



THE TWITTER GOVERNMENT AND ELECTIONS HANDBOOK

2014 U.S. EDITION



By the Twitter Government and Elections team





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By the Twitter Government and Elections team

Twitter, Inc.
San Francisco
United States of America
2014

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Published by Twitter, Inc.

Attn: Government & Elections Team, 1355 Market Street, Suite 900, San Francisco, CA 94103
gov.twitter.com govbook@twitter.com @gov

ISBN 978-0-9907045-0-8

Library of Congress Control Number: 2014948382

Publisher's Cataloging-in-Publication Data (Provided by Quality Books, Inc.)

The Twitter government & elections handbook / by the Twitter Government & Elections Team.

2014 U.S. edition. — First edition.

pages cm

ISBN 978-0-9907045-0-8 (pbk.) — ISBN 978-0-9907045-1-5 (pdf)

ISBN 978-0-9907045-2-2 (kindle) — ISBN 978-0-9907045-3-9 (ibooks)

1. Internet in political campaigns—United States—Handbooks, manuals, etc. 2. Twitter—Handbooks, manuals, etc. 3. Internet in public administration—United States—Handbooks, manuals, etc.
4. Political participation—Technological innovations—United States—Handbooks, manuals, etc.
5. Communication in politics—United States—Handbooks, manuals, etc. 6. Mass media—Political aspects—United States—Handbooks, manuals, etc. 7. United States—Politics and government—21st century. I. Twitter (Firm) II. Title: Twitter government and elections handbook.

JK2281.T87 2014

324.7'30973

QB14-1535

First Edition (2014 U.S. Edition)

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1



“All politics is local.” This time-honored maxim may never have been as true as it is today, when citizens across the country can connect directly and immediately with elected officials and the issues they're most passionate about, simply by using Twitter.

This book is designed to help you tap into the power of Twitter to connect with your constituents. But documenting Twitter's value at any given moment is like trying to capture lightning in a bottle. Our teams are constantly improving and enhancing the service to make it more valuable to you. Some technical functions may have evolved since publication.

The best ways to stay on top of the latest developments are to:

- follow us at [@twitter](#) and [@gov](#)
- read the latest news at [blog.twitter.com](#)
- browse the government- and politics-oriented resources and case studies at [gov.twitter.com](#)
- subscribe to our newsletter at [t.co/gov_newsletter](#)

We welcome your feedback at [politicsbook@twitter.com](#) and look forward to seeing you on the campaign trail.

Bridget Coyne

Bridget Coyne, Managing Editor

The Twitter Government and Elections team, August 2014





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“Four more years.”

BARACK OBAMA @BARACKOBAMA - 6 NOV 12

INTRODUCTION

One Tweet. 16 characters. A photograph Retweeted in more than 200 nations reaching more than 25 million people on Twitter. This is how President Barack Obama’s reelection campaign claimed victory in November 2012. With it came the close of an election in which millions of Americans turned to Twitter to voice their views, debate the issues and connect with the candidates like never before.

The “Twitter Election” introduced voters to a new real-time soundtrack for the campaign; journalists to a new way of reporting, bringing voters virtually “on



the bus” in real time; and candidates to a fresh opportunity to speak to, and hear from, their constituents.

Drawing on lessons learned from these and other experiences across the country and around the world, this handbook illustrates how Twitter brings candidates and engaged voters closer together.

A RETURN TO SCALABLE RETAIL POLITICS

The best way to earn a voter’s support is no different today than it was a century ago: a simple handshake and a look in the eye. But it is hard to scale such retail politicking to the entire voting public.

Over the last 100 years, technology has responded to population growth through tools that increasingly wholesale the political process, shifting from one-on-one relationships to a larger broadcast model. Radio and TV, billboards, direct mail, robocalls, websites, email and other emergent technologies create layer upon layer of impersonal mass communication, further disconnecting citizens from the political process.

Twitter helps fill the void, enabling a virtual “handshake” and conversation at a scale not possible even a generation ago. Through these small, easy interactions, elected officials and their constituents regain some of the meaningful contact lost over the years, and can do it from anywhere.

The impact is remarkable.

A study of the 2010 U.S. midterm elections by researchers at the University of North Florida and Texas Tech University found that Tweets from political leaders could be “as influential as family members when it came to shaping respondents’ political beliefs, even though most respondents have never met or interacted with the leaders they follow.”¹ For some voter groups, the study

found Twitter to be the most influential social tie. For those where the Tweets had lesser impact, a candidate's lack of engagement on the platform was an oft-cited cause.


The real-time, public nature of Twitter also ensures these direct candidate-and-voter interactions can be easily shared and discovered. In the pages ahead, you'll learn how this effect can help you marry the benefits of broadcast and one-on-one communication into one powerful experience.

THE TOWN HALL MEETING... IN YOUR POCKET

In every city and town, state or country, people are deeply passionate about the future of their communities. But life often gets in the way. We are busier than ever before. It becomes difficult to make it to that school board meeting or to engage in the community discussion in the way we might want.

Twitter is a free platform for all voices to be heard and to organize. No one needs to "pay for the microphone," to paraphrase Ronald Reagan from a 1980 presidential primary debate. Traveling to a town hall meeting is as convenient as reaching into your pocket.

78 percent of users access Twitter from mobile devices and can voice their views anytime, anywhere. This handbook will teach you how to convene the best opportunities for community expression and dialogue using the platform.



78% Percentage of Twitter users who log in via their mobile device.²
(AS OF JULY 2014)

These forums are exceedingly necessary and important. When the barriers of convenience come down, users often rediscover the thrill of broader participation in the process. The Pew Research Center found during the last



U.S. midterm elections in 2010 that nearly one-third of Twitter users engaged in the campaign by using the platform and that Twitter users were 50% more likely to attend a political meeting or rally than other Americans.³

A REAL-TIME MEASURE OF PUBLIC OPINION

Perhaps more powerful than Twitter as a platform for voicing opinion is its utility as a mechanism to listen. Elected officials gain the ability to hear from outside “the bubble” as conveniently as checking the time.

Tweets capture natural conversations taking place every day by the millions. It’s like having a seat at every coffee shop and watercooler from Maine to Hawaii and around the world, and this book will show you advanced techniques for finding the conversations that mean the most to you.

Soon you’ll discover why in a 2013 survey, nearly half of DC insiders cited Twitter as capturing the widest range of opinions and perspectives on an issue of any information source.⁴

Turning to the Twitter API and other tools, even more analysis is possible. This data won’t ever replace traditional polling any more than satellites replaced the thermometer — but in each case, every innovation gives us a clearer picture of a complex system.

Read this book cover-to-cover or use the handy checklists starting on the next page to jump to the material most relevant to you. Whatever you choose, we hope you come away with fresh inspiration for meaningful civic dialogue and some new techniques for listening to and mobilizing your constituents.

Let’s begin.

OVERVIEW

Twitter allows you, the candidate or elected official, to pull back the curtain and give your constituents a peek into your daily life. Whether you're snapping a family "selfie" backstage before a debate or announcing breaking news, each Tweet demystifies the process and personalities of politics by letting your followers learn a little more about you. Here are some strategies to consider on the campaign trail:

A DAY-IN-THE-LIFE

Twitter is the real-time bridge to your constituency. Take your followers along for the ride by sharing authentic moments. Connect by introducing them to the "real you."

- **Be yourself.** Share your experiences as a candidate, from wake-up until bedtime, to give an insight into your average daily routine. Define the conversation with a hashtag.
- **Tweet rich media.** Use photos and videos to take followers behind the scenes.
- **Connect directly.** Conduct Twitter Q&As and reply to followers in between campaign stops and throughout the day.
- **Tell followers where to find you.** Announce campaign stops and tell followers to meet you there. Encourage them to live-Tweet the experience.
- **Document the campaign trail.** Create a custom collection of Tweets from the day to showcase life as an engaged and active candidate.
- **Amplify your message.** Leverage Promoted Tweets to target key constituencies — and to increase impressions and engagements for your most compelling content.

62% Including photos in Tweets boosts Retweets by 62%.
(ON AVERAGE)





“Congress at Your Corner at the Hayward Farmer’s Market. Taking questions from #ca15 constituents, big & small.”

REP. ERIC SWALWELL @REPSWALWELL - 17 MAY 14

Reference the following sections for more detailed examples: Live-Tweeting, Photos, Twitter Q&As, Engage in the moment, Advanced TweetDeck, Targeting options.

DEBATES

Twitter is a powerful tactical tool for debates. Replace “rapid response” with “real-time response” and connect with your audience in the moment.

PRE-DEBATE

- **Solicit anecdotes from followers.** Encourage followers to Tweet stories and experiences in the days leading up to debates for use as real-life anecdotes in your answers.
- **Add physical signage with handles and hashtags.** Utilize debate site and camera coverage to brand items with candidate or party @usernames and event hashtags to drive conversation and support.
- **Include Twitter in the debate.** Work with the debate organizer and opposing campaign to take one or two debate questions from Twitter, opening a more direct dialogue with the voting public.
- **Tweet rich media.** Post Tweets with photos and videos of debate preparation and moments leading to the start of the debate, with family or senior staff, and reading Tweets from supporters.
- **Make it official.** Promote policy initiatives and positions on Twitter throughout debate day using the official debate hashtag.
- **Grow your followers.** Use Promoted Accounts to grow a community of supporters to engage with in the days leading up to the debate.

THE LIVE DEBATE

- **Tweet in the moment.** While you — the candidate — are in the heat of the debate, your campaign staff should extend the debate on Twitter. Connect directly with voters on the hashtag, take questions from them, and rebut or reinforce debate answers with backing material.
- **Discover emerging issues.** Monitor Twitter for conversation around the key debate “moment” to inform spin room and post-debate messaging.
- **Be nimble.** Live-Tweet the debate (from a party or campaign organization account), and share the experience with your supporters.
- **Target trending topics.** Utilize Promoted Tweets Keyword Targeting to reach users talking about topics emerging from the live debate.



POST-DEBATE

- **Reconnect with supporters.** If significant personal stories are mentioned, be sure to follow up and explain on Twitter. Give more context, be open and personal, and share relevant photos.
- **Listen to your audience.** Conduct a post-debate analysis of the Twitter conversation to gauge which topics sparked the most conversation and connected most with voters.
- **Amplify favorable reviews.** Employ Promoted Tweets to boost organic post-debate reviews from activists and media. Consider whitelisting prominent supporters in order to promote their messages of support.

Reference the following sections for more detailed examples: Calls to action, Event integration, Photos, Live-Tweeting, Targeting options, Engage in the moment, Advanced TweetDeck.

CANDIDATE INTERVIEWS

Twitter is a perfect conversational complement for interviews. Build a bridge directly to citizens, “meeting” them in a scalable way.

PRE-INTERVIEW

- **Tweet about the interview.** @mention the reporter or news organization and encourage people to read or tune in.
- **Solicit calls to action.** Encourage those watching to Tweet (for/against an issue, a candidate, etc.) for a real-time pulse on what people are thinking.
- **Use TV conversation targeting.** If the interview is nationally televised, use TV conversation targeting to target users talking about that show.

DURING THE INTERVIEW

- **Share your perspective.** Tweet a photo from the candidate's vantage point of the interview — a different angle than the viewers normally see.



“Thanks to Chris Wallace for hosting my first national interview as the new Majority Leader Elect @FoxNewsSunday”

KEVIN MCCARTHY @GOPLEADER - 22 JUN 14

- **On-air handle display.** Mention your Twitter account in the interview and ask the news organization to display it.
- **Verbal call to action.** Encourage supporters to Tweet questions to you, reinforcing that you are active, will converse with them and will engage back with routine @replying.
- **Increase scale for specific messages.** Drive awareness and tune-in by promoting Tweets with compelling quotes and important messages from the interview.



POST-INTERVIEW

- **Continue the dialogue.** Engage with the reporter on Twitter after the interview.
- **Gauge follower interest.** Tweet a series of excerpts from the interview to see which topics resonate with your audience. Because Tweets that receive more engagement will appear slightly larger on your timeline, your most engaging content will be easy to find when your followers visit your profile page.

Reference the following sections for more detailed examples: Calls to action, Event integration, Photos, Live-Tweeting, Targeting options, Engage in the moment, Advanced TweetDeck.

GET OUT THE TWITTER VOTES (GOTV)

Twitter is a mobilizing force to distribute your content and activate your voters. The best way to earn support is still to shake a constituent's hand and ask for their vote. With Twitter you can reach those constituencies at scale and encourage them to take action in the run-up to Election Day.

CANVAS EVENTS

- **Make it official.** Designate an official and consistent campaign hashtag for supporters to keep the conversation flowing through Election Day.
- **Put a Twitter bird on it.** Your @username is your identity on Twitter. Include your Twitter @username along with the official Twitter bird logo on merchandise (T-shirts, yard signs, bumper stickers) to grow followers, increase name recognition and identify with your Twitter constituency.
- **Tune into the conversation and amplify it.** Follow along with your hashtag and engage directly with supporters by Retweeting, favoriting and @replying.
- **Map your events.** Turn on location services while Tweeting to let people know where you are for canvas events.

