on Twitter at @AM_National and visit us online to discover more free resources to help you change your community and your nation.