- **Show your momentum in the field.** Tweet highlights from the field and @mention volunteers on Twitter. Adding an @username to a Tweet alerts people when you're talking about them.
- **Tweet the scoreboard.** Share metrics about your campaign's supporters, "We knocked on 197 doors today, lets make it 500! Come out! #CandidateforSenate #DoorsforCandidate."
- **Utilize Lead Generation cards.** Promote Lead Generation cards in the final weeks of the campaign to grow email subscribers, encourage people to "Join the Movement" and volunteer on Election Day.
- **Mobilize your base.** On Election Day, target your GOTV message to your base using Tailored Audiences CRM and zip code targeting.
- **Reach your voters when (and where) it matters.** Target mobile users for last-minute GOTV messages while voters are lined up at the polls.

PHONE BANKING

- **Your Twitter digits.** Include a field for Twitter usernames on your calling list, and collect those not yet listed to stay connected through Election Day.
- **Mobilize supporters on Twitter.** Create a Twitter list of supporters to empower them to connect with and amplify your campaign.
- **Share rich media.** Tweet a photo of the candidate calling voters.
- **Call to action.** When contacting supporters, ask them to Tweet support and share your campaign hashtag.
- **Spread hashtags.** Post GOTV hashtags around the office for phone bankers to Tweet, become familiar with and share with callers.

RALLIES

- **Tweet event logistics.** Share key event logistics information with a photo of the location.
- **Bring the event online.** Live-Tweet rally events, including candidate speeches, to enable supporters to amplify their presence and follow along as if they were at the event in person.



- **Be bold and engaging.** Have the candidate Tweet a photo from his/her perspective on stage, reference Tweet mentions in speeches and take live questions from Twitter immediately after the rally with the event hashtag.
- **Magnify the impact of your event.** Use Promoted Tweets with photos, videos and Vine videos to share your most engaging content with supporters following along on Twitter.

ELECTION DAY

- **Share rich media.** Tweet and Retweet photos of supporters with “I Voted” stickers or the candidate and family members, voting and engaging voters near the polls.
- **Encourage activation.** Tweet at supporters, “@username Have you voted yet?” adding your unique campaign hashtag. Post a Vine of the candidate asking supporters if they have voted yet.
- **Be spontaneous and break news.** Tweet about surprise candidate appearances at various campaign offices, “@username will be at our campaign HQ in 20mins, stop by after you vote! #IvotedforCandidateName.”
- **Tweet transit options.** If providing transportation for voters in some areas, Tweet from the van. Include location so more people can be aware of the services and let them sign up.
- **Mobilize your base.** On Election Day, target your GOTV message to your base using Tailored Audiences CRM and zip code targeting.
- **Reach your voters when (and where) it matters.** Target mobile users for last-minute GOTV messages while voters are lined up at the polls.

Reference the following sections for more detailed examples: Event Integration, Setting up your profile, Engage in the moment, Building lists, Photos, Live-Tweeting, Twitter Q&As, Calls to action, Targeting options.

POST-CAMPAIGN

The conversation doesn't end on Election Day. Twitter lets you bring your constituents with you every day as an elected official and behind the scenes during Inauguration Day, Town Halls and office hours.

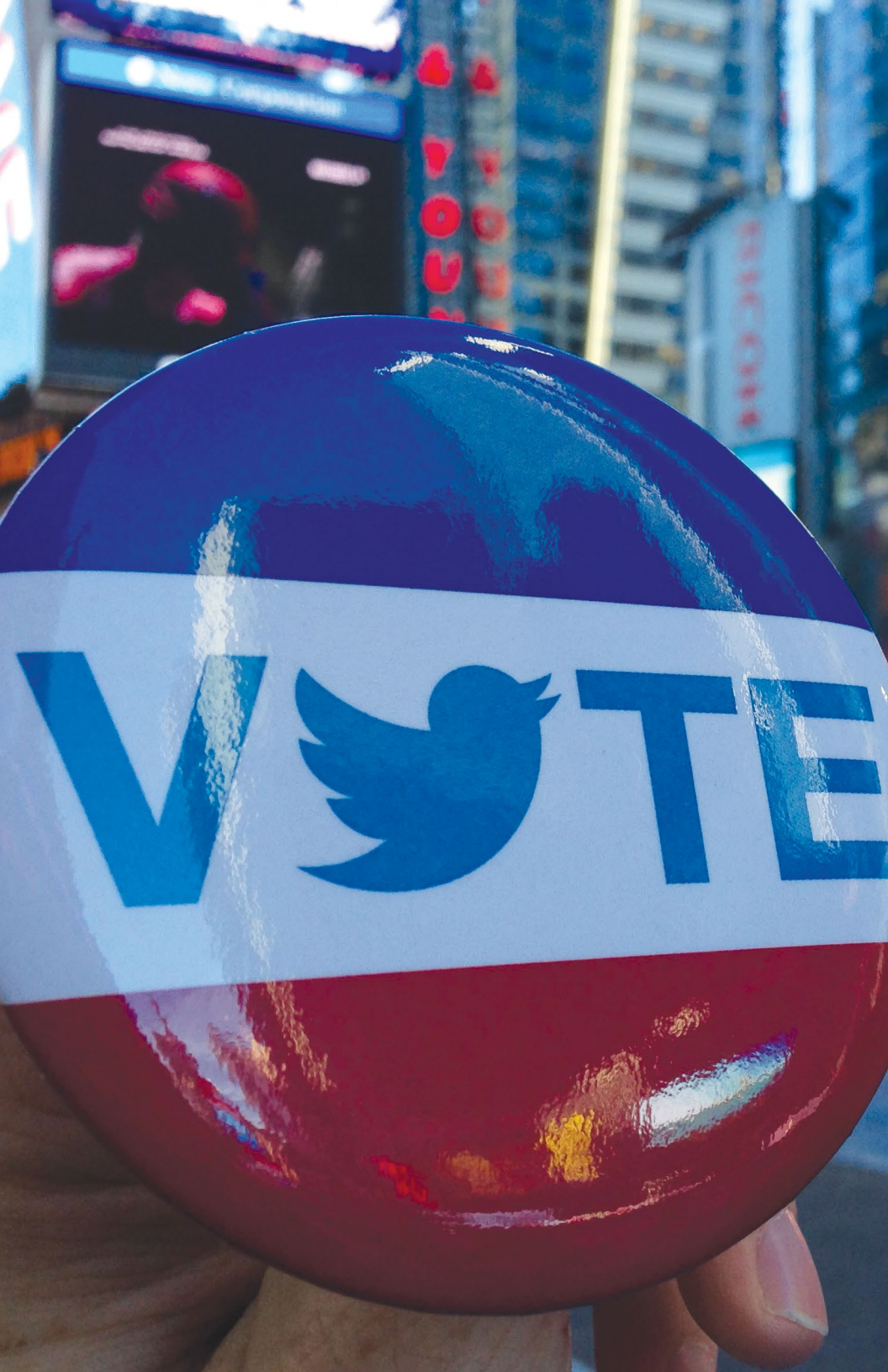
- **Be authentic.** Walk your followers through the emotions of Inauguration Day and your first days in office.
- **Connect with your constituents.** In days after the election, be sure to thank supporters and enjoy the victory lap, routinely engaging with followers by Retweeting, replying and favoriting Tweets.
- **Retell the campaign in photos.** In the weeks after, take some time to recap the campaign, the highs and lows — use never-before-seen photos from the campaign.
- **Hear from your constituents.** Engage your followers to lend their ideas for the transition and future. Partake in a Twitter Q&A and set your first 100 days agenda with their Twitter feedback.
- **Go on the record.** Use Twitter to go on the record first with your plan of action when you enter elected office, what you hope to achieve and your roadmap for getting there.
- **Live-Tweet Inauguration Day.** Give followers basic information about the day — the time, location and any swearing-in parties or events.
- **Tweet memorable photos.** Share photos from your perspective — starting from the swearing-in platform and continuing throughout the day.
- **Open your doors.** Tweet information related to office location, your upcoming schedule and office hours. As a bonus, share a Vine video inside your new office.
- **Break news on Twitter.** Use Twitter to introduce new staff and their roles, and announce your official government Twitter account (if applicable).






- **Communicate with your constituents.** U.S. House Members and some other elected officials may use Twitter Ad Products as part of their approved budgets to communicate with their constituents. Reach out to the House Administration Committee or your relevant regulator for more information.

Reference the following sections for more detailed examples: Live-Tweeting, Engage in the moment, Photos, Twitter Q&As, Calls to action, Targeting options.



V  TE



KICKOFF

WHAT IS TWITTER?

THE BASICS OF TWITTER

ACCOUNT SECURITY





OVER

271 MILLION

MONTHLY ACTIVE USERS GLOBALLY



OVER

500 MILLION

TWEETS EVERY DAY¹



WHAT IS TWITTER?

Twitter is the place to share your journey, campaign for issues that matter to your community and hear the rallying cries from your supporters. This handbook offers surefire, data-backed tactics to connect with supporters, voters and the public and to grow your following during an election campaign.

WHERE DO TWEETS APPEAR? WHO READS THEM?

When you Tweet, your message is publicly posted on your Twitter profile. In addition, people can follow your account so that your Tweets automatically appear in their own timelines every time they log in to Twitter.

WHY 140 CHARACTERS?

Twitter was born as a mobile service, designed to fit the character limit of a text message. Today, Twitter still works on any SMS-ready phone.

Brevity keeps Twitter fast-paced and relevant by encouraging people to Tweet in the moment and to focus on the essential ideas they want to communicate.

THE BASICS OF TWITTER

ANATOMY OF A TWEET

Twitter helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses and social causes that are dear to your heart. Before you get started, it will help to learn some lingo.

Tweet: A message posted via Twitter that may contain photos, videos, links and up to 140 characters of text.

Tweet, Tweeting, Tweeted: The act of sending a Tweet.

1

Profile photo: The personal image uploaded to your Twitter profile.

2

Twitter account name: The name on your account. Think about whether you want to use your real name or some other identification.

3

Twitter @username: Your @username is your unique identity on Twitter and is always preceded by the @ symbol. The @ sign is also used to mention people in Tweets, like this: "Hello @Twitter!" Your account name and username do not need to be the same.

4

Tweet timestamp/date: This tells you when the Tweet was sent. Click the date or time to view the permalink page for a Tweet.





5

Tweet text: Every Tweet fits into a space that's 140 characters or less – just the right size for a big idea, a headline or a timely observation.

6

Links: You can link to other websites, articles, photos and videos within a Tweet (Twitter automatically shortens links).

7

Hashtags: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

8

Tweet actions: There are three Twitter icons that allow you to take action and interact with a Tweet: Retweet, Reply, and Favorite.

Twitter Timeline: A timeline is a real-time stream of Tweets. Your home timeline is where you see all the Tweets shared by your friends and other people you follow.

Twitter Bio: Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter. Connect with voters by sharing your career background and personal interests in your Twitter account profile. This can be as simple as adding in your state, favorite sports team, committee work or family life. Utilize keywords, account @usernames and hashtags to make your account more searchable.

HOW TO POST AND DELETE A TWEET



TO POST A TWEET:

Select the compose Tweet icon in the top menu on the right. Compose your 140-character message and select Tweet. The Tweet will be posted to your profile.



TO REPLY TO ANOTHER USER:

- 1 Select the reply icon in a Tweet.
- 2 The @username of anyone mentioned in the Tweet you're replying to will already appear in your "Reply to" box.
- 3 If you want to add more @usernames, simply type the @username of the person you want to mention.
- 4 Compose your 140-character message and select Tweet.
- 5 The Tweet will be posted to your profile.



TO MENTION ANOTHER USER:

- 1 Select the compose Tweet icon in the top menu on the right.
- 2 Compose your 140-character message and type the @username of the person you want to mention.



- 3 As you start typing a username, a list of potential matches will appear.
- 4 Once you've found the user you're looking for, select his/her @username and it will be populated in the Tweet.
- 5 If you want to add more @usernames, repeat steps 2-4.
- 6 Select Tweet and the Tweet will be posted to your profile.

TO INCLUDE A HASHTAG IN YOUR TWEET:

- 1 Select the # symbol and as you start typing, the list will narrow down to fewer results.
- 2 You can choose to include one of these suggested hashtags or add your own hashtag text.

TO POST A PHOTO WITH YOUR TWEET:

You can take a photo in the moment or choose an existing image from your device.

- 1 Select the compose Tweet button and choose an existing image from your gallery or select the camera icon to take a new photo.
- 2 Once you have taken or selected your photo, you will have the option to apply a filter and crop the image.
- 3 When you are finished, select Done; the photo will be attached to the Tweet. You can select up to four photos for a single Tweet.
- 4 You can tag people in your photo(s) by tapping Who's in this photo? Type in the full name or @username and then tap Done.

Adding a photo will utilize 23 characters of your 140-character Tweet limit. You can add up to 4 photos and it will still be 23 characters. Additionally, you can tag up to 10 accounts without taking away from your character count.

TO TWEET WITH YOUR LOCATION:

Enabling location services through Twitter's official apps allows Twitter to periodically determine your location. Tap the location icon to add your location to your Tweet. This allows us to provide, develop, and improve a variety of our services, including but not limited to:

- Showing your followers the location you are Tweeting from as part of your Tweet.
- Delivery of location-specific trends.
- Delivery of content, including Tweets and advertising, that is tailored to your location.

TO INCLUDE A URL IN A TWEET:

- Links are automatically shortened using Twitter's own link shortening service.
- Simply copy/paste a URL or start typing a link with `http://` and the character counter will automatically deduct 23 characters no matter how long the original link is.



TO DELETE A TWEET:

Select the Tweet you'd like to delete.



Note: you can only delete your own Tweets.

- ① On the web, select the trash can icon at the bottom of the Tweet. You will get a prompt to "Delete."
- ② On mobile, select the More (•••) icon. A message will pop up with the option to "Delete Tweet."
- ③ The Tweet will be removed from your profile.



ACCOUNT SECURITY

It's important to keep your account secure during the campaign and beyond. Adjust your account settings at twitter.com/settings to maximize your account protection:

CHOOSE A STRONG PASSWORD

We recommend using a password containing at least 20 characters. It should be either randomly generated or consist of a random string of words. Don't use words like Twitter or your name in the password, and choose a unique password for each password-protected website and device you're using.

USE A SECURE EMAIL ADDRESS

Use a campaign or other privately-managed email address rather than a public service such as Gmail or Yahoo! Mail to reduce the risk of emails being intercepted and your security compromised. If you do use a widely available free email provider, use precautions such as two-factor authentication.

STRENGTHEN YOUR SECURITY SETTINGS

Instead of relying on just a password, login verification introduces a second check to make sure that you and only you can access your Twitter account. After you enable this feature, you will need both your password and a designated mobile device to log in to your account.

REQUIRE PERSONAL INFORMATION TO RESET YOUR PASSWORD

Typically you reset a password simply by entering a username and clicking on a confirmation link sent by email. For added security, you can check the "require personal information" box in your settings. With this enabled, reset requests will have to be accompanied by your email address or phone number if you forget or need to change your password.

HERE ARE SOME ADDITIONAL TIPS THAT WILL HELP

Look out for suspicious links in your timeline, email and direct messages.

Be wary of phishing and be sure that you are on twitter.com before entering your login information. Note: Twitter will never email to request your password.

Never provide your username or password to third parties.

Be particularly wary of anyone who promises to gain followers for you or make you money.

Choose applications with care.

You can do a variety of integrations with your Twitter account thanks to thousands of third-party applications. However, be cautious before giving access to your account. If you don't recognize a third-party application, you can revoke its access by visiting the Applications tab in your account settings.

Be up-to-date.

Make sure your computer and operating system are upgraded with the most recent patches and anti-virus software and that your information is protected by secure passwords. Ensure that you have the most updated version of the Twitter mobile apps.

If you need to report a problem with your account or bring an issue to our attention, you can reach out to the Twitter support team at any time through @support or <https://support.twitter.com>



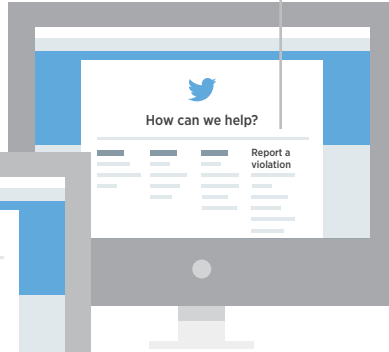
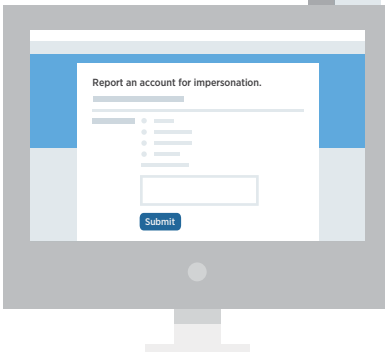
HOW TO REPORT A TWITTER ISSUE

1 Go to: <https://support.twitter.com/forms/>

2 Select an issue from "Report a Violation"

Violations include:

Impersonation, Trademarks, Counterfeit goods, DMCA copyright, Harassment (private information posted, abusive users, violent threats), Reporting spam, Suspended account, Report self harm, Report an ad



3 Complete the form related to the issue. Your information helps us assess and expedite resolution. See the blue box below for details to include.

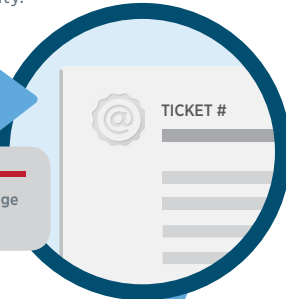


4 **Submit**

Submit form to create a Twitter support ticket. Ticket gets routed to a specialist. Tickets relating to violent threats and self harm are escalated as high priority.

5 Ticket creator receives a confirmation email and ticket number from Twitter

If you feel you are in physical danger, we strongly encourage you to follow up on the issue outside of Twitter.



6 Twitter specialist reviews the issue



7 Twitter team follows up personally via email





BASE BUILDING

SETTING UP YOUR PROFILE

WHO TO FOLLOW

BUILDING LISTS

BASIC SEARCH



SETTING UP YOUR PROFILE

Your Twitter profile shows the world who you are, moment by moment. Your profile is where you demonstrate what they can expect from your Tweets and why they should follow you.

It is especially important for candidates to define their personality and the issues for which they stand. Here are some tips for setting up your Twitter profile to best represent your values and your campaign.

Your username on Twitter is part of your identity on the platform.

It will be displayed when people reply to your Tweets or add you to a conversation. The username is the one that begins with the “@” — it can be up to 15 characters in length. Your name display can be up to 20 characters in length.

Consider how you would like it to look, for example, whether it be your full name (i.e. @JohnKerry), title and full name (i.e. @SenJohnMcCain), title and last name (i.e. @SenatorKirk), name and state (i.e. @mazieforhawaii) or something else (i.e. @WaxmanClimate for climate change advocate Rep. Henry Waxman).



TIPS FOR GROWING YOUR TWITTER @USERNAME RECOGNITION

- **Put your Twitter @username on your printed materials and merchandise.**

Adding your Twitter @username to your promotional materials and merchandise is a great way to get wider exposure and name recognition for your candidate, campaign and policy concerns. It also indicates that people can reach you directly through this channel — that you read and respond here.

- **Put Twitter on your website.** Adding Twitter buttons to your website is a great way to gain wider distribution for your content and gain more followers. See our section on “Powering your site with Twitter” for more instructions.

BIOGRAPHY

Your account bio must be 160 characters or fewer. We recommend that you include both details about the elected office you seek and constituency you represent as well as personal elements. Utilize keywords, account usernames and hashtags, all discoverable through search, in the bio to connect with other conversations and accounts related to your campaign, political party and interests.

PHOTOS

You can reinforce a candidate and campaign message with powerful, high-resolution imagery, especially with the new web profile that features a larger profile photo and customizable header to enhance the narrative around the account’s purpose. These photos are visible on all official Twitter platforms (Twitter.com, Twitter mobile apps and TweetDeck) when you view a profile. The profile photo will appear along with every individual Tweet message.



HERE ARE THE MAIN FEATURES OF THE NEW WEB PROFILE:

- 1 **Best Tweets:** Tweets that have received more engagement will appear slightly larger, so your best content is easy to find.
- 2 **Pinned Tweet:** Pin one of your Tweets to the top of your page, so it's easy for your followers to see what you're all about. You can pin and un-pin different Tweets to promote specific messages or to tee up the context for streams of Tweets to follow.
- 3 **Filtered Tweets:** Now you can choose which timeline to view when checking out profiles. Select from these options: Tweets, Tweets with photos/videos, or Tweets and replies.



WHO TO FOLLOW

WHAT IS FOLLOWING?

Subscribing to a user's stream of Tweets is called "following." To start following someone, click the Follow button next to their name, and you'll see their Tweets in your home timeline as soon as they post something new.

You don't have to ask permission to follow.

Anyone on Twitter can follow or unfollow anyone else at any time. This leads to something unexpected: open and fun conversations that get people talking.

HOW TO FIND PEOPLE TO FOLLOW

Start by following people you know. Search for their names or their @usernames, or find them all instantly by importing your contacts from your email address book. Then search for your favorite sports teams, actors, local newspapers, writers or schools. Lastly, search for accounts of people sending the type of Tweets you'd like to receive: breaking news, community leaders and other campaign-related accounts.

Finding a conversation is a great way to find people to follow as well. If you see an interesting hashtag, tap the conversation there, engage the community and follow anyone with whom you would like to connect. Simply follow what interests you.

BUILDING LISTS

WHAT IS A TWITTER LIST?

Twitter lists let you organize Twitter users in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else. Twitter lists can be used to follow a separate group of Twitter users from those you follow in your home timeline. Creating or subscribing to a list allows you to see only Tweets from users on that list. Lists are not a way to send Tweets to a select group, but to organize and read them.

If your organization has many entities within it, Twitter lists are a great way to see Tweets from just that subset of users in a dedicated timeline — a great resource for organization staff, the public and media. For example, the State Department (@StateDept) utilizes this feature to organize its various divisions including embassies, missions, consulates, foreign language accounts and all other officially-related accounts. And in Congress, party and committee leadership use this feature to follow Tweets from their own party or members. For example, @HouseGOP maintains a list of House Republicans and @Transport maintains lists of both committee members of both parties.

@STATEDEPT

@HOUSEGOP

@TRANSPORT



TO CREATE A LIST ON THE WEB

- 1 Select the “Me” tab at the top of the page.
When on your profile page, select the “More” tab and then select “Lists.”
- 2 Select the “Create new list” button.
- 3 Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- 4 Select “Save list.”





TO CREATE A LIST ON MOBILE

- 1 Select the “Me” tab on the bottom of the screen.
- 2 When on your profile page, scroll down and select “Lists.”
- 3 Select the “+” on the top right to create a new list.
- 4 Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- 5 Select “Save.”



TO ADD OR REMOVE PEOPLE FROM A LIST (WEB AND MOBILE)

- 1 Search for the account you would like to add or remove. Note: You do not have to be following them to add them.
- 2 Either on the search results page or the account’s profile page select the gear icon and then “Add or remove from lists.”
- 3 A pop-up will appear giving you the option to assign the user to any of your existing lists. You can uncheck any lists from which you would like to remove the user.
- 4 To make sure your list was updated, click on the Lists tab on your Profile page. Select on the list you’re checking on and select “Members.” The account you added should appear there. You cannot add a user who has blocked you to a list.



LOOKING AT TWEETS FROM A LIST

- 1 Click on the Lists tab on your Profile page.
- 2 Click on the list you’d like to view.
- 3 You’ll see a timeline of all of the Tweets from the users included in that list.



EDITING OR DELETING LISTS

- 1 Click on the Lists tab on your Profile page.
You will see all of the lists you've created and lists you follow under "Subscribed to."
- 2 Select the list that you'd like to edit or delete. Click Edit to update list details or click Delete to remove the list.
- 3 To add or remove people from your list you must go through the profile page of each person.

SHARING A LIST WITH OTHERS

- 1 Go to the list you'd like to share.
- 2 Copy the URL that shows up in your browser's address bar.
- 3 Paste the URL into a message to anyone you want to share the list with.

To see what lists you're on (lists that other Twitter users have created and added you to) go to your Lists page and click on "Member of." If you want to be removed from one of these lists, you will need to block the user that created the list. Click the name of the author, which will take you to the author's profile page. Then click the gear icon ("more user actions") and block the user. This will also remove this user from your timeline if you follow the user.

See the section on Advanced TweetDeck to learn how to view multiple Twitter lists at once.



BASIC SEARCH

USE TWITTER SEARCH

Find information about other users and topics of interest with Twitter search. We have a wide range of search tools that make it easy to find exactly what you're looking for on Twitter.

OUR RECOMMENDED TOOLS INCLUDE:

- **Twitter search (twitter.com/search)** This is the quickest and easiest way to look for information about subjects, events and people in real time. It is always available in the search bar at the top of every twitter.com page, or by clicking the magnifying glass in any mobile app. Just type your query and go!
- **Advanced Twitter search (twitter.com/search-advanced)** Step your searches up a notch with advanced search. This feature allows you to refine your searches by zeroing in on specific words, people or places.
- **TweetDeck (tweetdeck.twitter.com) and Twitter for Mac** are applications that use Twitter's streaming API empowering you to manage real-time tracking, organizing and engagement.

SAVE YOUR SEARCHES

You can also save your searches across applications (web, mobile, TweetDeck). For that, you'll need to be logged in to your Twitter account. In the search bar, type in your search query and once you are directed to the results page, you will see an option to save your search. Next time you use the Twitter search function, that query will appear as a saved search so you can always access it.





PERSUASION

WHAT FUELS A TWEET

PHOTOS

CALLS TO ACTION

AUTHENTICITY

VINE

EMPOWER INFLUENCERS AND SPOKESPEOPLE

LIVE-TWEETING

BE CREATIVE



WHAT FUELS A TWEET

Each Tweet represents an opportunity to show your voice and strengthen the relationship with your constituency. But building a healthy Twitter account is about more than just seeing how many people will Retweet your posts.

We wondered why certain Tweets see higher-than-average engagement. Adding a hashtag, photo or video to Tweets undoubtedly makes them richer, but does it bring you more user engagement?

WHAT WE EXAMINED

To help get insight into what resonates most with followers in specific vertical categories, we analyzed the content of millions of Tweets sent by verified users in the U.S., looking at the numbers of Retweets that included specific features:

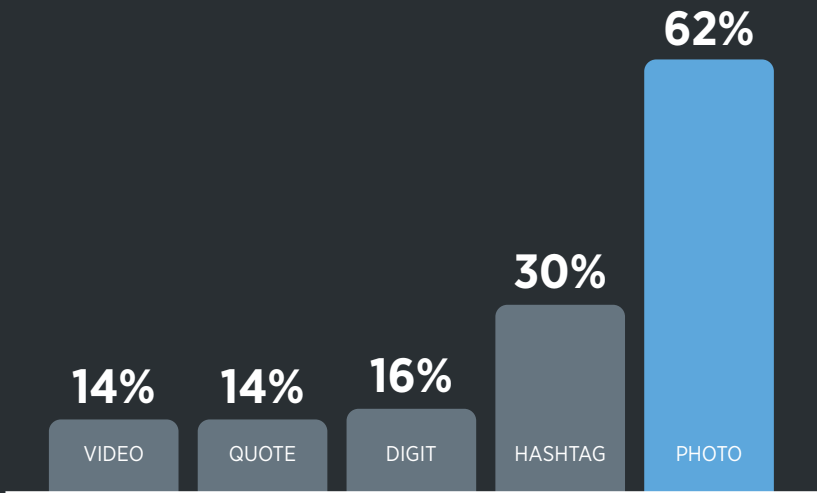
- **Photos**
- **Hashtags**
- **Links**
- **Videos**
- **Tweets containing a number or digit**

HOW WE DID IT

We analyzed the content of more than 2 million Tweets sent over the course of a month by thousands of verified users across different fields.¹ We looked at the number of Retweets in that dataset with the specific features mentioned above and compared it to the average numbers of Retweets for that collection of accounts during that period.

In other words, the baseline we compared to was the numbers of Retweets that each user would expect to get anyway. This helps us identify which features within a Tweet have the greatest impact on average Retweets.





Effects on Retweets: Government and politics

How adding specific elements increased percentage of Retweets by area

THE RESULTS

The fact is, people don't engage equally with every Tweet. Now we can confirm that adding video, links and photos all result in an impressive boost in the number of Retweets.

Twitter is more than just text. Adding the above elements to your Tweets make them more robust, complex, creative and fun. Twitter is incredibly visual, so it's no surprise that photos receive the highest engagement. Adding photos brings color and perspective to your text and entices your followers to share your content. Adding a hashtag to Tweets reaches an audience beyond your followers, outside the echo chamber. Quotable moments or taglines, facts and figures are important tactics in getting a message out and getting it to stick with constituents. Using video shows passion for issues (recapping a speech, for instance) or chronicles moments on the campaign trail. These elements all work to enhance your Tweets and your engagement.



“Talking with Pres. Obama about needs in #NJ at the ROIC Friday evening. #Sandy”

GOVERNOR CHRISTIE @GOVCHRISTIE - 2 NOV 12

NEXT STEPS

The aforementioned details can bring immediate rewards, however they are not the end of the story. When you're trying to foster a relationship with your constituents, you should keep in mind the types of Tweets that most resonate with them. Just as speechwriting requires a balance of great soundbites and a strong overall message, you should approach Twitter holistically with a strategy for specific Tweets.



PHOTOS

In our analysis of Tweet engagement, verified users in government and politics who posted photos in their Tweets saw a significant bump in Retweets — on average, 62% higher than they would receive normally. Let's say

62% Including photos in Tweets boosts Retweets by 62%.²
(ON AVERAGE)

a candidate's account normally receives an average of 100 Retweets per post. A photo would be predicted to receive an average of 162 Retweets per Tweet.

The popularity of photos suggests that authenticity and access are paramount for your followers. As a government official or candidate, it's important to build an authentic, transparent relationship with your constituency. A photo provides a candid insight into your life or work.

I WORK IN POLITICS. WHAT DOES THAT MEAN FOR ME?

You can use images and photos to tell a story or to trail a major event. Photos can help demystify the world of politics and foster closer engagement with your constituents.

TWEETING BEHIND-THE-SCENES CONTENT

For candidates, campaigns and their aides, Twitter is an invaluable way to reach beyond press conferences and news releases to connect with constituents in a more intimate way. People love behind-the-scenes content; it brings them up close and personal with the politicians who represent them and gives them a deeper understanding of political life.

During Hurricane Sandy, Governor Chris Christie (@GovChristie) showed action in the face of a crisis by Tweeting a photo from inside the regional

@GOVCHRISTIE





“John F. Kennedy was born #OTD in 1917; served as representative, senator, & president #tbt”

SENATE HISTORY @SENATEHISTORY - 29 MAY 14

operations center as he spoke to President Obama about the needs of his constituents.

@SENATE HISTORY

You can also share photos to remember or commemorate moments in history, particularly if you have exclusive access to the photo archives. The U.S. Senate Historical Office ([@SenateHistory](#)) employs this strategy effectively around timely events:





And U.S. Representative Eric Swalwell (@RepSwalwell) from California's 15th Congressional District often uses photos to share his perspective from the Capitol or around his district, including a dual photo on Twitter of him reading to a third grade class via web video and the classroom watching from across the country.

FEATURES AND TOOLS TO ENHANCE YOUR PHOTOS

MULTIPLE PHOTOS IN ONE TWEET

You can share up to four photos in one Tweet, which lets your followers get the big picture in one place. The photos are displayed as a preview collage in

The First Lady

@FLOTUS

Follow

"I hope you'll keep...building bonds of friendship that will enrich your lives & enrich our world" —FLOTUS in China, pic.twitter.com/fxmuQN9JL9

Reply Retweet Favorite More

RETWEETS **223** FAVORITES **305**

2:34 PM - 28 Mar 2014

Flag media

your followers' timeline. They can then expand to see each photo individually. The multiple photos will also be displayed if your Tweet gets Retweeted or embedded on another site.

PHOTO TAGGING

You can tag people in a photo (or collection of photos) that you post. The tags don't count towards your 140-character limit, so you have more room to express yourself. You can tag up to 10 people, and their names (not @username) will be displayed alongside the photo. As a default, anyone will be able to tag you if you have a public account. If desired, you can change that (to "only allow people I follow to tag me in photos" or "do not allow anyone to tag me in photos") via your Account Settings. And you can pair photo tagging with multiple photos in one Tweet like Senator @RonWyden.

@RONWYDEN





Ron Wyden 
@RonWyden

Honoring veterans at the groundbreaking of the new veterans clinic in #Eugene yesterday. pic.twitter.com/enbnTcPBxy

 Reply  Retweet  Favorite  More

 Senator Jeff Merkley and Rep Peter DeFazio



RETWEETS 11 FAVORITES 17





FILTERS

You can make your photos look even more expressive by using Twitter photo filters. When you upload a photo using the Twitter mobile app for iOS or Android, simply tap on the image to see the editing options. There are eight creative filters to add style and mood to your photos, ranging from antique sepia tone to saturated colors, as well as a one-click auto-enhance tool and cropping tool.

MEDIA-FORWARD TIMELINE

When you upload a photo via Twitter, it shows up right in the timelines of all your followers, letting them get an immediate glimpse into what you're sharing. With one click or tap, they can expand the photo within the app, and easily Retweet, favorite or comment on it. The image will also display when the Tweet is embedded on the web.

IMAGE GALLERY

All your Twitter photos, along with Vine videos shared via Twitter, are viewable in a gallery through your profile. On a desktop computer browser, they can be found on the left side of your screen, below your bio.

These features help make your photos more social, more beautiful and more engaging on Twitter — and help you build a stronger connection with your followers.

Photos posted through some other services are not previewed or included in galleries and will only appear as a link. This forces followers to leave your Tweet and view the image on a third-party provider's own website. If creating an image in an third-party app, we recommend saving the image to your camera roll and uploading to each service individually so your followers benefit from the full experience on both platforms.

CALLS TO ACTION



Sometimes you can drive engagement from a Tweet just by asking for it. Government officials and leaders often encourage their followers to Retweet a post to show support or spread awareness for someone or something.

Tweeting a photo in your call to action is a great way to depict your issue or cause and also drive more Retweets.

“ReTweet if you agree: We need an ALL-OF-THE-ABOVE #energy approach.”

SPEAKER JOHN BOEHNER @SPEAKERBOEHNER · 2 JUN 14

The call to action can also encourage constituents to Tweet their own photos as the Department of Education example above.





“Join @arneduncan on National Teacher Appreciation Day! #ThankATeacher and post your pic now!”

US DEPT OF EDUCATION @USEDGOV - 6 MAY 14

Finally, calls to action can make people feel like they are a part of an event such as when Vice President Joe Biden (@VP) Tweeted during the World Cup.



Vice President Biden @VP · Jun 16

RT to wish the @USSoccer team good luck in the #WorldCup! We're rooting for you. #GoTeamUSA #USAvGHA #USMNT

@VP



AUTHENTICITY

Especially for elected officials and candidates, Twitter is a great way to show your followers your personality. Define your voice on Twitter: Share things about yourself and show who you are. These are a few key ways to best do this, all of which will help display your voice to the world.

A PERSONAL BIO

Connect with voters by sharing your career background and personal interests in your Twitter account bio. This can be as simple as adding in your state, favorite sports team, committee work or family life.



Rep. Beto O'Rourke ✓

@RepBetoORourke

United States Congressman, husband, father, El Pasoan and @epchihuahuas fan.

📍 El Paso, TX

🌐 orourke.house.gov

—



Elizabeth Esty ✓

@RepEsty

Mom, community advocate, and U.S. Representative for Connecticut's 5th Congressional District. This is the official account for my Congressional office.

📍 Cheshire, CT

🌐 Esty.House.gov

Use keywords and hashtags to activate engagement with supporters and enhance discoverability.



OPENING TWEETS

Making a statement by starting your Twitter account with a personality is a great idea. When [@JohnKerry](#) rejoined Twitter, he threw a playful jab at the [@StateDept](#).



@JOHNKERRY
@STATEDEPT



When the [@CIA](#) joined, they showed some humor and creativity to help set an unexpected tone for the account

@CIA



“We can neither confirm nor deny that this is our first tweet.”

CIA @CIA - 6 JUN 14

BE PERSONAL IN YOUR TWEETS

Sending personal Tweets to friends and family for all of Twitter to see is a great way to show your personal side, and this resonates well with followers. Being as personal as you feel comfortable being is a great way to develop and build a loyal following. Ultimately, personality wins on Twitter.



“First #selfie! Great to see the kids from the Georgetown School of Arts and Sciences in DC today.”

TIM SCOTT @SENATORTIMSCOTT - 9 APR 14

SHARE YOUR INTERESTS

Connecticut Senator Chris Murphy must be an avid baseball fan — he Tweeted about the sport throughout the season.



“In case it doesn’t happen again this season, I will note the Red Sox start today in first place. #OpeningDay”

CHRIS MURPHY @CHRISMURPHYCT - 1 APR 13









Little did he know that the [@RedSox](#) would go on to win the World Series, which he Tweeted about too. And as soon as the season was over, he Tweeted about the gaping hole it had left in his day.

 **Chris Murphy** 
@ChrisMurphyCT

I miss baseball.

 Reply  Retweet  Favorite  More

RETWEETS 18 FAVORITES 21

5:58 AM - 3 Nov 2013

SHARE RELEVANT ARTICLES

Linking to an article or study is a great way to maximize the content you're conveying without needing to explain everything within the Tweet itself.

CALL OUT SOURCES WITH TWITTER @USERNAMES

If the authors of the article you link to are on Twitter, make sure to include their @usernames in your Tweets.

For more tips on how to show your personality, be authentic, and get the most out of each Tweet, refer back to the "Day-In-the-Life" overview on page 12.

VINE

Launched in 2013, Vine is an app that lets you easily create and share short (six-second) looping videos. Vine, is available for Apple and Android mobile devices, and individual videos can be seamlessly shared on Twitter. It has already been adopted by many government officials and agencies from the President to Congress to local government.

SIX-SECOND SPIN ROOM

The Vine video platform's brevity is perfect for a politician to speak directly to constituents or the general public and offer a quick response to a big speech or policy initiative. For example, legislators used Vine to capture their reaction to President Barack Obama's State of the Union ([#SOTU](#)) address moments after it happened.

#SOTU



Senators and Representatives were early adopters, producing Vine videos within a month after the launch.

It was a bipartisan, bicameral effort, as members of both political parties from the House and Senate used Vine to deliver rapid response to the speech and start a real-time conversation with their audience.

@SPEAKERBOEHNER

House Republicans in particular coordinated their use of Vine as the medium to get their responses out minutes after the address. Speaker of the House John Boehner ([@SpeakerBoehner](#)), the highest ranking Republican official, was able to distill his views on [#SOTU](#) clearly and concisely in 140 characters and six seconds.

#SOTU



The key was tight coordination among the House Republican Conference. In a message, Boehner directed readers to the 2014 House Republican SOTU site





“Appreciate what the President said tonight but I’m w/ those still asking, “where are the #jobs?””

SPEAKER JOHN BOEHNER @SPEAKERBOEHNER - 28 JAN 14

to “engage on Twitter with Republican leaders and lawmakers, who will be providing rapid response videos through Vine.”

The Congressional Republicans successfully coordinated their messaging on Vine and even created a “Vine station” in the Capitol where nearly 20 members provided their thoughts both before the speech — what they hoped to hear and encouraging constituent comments and taking questions — as well as after, for the first time offering their reactions in real time.

@WHITEHOUSE

@FLOTUS

#SOTU



SHOW BEHIND-THE-SCENES ACTION

Vine was quite popular further down Pennsylvania Avenue at the @WhiteHouse too. First Lady Michelle Obama (@FLOTUS) sent a quick Vine moments before she headed to the Capitol. The day before, the President himself recorded a Vine message about the State of the Union that @WhiteHouse Tweeted.

In all, this six-second spin room and the ability to give real-time rapid response through Vine proved to be a powerful tool for elected officials sharing their views on the 2014 #SOTU.

With Vine you can take your constituents inside the governing process. And when you're in your home state or district, this tool enables you to bring your constituents with you during events and your travels.

NARRATE DATA AND STATISTICS

Vine is an effective tool to explain data and statistics. In our analysis of Tweet engagement, Tweets with digits or numbers in them get 16% more Retweets — showing how the raw facts can be very powerful when presented on Twitter. With Vine's stop motion capabilities, you can bring the data to life in a creative and narrative way.

16% Tweets with digits or numbers get 16% more Retweets.¹

(AS OF JULY 2014)

This approach drives political discussion and provides substance behind the argument, demonstrating that your opinions are informed and based in facts. Animating data further boosts engagement, as Tweets with video get 14% more Retweets than the average (that includes all types of video).





“Did you know that the 19th District of Texas produces 1/3 of all the world’s cotton? #agriculture #texas #...”

RANDY NEUGEBAUER @RANDYNEUGEBAUER · 5 AUG 13

Elected officials and agencies are already embracing Vine for its data storytelling capability.

CURATE VINE CONTENT

Vine is also great for events and campaign-related activities where supporters and fans will be sharing their own videos. You can discover this content by searching on Vine.co by location, tag or people. Then you can further share the most compelling content videos by revining on Vine and Retweeting on Twitter.

EMPOWER INFLUENCERS AND SPOKESPEOPLE

HIGH-PROFILE CONVERSATIONS

Conversations on Twitter can provide incredible access to the lives and the thinking of politicians and other public figures involved in government. When these high-profile political leaders connect with each other on Twitter, it's a special treat for constituents. Whether humorous, poignant or just plain cool, these moments of serendipity can only happen on Twitter — that's why we use the hashtag [#onlyontwitter](#) to describe these one-of-a-kind conversations.

#ONLYONTWITTER



@CHICAGOSMAYOR

@JIMMYFALLON

For government officials, engaging with other prominent politicians or celebrities on Twitter is a tried-and-true way of reaching beyond your everyday audience. Engagement between these accounts introduces the followers of each to new accounts of potential interest, boosting follower growth on all sides. Here are a few examples of Twitter conversations between government figures that caught our eye.

Mayor Rahm Emanuel ([@ChicagosMayor](#)) challenged Jimmy Fallon ([@jimmyfallon](#)) to take part in the Polar Plunge to raise money for the Special Olympics Chicago:



The screenshot shows a tweet from the official account of the Chicago Mayor's Office (@ChicagosMayor). The tweet text reads: "Will [#jimmyplungewithus](#)? Come on [@jimmyfallon](#), the Chicago [#polarplunge](#) is a week away." Below the text are icons for Reply, Retweet, Favorite, and More. The tweet has 24 retweets and 16 favorites. A row of profile pictures of users who interacted with the tweet is shown. The timestamp is 12:58 PM - 23 Feb 2014.

RETWEETS	FAVORITES
24	16



EMPOWER YOUR OWN SPOKESPEOPLE

Beyond engaging with high-profile users, look to your close advisors and staff who can elevate conversation about your most critical issues and topics. For example, White House advisor Ben Rhodes (@Rhodes44) capitalized on the opportunity to debunk stories in the news:

@RHODES44



“This “transcript of POTUS-PM call” report is totally false”

BEN RHODES @RHODES44 - 29 APR 14

@STATEDEPTSPOX

@JOHNKERRY



Your staff can also keep the public informed about appearances and when to tune into the news. State Department Spokesperson Jen Psaki (@statedeptspox) often shares updates about Secretary John Kerry (@JohnKerry) including his schedule with other world leaders, giving viewers a glimpse inside the life of a diplomat:

“Secretary @JohnKerry to meet @mfa_russia Foreign Minister #Lavrov in #Paris on Thursday.”

JEN PSAKI @STATEDEPTSPOX - 3 JUN 14

Their proximity to the process of government or the campaign enables staffers to take constituents behind the scenes and into closed-door meetings by sharing photos and videos. For additional examples about demystifying politics and connecting with constituents and voters, visit the “Day-in-the-life” section on Page 12.

LIVE-TWEETING

Live-Tweeting allows government officials to comment immediately on breaking news, sudden crises, big votes and any other event that affects their constituents. In the past, the public would have to wait hours or days for news from their agencies or elected officials. Now, live-Tweeting gives politicians and their aides the ability to provide updates or opinions straight from the source, and bring constituents behind the scenes of government.

In the book *Politics and the Twitter Revolution* by professors John Parmelee and Shannon Bichard, the authors note that based on their research, “Political leaders whose Tweets include insider details may be better at attracting, keeping, and influencing followers because followers are often motivated to find political insight.¹

USE HASHTAGS

To draw attention to your live-Tweeting, make sure you use a dedicated hashtag that allows users to search for the topic and join the conversation themselves.

Our research on Tweets with hashtags from verified accounts in government and politics indicates a 30% boost in Retweets, on average. They help your message reach a new audience that shares a common interest and may not have discovered your voice previously. These findings suggest that substance triumphs over rhetoric for Twitter followers, as hashtags often are used to rally around a specific agenda (such as [#passMJIA](#) or [#EaseTheSqueeze](#)).

30% Tweets with hashtags indicate a 30% boost in Retweets.²

(FROM VERIFIED ACCOUNTS)

#PASSMJIA

#EASETHESQUEEZE





JANUARY 28TH, 2014 9PM ET

S T A T E

★ O F T H E ★

U N I O N

ENHANCED LIVESTREAM

WATCH AND PARTICIPATE AT
WH.GOV/SOTU #SOTU

“Tonight at 9pm ET, President Obama will deliver the State of the Union. Don’t miss it.”

THE WHITE HOUSE @WHITEHOUSE - 28 JAN 14

PROMOTE

If you want to assure the biggest possible audience for your Tweets, and it’s the type of event that others can attend or watch, spread the word in the days leading up to it that you will be live-Tweeting and announce the hashtag.

LIVE-TWEETING IN ACTION

Government officials and campaigns can also take follower behind the scenes of important events or react to the conversation in real time such as these examples from a presidential debate in 2012.

“@PBS says C is for Cookie.
@MittRomney says C is for CUT #Elmo.
#denverdebate Save #BigBird. #p2”

ED MARKEY @MARKEYMEMO - 3 OCT 12

#SOTU

#Up4CLIMATE



TIPS WHEN LIVE-TWEETING

- **Find or create the right hashtag.** Often a shorter and clearer hashtag message is best to achieve more engagement and reach, like [#SOTU](#) for State of the Union or [#Up4Climate](#) for an all night Senate floor speech marathon on climate change.
- **Take and Tweet photos.** Our research about verified users in government shows that Tweets with photos and hashtags draw the most Retweets, 62% more than normal for photos and 30% for hashtags.
- **Alternate the content.** Live-Tweeting can be a series of originally composed Tweets, such as a series of quotes or comments during a live speech, but it can also include Retweeting and replying to other users — a great way to grow your followers and extend the reach of your conversation.

62%

Tweets with photos and hashtags draw 62% more Retweets.³

(FOR VERIFIED USERS)

THE TECHNICAL ASPECT OF LIVE-TWEETING

When you live-Tweet and are replying to followers, be sure to click “Reply” so that the question and answer are linked. You can also Retweet the question or, if there is space, Retweet or quote the question in your Tweet with the answer.

HOW MANY TWEETS?

There’s no set formula for how many Tweets to send during a live-Tweeting session. When you feel moved to Tweet, go for it. If not, wait until events continue unfolding. Sometimes, a live-Tweeting approach just won’t catch on. If that happens, don’t worry — just try it again soon. But if you’re getting good feedback, keep at it. Over and over again, we’ve seen that live-Tweeting leads to higher engagement.



BE CREATIVE

Politics isn't the only thing politicians talk about. Twitter gives politicians a platform to connect with the public, whether it be over sports or the latest buzzworthy news item. It is an opportunity for politicians to show they are more than just a suit — or pantsuit — and to talk about something other than policy and votes. In “stepping out from behind the podium” and showing natural personality, these leaders humanize themselves and the political process — and gain followers to boot.

TWEET ABOUT YOUR FAVORITE TV SHOWS

The Netflix political drama [@HouseofCards](#) has been the talk of Twitter — especially among politicians themselves. Members of Congress and senators used Twitter to share their perspectives on the popular show featuring their line of work. This is a great example of how effective it is to engage about popular topics outside your field.

@HOUSEOFCARDS



@MEGANEBOZEK

@KENDALLCOYNE

@SENATORKIRK



“Fiction meets reality [@HouseofCards](#) on issue of military sexual assault. Reforming this unjust system is a must. Pass the #STOPact #MST”

JACKIE SPEIER [@REPSPEIER](#) - 19 FEB 14

TALK TO ATHLETES

Senator Mark Kirk ([@SenatorKirk](#)) congratulated Illinois constituents and Olympians [@KendallCoyne](#) and [@Meganebozek](#) on the women's hockey team victory over Finland:

“Congrats to @USOlympic Women’s Hockey and #IL athletes @KendallCoyne & @Meganebozek on beating Finland this morning.”

MARK KIRK @SENATORKIRK - 8 FEB 14

CONNECT WITH OTHER HIGH-PROFILE ACCOUNTS

When the world’s best athletes faced off in Sochi during the Olympics, global leaders turned to Twitter to support the athletes from their country. Tweets from heads of state and foreign ministers offered a glimpse into the conversations (and friendly wagers) that used to happen only in executive chambers — or on red phones.

Since the USA and Canada are intense rivals on the ice, both country’s foreign affairs officials, namely Foreign Minister John Baird (@HonJohnBaird) and Secretary of State John Kerry (@JohnKerry) had their own friendly Twitter exchange to honor the winners:

@JOHNKERRY

@HONJOHNBARD



John Baird @HonJohnBaird

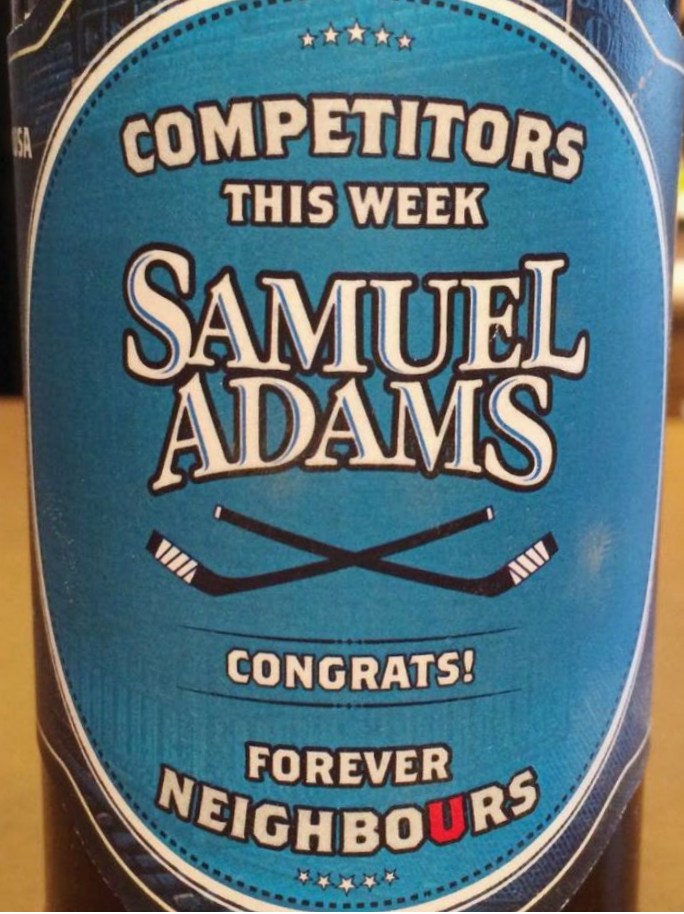
Big win by @HC_Women in Sochi means that @JohnKerry and @BarackObama will be sending some beer north of the border... #WeAreWinter

Reply Retweet Favorite More

RETWEETS 49 FAVORITES 35

4:45 PM - 20 Feb 2014





“.@HonJohnBaird two close ones!
Congrats to #TeamCanada. Making
good on my promise: case of
@SamuelAdamsBeer on the way.”

JOHN KERRY @JOHNKERRY - 21 FEB 14

LIVE-TWEET AN HISTORICAL EVENT

Just because an event happened in the past doesn't mean you can't live-Tweet it as if it was happening in the present. This is especially true for historical events which occurred before Twitter (or even the Internet) existed.



Maybe there's an anniversary of a big event coming up, or you just discovered something really cool. Regardless of what the past event is, make sure you have archival materials to share — old photos, videos, newspaper articles, journal entries.

The live-Tweeting session does not necessarily have to be planned ahead of time. For instance, when former White House Press Secretary [@AriFleischer](#) arrived at his office the morning of the 12th anniversary of the September 11 terrorist attacks and saw his 9/11 photos on the wall, he decided to explain what he was feeling publicly, on Twitter. "I got started and I just couldn't stop," he says. As a firsthand witness within feet of the President on one of the most tragic days in American history, for Fleischer, "You have a responsibility to share it. It is valuable to understand the history."

GIVING CONTEXT

Explain why the event is important, why someone should engage with your Tweets about an event that happened ages ago.

ORGANIZING CONTENT

Since you'll be sending a series of Tweets about an event that took place in the past, it's crucial that you organize your content to avoid confusion and make it easy for people to follow along. Using a dedicated hashtag is one simple solution. That way people can click on the hashtag and see all the posts as well as any comments that also included the hashtag.

Ari Fleischer's method was more sporadic but no less effective. He quoted President Bush in his Tweets and shared the President's original schedule for that day. He shared handwritten notes detailing how the day actually went and behind-the-scenes photos.





“Forgot this. After I returned 2the WH, I briefed the press in my office. That’s a young @JimVandeHei in the middle.”

ARI FLEISCHER @ARIFLEISCHER - 11 SEP 13


We also recommend organizing your content in a Twitter collection. This feature allows you to create your own timeline of Tweets, in the order you select. Tweets in collections can be grouped and organized around specific topics, interests, events and conversations, and are, of course, delivered in real time. Each collection is public and has its own page on twitter.com, making it easy to share, follow and embed. For more on collections, turn to page 102 in the “Advanced TweetDeck” section.

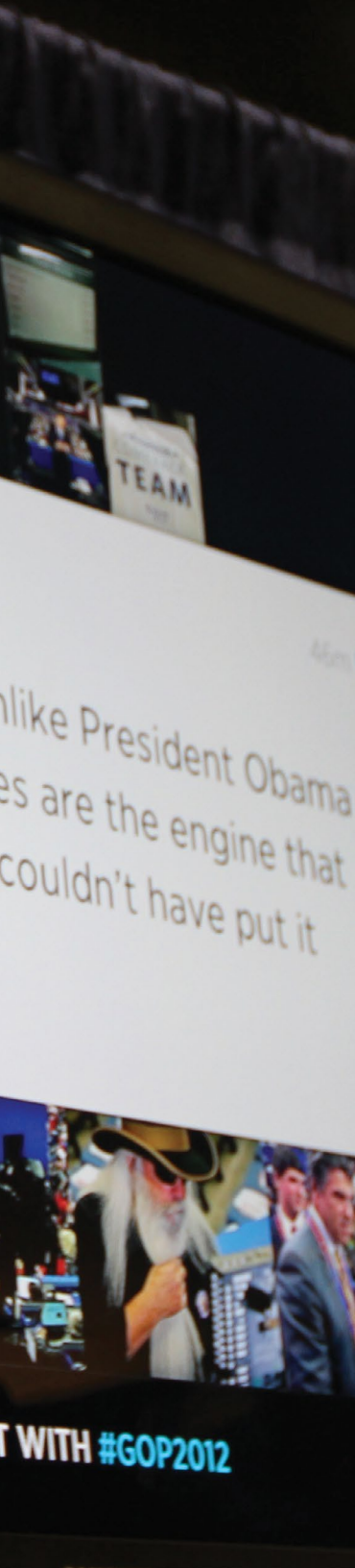


Reince Priebus
@Reince

.@cathymcmorris "Un
know small businesses
drive our economy"
better myself



 SHARE YOUR EXPERIENCE, TWEET



TEAM

Alamy

unlike President Obama
es are the engine that
couldn't have put it



RAPID RESPONSE

- ENGAGE IN THE MOMENT
- TWITTER Q&A
- EXPECT THE UNEXPECTED



T WITH #GOP2012

ENGAGE IN THE MOMENT

INTERACT WITH CONSTITUENTS AND VOTERS

When it comes to elected officials and candidates, Twitter isn't just for Tweeting links to speeches and policy initiatives. Interacting with your followers — the voters — is an important aspect of Tweeting. Whether it's questions, answers or comments, chatting with your followers is a beneficial experience for them and rewarding for you.

Take the U.S. Department of the [@Interior](#). When someone sent a random Tweet with a query mentioning [@Interior](#), the department replied showing its responsiveness and personality.

@INTERIOR



@CHUCKGRASSLEY



BRING NATIONAL ATTENTION TO LOCAL ISSUES

Senator [@ChuckGrassley](#) of Iowa will often send stream-of-consciousness

Tweets about things going on in Iowa that his constituents might be interested in. While in his home state, Grassley shared an authentic moment



that affected him personally. The senator and his friend hit a deer on the road and he described the event in a Tweet.

“Fred and I hit a deer on hiway 136 south of Dyersville. After I pulled fender rubbing on tire we continued to farm. Assume deer dead”

CHUCKGRASSLEY @CHUCKGRASSLEY - 25 OCT 12

The Tweet grabbed national headlines, but the issue tapped into local concerns that might be a widespread problem affecting many of his constituents. Weeks later, Grassley again shared an observation about deer and public safety. While driving to church he saw another deer on the side of the road. He noted on Twitter that Iowa should have a longer deer hunting season, as the number of deer in certain areas were making the roads less safe. Then he shared a series of Tweets detailing facts about deer, the public safety impact and potential solutions.

As the conversation, which originated on Twitter, continued to get public, constituents were prompted to contact Grassley’s Senate office to give their own examples of deer related accidents and their perspective on deer hunting policy.

“Thanks to all who r emailing me to tell me of somebody injured when they had accident b/c of deer. I need evidence to get season lengthened.”

CHUCKGRASSLEY @CHUCKGRASSLEY - 18 NOV 12

Grassley's story is a great example of sharing your personal experiences, relating to your constituents and connecting with their local concerns, and crowdsourcing those experiences to develop a government solution.

TWEET DURING POPULAR TELEVISED EVENTS

The Seahawks weren't the only ones buzzing on Twitter during Super Bowl XLVIII. [@HillaryClinton](#) made waves when she Tweeted this during the game:

@HILLARYCLINTON



“It’s so much more fun to watch FOX when it’s someone else being blitzed & sacked! #SuperBowl”

HILLARY CLINTON @HILLARYCLINTON - 2 FEB 14

#SB48



The Tweet is a great example of how Tweeting in unexpected ways can build engagement and interest. Secretary Clinton isn't known for her comments on sports, but she was one of the 5.6 million people Tweeting about [#SB48](#). Her good-humored Tweet established the fact that she was following the game — and that she had a wry observation about the network airing it. She Tweeted at the right time too — in the middle of the game.

With more than 50,000 Retweets, the message was, at that time, her most-Retweeted. She gained approximately 33,600 new followers — 10 times her average daily follower growth. In addition, her Tweet was embedded on dozens of websites and news publications, further extending the reach and visibility of her message.

#SFBATKID



JOIN THE ROAR OF THE CROWD

During the excitement and news coverage of [#SFbatkid](#) — when San Francisco became Gotham City for a day to make a wish come true for a





“Here he comes!!!! #SFBatkid”

MAKE-A-WISH BAY AREA @SFWISH - 15 NOV 13

five-year-old cancer survivor and caped crusader — President Barack Obama chimed in with a Vine video message championing the kid hero, “Way to go Miles, way to save Gotham.”

It didn’t involve politics; it was simply an [#onlyontwitter](#) shoutout from the President of the United States to a kid who had taken a city — and country — by storm.

#ONLYONTWITTER



TWITTER Q&A'S

Holding a Twitter Q&A is a great way for constituents and voters to connect directly with you — the government leaders, officials and candidates. When public figures engage one-on-one with their constituents, it helps bring back the finest face-to-face traditions of representative politics and service. In fact, studies have found that when elected leaders engage directly on Twitter, it can have a more profound influence on voting behavior than voters' own friends and family members. Here are some examples of Twitter Q&As from government leaders and candidates.

@GINAFORRI

@EMILYSLIST

#ASKGINA

TALK TO A CANDIDATE

During her campaign for governor of Rhode Island, Gina Raimondo (@GinaForRI) held a Twitter Q&A. Her #AskGina chat was hosted by @emilyslist, which leveraged its 46,000 followers to draw attention to Raimondo's conversation. She answered questions from @emilyslist as well as voters who Tweeted with the #AskGina hashtag.



Gina Raimondo @GinaforRI · Jan 16

.@abbower14 If we want local biz to expand, we need to provide them w/ the resources they need to grow, like quality infrastructure #AskGina

@MARTY_WALSH

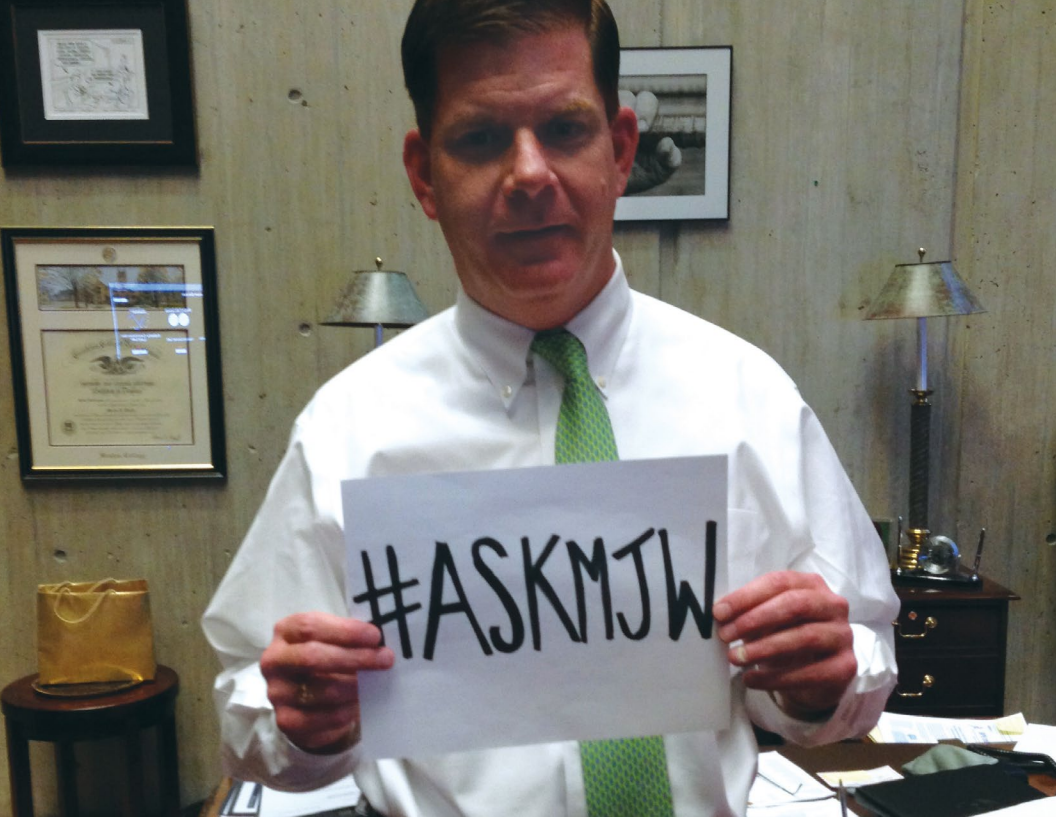
#ASKMJW

The Twitter Q&A enabled Raimondo to spread her message and talk to voters with whom she might not have otherwise connected.

MEET THE MAYOR

A few months after being elected mayor of Boston, Marty Walsh (@marty_walsh) held a Twitter Q&A, announcing the event with a photo and hashtag. The half-hour long #askmjw chat gave Mayor Walsh an opportunity to talk





“Looking forward to chatting with you today at 3; reply using #askmjw.”

MAYOR MARTY WALSH @MARTY_WALSH - 24 FEB 14

directly to his constituents, hear their questions and concerns — and for them to hear his answers.

“This has been great but have to get back to governing. Will do again soon. Thanks! #askmjw MJW”

MAYOR MARTY WALSH @MARTY_WALSH - 24 FEB 14

@ROBWITTMAN

#TWITTERTUESDAY



#TWITTERTUES

Congressman Rob Wittman (@RobWittman) makes it a point and a priority to hold regular Twitter Q&A sessions with his constituents and Twitter followers. They range from day-to-day life as a Member of Congress, such as how he travels, to local issues that affect the district. Using #twittertues, the Congressman announces the event and topics on his mind that week and then takes questions for as long as his schedule permits.

“TODAY: #twittertues Q&A with @RobWittman on the issues. Share your thoughts, concerns, questions and ideas! #va01 #fxbg #rva #nnk #hrva”

REP. ROB WITTMAN @ROBWITTMAN - 20 MAY 14

THE TECHNICAL ASPECT OF A TWITTER Q&A BEFORE

SELECT YOUR FORMAT

- **Without a moderator.** This is the easiest format to execute and repeat. Pick out the questions you like and start answering them.
- **With a moderator.** It takes more coordination but the moderator format can amplify your account's visibility, bring more attention to your issues and offer a third party, such as a news organization or campaign, the opportunity to source the questions. You can do this two ways: either with two handles or with an account takeover.

DEFINE THE CONVERSATION WITH A #HASHTAG Come up with a specific hashtag to use so that people can easily join in the conversation. Adding #Ask before the person's name or some sort of abbreviation — such as





#AskFLOTUS, which is used for First Lady Michelle Obama's Q&As — is a common yet effective approach.

ANNOUNCE THE Q&A

- **Days before.** In the day or two prior, announce the time you will be doing the Q&A and ask followers to submit questions. Tip: To further promote the event, you can pin the Tweet to the top of your timeline.
- **Hours before.** Send another Tweet announcement an hour or two before the Q&A begins. Make sure the person answering questions and the moderator (if there is one) both Tweet the announcement. The same goes for any associated Twitter account, such as a candidate's party or official organization.
- **Be spontaneous.** Alternatively, a previously unannounced Twitter Q&A can be equally successful and enjoyable. While this strategy may limit the volume of questions submitted, it often maximizes the organic nature of participation when hoping to avoid organized, unwanted commentary.

SOLICIT QUESTIONS EARLY AND OFTEN It is helpful to source questions ahead of time. Enter the hashtag into Twitter search and look for questions of interest. Have some queued up prior to the live Q&A and save some real-time ones. Make sure to default to "all" Tweets at the top of the search results page where you entered the hashtag into search.

DURING

KICK-OFF To start the interview, post one Tweet announcing it's go time.

REPLY ETIQUETTE When you see a Tweet that has a question you'd like to answer, first Retweet the question and then simply select "Reply" and type your answer. This will ensure that all of your followers will see the full conversation with context while keeping the question and answer Tweets linked as one thread.

AFTER

DOCUMENT THE EVENT To make your Twitter Q&A and conversations extend beyond the event, you can document the Q&A on your website using Twitter embedded Tweets and/or a custom collection. Senator Mark Warner (@MarkWarner) did this when embedding the Twitter conversation from his Q&A on his website. Check out the “Powering your site with Twitter” section for more details.

@MARKWARNER



The screenshot shows the website for Mark R. Warner, U.S. Senator from the Commonwealth of Virginia. The page features a navigation bar with links for Home, Meet Sen. Warner, About Virginia, Priorities, Services, News, Contact, and Español. A search bar and a 'SUBMIT' button are also present. The main content area is titled 'Nov 28 2012' and 'Tweeting the #fiscalcliff'. It includes a sub-header 'Senator Warner held another Twitter town hall on Tuesday, fielding questions from constituents across the Commonwealth on issues as diverse as the taxes, education and energy -- and even UVA's football struggles during their 4-8 season.' Below this is a tweet from Jeff Etten (@JeffEtten) asking 'What can you do to help UVA football? #guy #askwarner'. Mark Warner (@MarkWarner) replies: '.@JeffEtten I did do what I did for Tech - get #UVA into the ACC. Oops - they're already in. #hokies #askwarner'. The tweet is dated 9:28 AM - 27 Nov 2012 and has 19 retweets and 0 favorites. A video player below the tweet is titled 'UVA: Senator Warner on the Fiscal Cliff'. On the right side of the page, there are sections for 'Related Links' (Latest News, Press Releases, News Clips, Speeches, Multimedia) and 'Constituent Services' (Contact Us, Help with Federal Agencies, Academy Nominations, Visit Washington DC, Apply for Grants, Flag Requests). A 'NEWSLETTER Signup' button is at the bottom right.

OTHER TWITTER Q&A FORMATS

GUEST HOST AN EXISTING TWITTER Q&A

Finding out where the conversation on Twitter is taking place is an important part of Tweeting better. Instead of just asking for questions, U.S. Secretary of Education Arne Duncan (@ArneDuncan) took part in a debate run by a group of education experts, igniting discussion on their home ground and receiving record-breaking personal mentions. The group running the event hosts regular Q&A sessions on Twitter for education technology practitioners, using the same hashtag consistently so those interested can find the discussion.

@ARNEDUNCAN



“I’m Arne Duncan, Washington DC, US Secretary of Education and guest moderator for tonight’s #edtechchat”

ARNE DUNCAN @ARNEDUNCAN - 28 OCT 13

Existing weekly or monthly chats organized by issue advocates and community leaders are happening all the time on Twitter. Keep an eye out for these events and popular hashtags so that you can jump into the conversation and perhaps host one session yourself. It’s a great way to connect on a personal level with people who value the issues that matter to you most.

HOLD A REVERSE Q&A

Taking a fresh spin on the traditional Q&A format, you can ask the questions and let your supporters answer — making the event more inclusive and dynamic. Plus, it can be a great way to solicit and amplify citizen input on policy initiatives and local issues.

TWITTER TOWN HALL

With the addition of a broadcast or live-streaming component, you can host a Twitter Town Hall: taking questions from Twitter and answering out loud. Because Town Halls are typically more comprehensive, it can be common for several agencies or organizations to come together to answer the public’s questions. As a result, Town Halls require a bit more planning and coordination to attract the biggest audience possible. Users’ questions are labeled with a heavily promoted hashtag so everyone knows it’s specific to the event.

On July 6, 2011, the White House (@WhiteHouse) held its first Twitter Town Hall, when President Barack Obama answered Twitter users’ questions about the U.S. economy. Using the hashtag #AskObama, people all over the world

@WHITEHOUSE

#ASKOBAMA



sent more than 160,000 questions and comments for the president to answer live during the event.

People could track the conversation in three ways: By watching the event video streaming live on the web, following the live back-and-forth with the [@WhiteHouse](#) on Twitter or by searching for the hashtag [#AskObama](#).

@WHITEHOUSE

#ASKOBAMA

#ASKSTATE



At one point, the President Tweeted a question of his own: “In order to reduce the deficit, what costs would you cut and what investments would you keep?” He turned the Q&A format on its head, commenting on citizens’ answers to his question and creating some of the event’s most compelling moments in the process.

And in January 2013, outgoing Secretary of State Hillary Clinton held a global Town Hall, soliciting questions with the Hashtag [#AskState](#). The moderator selected the questions from Twitter, the studio production staff placed the question on the lower-third of the video stream and Secretary Clinton answered the questions out loud.

“[#SecClinton](#) will hold a [#GlobalTownHall](#) today at 9:30 AM ET. Send your questions to [#AskState](#) and watch live at <http://goo.gl/Kx1FE>.”

DEPARTMENT OF STATE @STATEDEPT - 29 JAN 13

But you don’t have to do this on your own: Twitter has a network of certified partners, many of which have experience facilitating Town Halls. You can read more about these at <https://media.twitter.com/tools-and-services>.



EXPECT THE UNEXPECTED

As the campaign season, legislative season or Town Hall tours heats up, you will want to be prepared to react to stories, connect with constituents in real time and share engaging content. Here are some tips to prepare:

SET A CALENDAR OF EVENTS

Identify dates and events during which you want to engage on Twitter.

Accounts grow in followers and engagement when they continue to Tweet, so you'll want to have that as part of your formal agenda.

COLLECT EVERGREEN CONTENT

Prepare a file with documents, favorite excerpts and high-quality photos — both new and old — so you can easily share that content during timely events.

CHECK YOUR TWITTER MENTIONS

Regularly review your Twitter @mentions and create a saved search for your name and important hashtags so that you can readily @reply folks after an event. Basic engagement, including Retweeting, @mentioning and @replying will build conversation around your key priorities.

- **To save a Twitter search:** Type your search query into the search box at the top of the page and hit return or click the magnifying glass icon. Then click Save at the top right corner of your search Results. You may have up to 25 saved searches per account.

ENABLE PUSH NOTIFICATIONS

Utilize push notifications within the Twitter mobile app to get Tweets from selected users delivered right to your homescreen — like a text message.

See the section on “Push Notifications” for instructions on how to turn on this feature.





MOBILIZATION

EVENT INTEGRATION

POWERING YOUR SITE WITH TWITTER

TWITTER CARDS AND ANALYTICS FOR CARDS



EVENT INTEGRATION

ORGANIZE A LIVE EVENT USING TWITTER

When planning a campaign rally, roundtable discussion, speech or live-streaming event, be sure to incorporate the Twitter audience and experience into your planning and execution. This will draw them closer to your organization's goals and create some buzz on Twitter too.

A FEW ELEMENTS TO CONSIDER WHEN PREPARING YOUR EVENT

- **RSVP with your Twitter @username.** When attendees register for your campaign and government events, be sure to ask for their Twitter @username. This will be valuable to track participation, engagement and follow-up correspondence.
- **Make Twitter participation easy.** Select a distinguishable hashtag that clearly identifies the topic or host and encourage supporters to Tweet early and often, with specific Twitter participation suggestions leading up to, during and after the event. See sections on "Photos," "Calls to action" and "Vine" for more inspiration.
- **Tweets on display.** When planning the physical space and web experiences of the event, consider using a tool to creatively display relevant and engaging Tweets or topics.

Twitter has a network of certified partners, many of which have experience facilitating live screen and web visualizations.

Find a list of our technology tools at media.twitter.com/tools-and-services.

@NASA

EVENT CASE STUDY: NASA

For the launch of the rocket MAVEN to Mars, @NASA brought together a group of highly engaged and active fans who, in essence, acted as beat



reporters on the ground at Kennedy Space Center. They built buzz leading up to the launch and were among the people who were breaking the news of the launch on Twitter.

This [#NASASocial](#) event took place from November 16 through the launch on November 18, 2013, as the space agency invited 150 of its social media followers, mainly Twitter users, to Kennedy Space Center for an inside view. The lucky group watched the launch live and shared their observations with the world.

HOW NASA LAUNCHED A SUCCESSFUL SOCIAL EVENT

Promotion leading up to the launch. NASA announced the event on its website and promoted it over social media, choosing 150 attendees out of the more than 1,100 who registered. The one qualifier: Those who applied had to already be active social media users.

Social media accreditation. Elevating the power users and influencers within its own community, NASA gave social media followers the same credentials given to traditional news media. This group was hand picked based on its respective audience and influence on social platforms. For example, high-profile Twitter users like Bill Nye ([@TheScienceGuy](#)) joined in to help NASA expand its reach to new audiences.

Event promotion. Since NASA has been hosting socials since its first Tweetup back in 2009, it has an ever-growing community of alumni on Twitter to help with promotion. Space aficionados not attending in person could still participate as NASA steered the conversation with live Tweets, photos and videos.

#NASASOCIAL



@THESCIENCEGUY



“We’re live from the #MAVEN #NASASocial talking about #Mars and the next spacecraft headed to the red planet. Watch: nasa.gov/ntv”

#NASASOCIAL

@MAVEN2MARS

#MAVEN

NASA SOCIAL @NASASOCIAL - 16 NOV 13

Activities at the event. At the social, NASA gave its guests special access to its facilities and personnel. Visitors could meet and speak with the spacecraft’s engineers, Mars scientists and managers — and even an astronaut.

Spreading the word. Of course, guests were encouraged to share their experiences beyond the walls of the Space Center. Guests were asked to use the hashtag #NASASocial as well as the mission handle (@MAVEN2Mars) or hashtag (#MAVEN).



Organizing the discussion with specific hashtags and handles allowed NASA to follow along and discover all the great content — be it photos, videos, blog posts or something else — that was being shared with the public.

Also noteworthy was the powerful kinship that the guests formed with each other over their shared passions of spaceflight, engineering and science. NASA created a Twitter list of the group so the attendees could meet and Tweet each other before and after the event. As the list is public, anyone could, and still can, subscribe or follow along for information on the MAVEN launch from this unique community of space-fan Twitter extraordinaires. Read more about creating a Twitter list on page 40.



POWERING YOUR SITE WITH TWITTER

Users love to share and discover great content from across the web via Twitter. By powering your website with Twitter buttons and embedded Tweets, you can increase your reach and influence in the conversation with just a few clicks. It's the instant activation that may get your constituents to follow and engage with your content.

ADDING A FOLLOW BUTTON TO YOUR WEBSITE



The Follow button, shown above, lets users follow your account directly from your personal homepage or any website where the button is installed. When users click this button, the following occurs:

- **For logged-in users**, a small pop-up screen displays with more information about your account.
- **Users who aren't logged in** to Twitter will see a similar pop-up screen that allows them to view your account's following/follower information, sign in and then follow you.

HOW TO ADD THE FOLLOW BUTTON TO YOUR SITE:

- Log in to your Twitter account.
- Go to twitter.com/about/resources/buttons#follow.
- Customize the Follow button to your liking with the available options.
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

ADDING THE TWEET BUTTON TO YOUR WEBSITE



The Tweet button lets users quickly share the web page they're viewing with all of their followers. Clicking the Tweet button provides you with a pre-populated Tweet containing a link to that web page, which the users can customize before sending.

Users love to share and discover great content from across the web via Twitter. This button encourages them to share your website and to follow your Twitter account in the process. You'll increase traffic to your site and develop a larger Twitter audience.

HOW TO PUT THE TWEET BUTTON ON YOUR SITE

- Go to twitter.com/about/resources/buttons
- Customize the Tweet button – choose pre-populated text for the message, and confirm which Twitter accounts you'd like to suggest to users. The main account you specify will become an @mention in the Tweet. (By default, we'll use the username of whichever account you're currently logged into.)
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

The optional Tweet counter captures a sum of all Tweets and Retweets of your content, so you can watch the message spread as people share it.

EMBEDDING A TWEET ON YOUR SITE

You can embed a Tweet directly onto your site to create a conversation between Twitter users and the people who visit your website. Want to highlight a particular Tweet that struck a chord with people or add context from Twitter users on a developing story? With embedded Tweets, you can



incorporate your best Tweets or any other public Tweet into your online content. They function just like regular Tweets, so users can continue to engage by Retweeting, replying or favoriting the Tweet — all without leaving your site.

HOW TO EMBED A TWEET

- When you click on the “More” link at the bottom of a Tweet on the web, a drop-down menu will appear giving you the option to “Embed Tweet.”
- When you click “Embed Tweet,” a dialog box will appear. Copy and paste the HTML code from the dialog box and add the code directly to your website wherever you’d like the Tweet to appear.

EMBEDDED TWEETS IN ACTION

First Lady Michelle Obama (@FLOTUS) implemented all the appropriate best practices to propel a Twitter message, #BringBackOurGirls. She extended the conversation to new audiences and drew greater attention to the plight of 200+ kidnapped teenage girls in Nigeria. Here were her steps to success:

Step 1: Tweet with a photo and meaningful hashtag.

Mrs. Obama Tweeted on May 7, three weeks after the kidnapping, but as the cause tagged #BringBackOurGirls was gaining global traction. The Tweet was signed “mo,” signaling that she wrote it, with a photo and the hashtag. This is key: our research about verified users in government shows that Tweets with photos and hashtags draw the most Retweets: 62% more than normal for those with photos and 30% for more than average for those with hashtags.¹

Steps 2-3: Pin Tweet to your profile page and Retweet to amplify.

The Tweet was pinned on her Twitter timeline, taking advantage of the latest profile features, bringing additional visibility to the content. It was also Retweeted by @WhiteHouse, which added reach with 4 million more followers than the @FLOTUS account, propelling the conversation across the globe.

@FLOTUS

#BRINGBACKOURGIRLS



@WHITEHOUSE

@FLOTUS



Step 4: Embed Tweet on your website.

The final key tactic she used was to embed her Tweet in a post on the White House website. Embedding a Tweet on a website can amplify your message significantly to reach even more people who may not be on Twitter or even familiar with it. Embedding brings a whole new level of traffic and awareness to the Tweet and the cause for which you've shared your voice. In the headlines feature of the Tweet, you can see the other websites and news publications that embedded it.

THE RESULTS

The activity marked Mrs. Obama's biggest day of follower growth since her first day on Twitter. With 58,000 Retweets, the message gained about six times more Retweets than her next most-Retweeted Tweet.

EMBEDDED COLLECTIONS IN ACTION

For events or moments when you want to highlight a series of Tweets, your best resource is the Twitter collections feature — available on TweetDeck — that allows you to create your own timeline of Tweets you select. Tweets in collections can be grouped and organized around specific topics, interests, events and conversations, and are, of course, delivered in real time. Each collection is public and has its own page on twitter.com, making it easy to share, follow and embed.

@INTERIOR

For their look back at the year in 2013, the [@Interior](#) utilized the custom collection feature to spotlight their top engaged Tweets of 2013, in one embedded and shareable location on their website.



For instructions on how to create a custom collection see our section in “Advanced TweetDeck” on page 102.



TWITTER CARDS AND ANALYTICS FOR CARDS

Twitter Cards make it possible for you to automatically attach rich media to Tweets. This immersive preview of the content available on your website or in your app helps drive traffic to your properties while maintaining attribution for your content when it is shared.

Simply add a few lines of HTML to your webpage, and users who Tweet links to your content will have a “card” added to the Tweet that’s visible to all of their followers. Content-rich Tweets that publishers like the New York Times use to summarize articles, play videos or post photos are a great way to curate your message to your followers and give them more than just 140 characters of content to share.

YOU CAN START USING TWITTER CARDS IN FIVE EASY STEPS:

- 1 Review the documentation on dev.twitter.com for the type of card you want to implement.
- 2 Add the right meta tags to your page.
- 3 Run your URLs against the validator tool to request approval.
- 4 After approval, Tweet the URL and see the Card appear below your Tweet.
- 5 Use Twitter Card analytics to measure your results.

There are nine different types of cards that can be attached to Tweets, each of which can be applied to Twitter’s web and mobile services.

- **Summary Card:** This is the default card, including a title, description, thumbnail and Twitter account attribution.
- **Summary Card with Large Image:** Similar to a Summary Card, this offers the ability to prominently feature an image.
- **Photo Card:** A Tweet-sized photo preview of a shared photo.

- **Gallery Card:** A Tweet card that is geared toward highlighting a collection of photos.
- **App Card:** A Tweet card for providing a profile of an application and making it available for download.
- **Player Card:** A Tweet-sized card for video/audio/media players.
- **Product Card:** A Tweet card to better represent product content.
- **Lead Generation Card:** A Card to drive lead generation for your product or service. Available via the Twitter Ads Dashboard.
- **Website Card:** A Card to feature your website and drive click through traffic. Available via the Twitter Ads Dashboard.

9 There are nine different types of Twitter cards that can be attached to Tweets.

HOW CARDS WORK

Twitter Cards are powered by meta tags that you add to your website. For each URL on your site, you can have a unique Card associated with it.

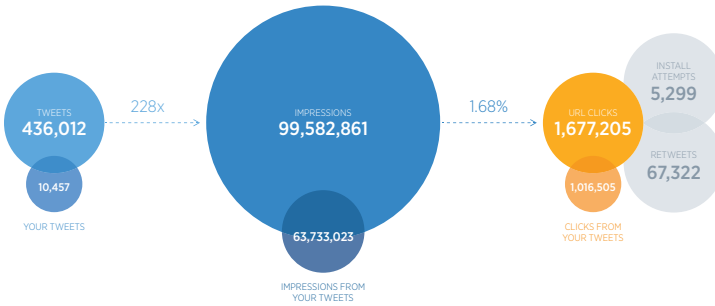
When somebody Tweets a URL with Card meta tags, Twitter's web crawler will fetch the Card from your website and store it in the Twitter cache. Cards are displayed no matter who links to your content, and ensures your attribution follows that Tweet everywhere.

To learn more about how the meta tags and our web crawler works, please check out the Getting Started section on dev.twitter.com.

MEASURE RESULTS OF YOUR CARDS

To complement the Twitter Card platform, analytics reveal how you can improve key metrics such as URL clicks, app install attempts and Retweets.





FEATURES OF TWITTER CARD ANALYTICS

- **Your Snapshot.** Your Snapshot provides a holistic view of how your content is performing on Twitter, showing the number of Tweets containing a link to your website or app.
- **Change Over Time.** Provides a look at how the overall data in Your Snapshot has changed over time.
- **Card Types.** Compares the top performing Twitter Cards that drove clicks, allowing you to measure the results from different types of cards that you have implemented.
- **Sources.** Segments the apps, websites, and widgets that your influencers Tweet from.
- **Links.** Ranks the pages with Twitter Cards that got the most clicks, making it possible to determine what content is driving the most interaction.
- **Influencers.** Surfaces the top accounts that tweeted links to your content, so that you have the option to converse with influencers.
- **Devices.** Indicates the percentage of users that have viewed your Twitter Cards that also have your app installed.





TRACKING

ADVANCED TWEETDECK

CUSTOM COLLECTIONS

MEASURING RESULTS AND ANALYTICS

PUSH NOTIFICATIONS

TAILORED MENTIONS

NOTIFICATION FILTERS



ADVANCED TWEETDECK

TweetDeck is an application for real-time tracking, engaging, organizing lists, and building custom timelines and more on Twitter — all from a single web-based interface. It serves as your Twitter dashboard so that you can manage multiple Twitter accounts and filter Tweets in columns. Unlike twitter.com, columns on TweetDeck update with new Tweets automatically, so there's no need for additional clicking to read new Tweets. TweetDeck is a tool that many pro-users, and journalists in particular, use to track Tweets.

KEY FEATURES

TweetDeck helps you keep track of multiple timelines at once, either from different Twitter accounts or with different filters. These timelines show up in columns, which you can filter, change and prioritize. You can also use TweetDeck to Tweet, schedule a Tweet for a certain time or send a direct message. Additionally, you can create a list or build and organize a collection on TweetDeck.

WHAT IS A FILTER?

A filter on TweetDeck is a way to refine your search to help you best find what you are looking for. Your columns can be limited to a specific hashtag, keyword searches, accounts, lists and more. Here are some examples of what you can do with filters:

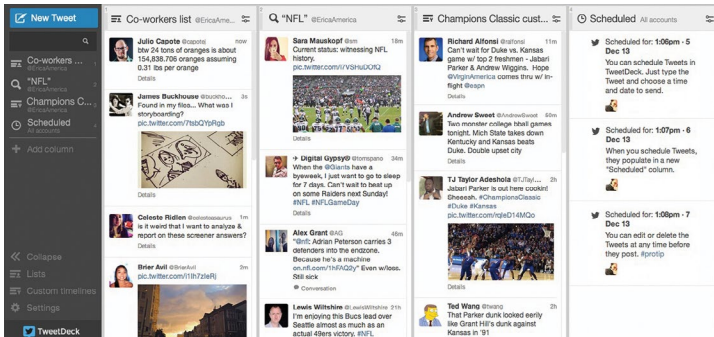
- Search for Tweets that include media
- Include or exclude Retweets
- Search for Tweets from verified users
- Filter by number of Retweets, replies and favorites
- Search for Tweets from a list
- Search for Tweets with links
- Track mentions



To create a filter in TweetDeck, click the drop down menu in the right hand corner of any column. You'll be presented with a variety of options for tailoring your search. You can also combine filters to find very specific kinds of Tweets.

HOW DOES IT WORK?

Go to tweetdeck.twitter.com and sign in with your Twitter account. From there, click the search button to start creating columns around topics that interest you and adding filters. Once a column is made, you can go back and change the filters by clicking the button on the top right of the column. You can also reorder columns and move them left and right by clicking and dragging the tabs on the left edge of column headers.



KEY FEATURES

- Monitor multiple timelines in one easy interface
- Schedule Tweets to be posted in the future
- Turn on alerts to keep up with emerging information
- Filter searches based on criteria like engagement, users and content type
- Build and export custom collections to put on your website
- Use intuitive keyboard shortcuts for efficient navigation
- Mute users or terms to eliminate unwanted noise

- Never hit refresh again — TweetDeck timelines stream in real time
- Manage multiple accounts, Tweet and follow from one or all
- Choose a light or dark theme

CREATE A CUSTOM COLLECTION

With collections, you can organize Tweets according to topics, events, interests, conversations, and more, all in real time. Add your collections as columns and Tweet the URL to share it with others.

TO CREATE A COLLECTION ON TWEETDECK:

- 1 Start by clicking the add icon “+” in the left-hand navigation bar, or use the keyboard shortcut “A,” to add a new column to your dashboard.
- 2 Select Collections from the menu options.
- 3 Select Create collection.
- 4 Give the collection a title, and begin adding curated Tweets to it.

TO ADD OR REMOVE TWEETS TO YOUR COLLECTION:

- 1 Find a Tweet you would like to add to your collection and select the more actions icon (•••).
- 2 From the drop-down menu, select Add to collection; this can also be done by simply dragging the Tweet’s move icon and dropping it on the collection column you would like to update.
- 3 Newly added Tweets will appear at the top of the collection column.
- 4 To remove a Tweet, simply click on the “X” icon on a Tweet within a collection.

TO SHARE YOUR COLLECTION:

- 1 Click the settings icon at the top of your collection to access the column’s options menu.
- 2 Select the share menu and then choose to either embed the collection on your website, view it on Twitter.com, or to Tweet with a link to it.



TOP TIPS

- Make sure that you Tweet about your custom timeline so that others can discover and share it.
- Tweets get added to the timeline in the order you add them, so they are not chronological. You can delete Tweets later.
- You can embed the timelines by clicking the share icon in TweetDeck, which also allows you to set the size of the widget and gives you a live web URL.
- The timelines are live, which means whenever you add a new Tweet it will show up in all the places it's been embedded.

EMBEDDED TIMELINES

Embedded timeline widgets give you the ability to embed a collection of Tweets (known as a timeline) on your own website, letting visitors see your own live content from Twitter without leaving your site. You can give more visibility to an endorsement that was Tweeted by a supporter, to some questions you've recently personally answered, or the glimpses into your life on the campaign trail.

Just like timelines on twitter.com, embeddable timelines are interactive and enable your visitors to reply, Retweet and favorite Tweets directly from your pages. Users can expand Tweets with photos, videos, Vine videos or other information, such as article summaries, as well as see Retweet and favorite counts. An integrated Tweet box encourages users to respond or start new conversations, and the option to auto-expand media brings photos front and center.

Our timeline tools are built specifically for the web, mobile web and touch devices. They load fast, scale with your traffic and update in real time. Create your own embedded timeline from your widgets settings page on twitter.com.

AVAILABLE TIMELINES

There are four types of embedded timelines available, all of which look and feel like timelines on twitter.com:

- **User timeline:** Display public Tweets from any user on Twitter. Each user timeline includes a follow button in the header, allowing website visitors to follow the account with one click. There's a Tweet box in the footer, enabling visitors to Tweet directly to the user without leaving the page.
- **Favorites:** Like the user timeline, a favorites timeline may be created for any public Twitter user, and displays that user's favorited Tweets.



- **List:** The list timeline shows Tweets from a specific list of users. The header of the list widget contains the list name and description, and links to the list creator’s profile. Retweets by members of the list are included in the timeline. To create a list timeline you must have either created that list yourself or subscribed to it.
- **Search and hashtag:** You may create a search timeline for any query or #hashtag — great for live events, campaign rally, or debates. Searches for a single #hashtag feature a simplified header section and a “Tweet #hashtag” Tweet box in the footer so that visitors can easily contribute to the conversation directly from your page. Clicking on the #hashtag in the header will open a twitter.com search page for that #hashtag. You may also choose to enable “safe mode,” which will exclude Tweets with common profanity and those marked possibly sensitive from appearing on your website.

HOW TO CREATE AND EMBED YOUR TIMELINE

To create a timeline you must be signed in to twitter.com and visit the widgets section of your settings page. From this page you can see a list of the timelines you’ve configured and create new timelines. Click the “Create new” button to build a new timeline for your website, choose the type and complete the fields in the form; most fields are optional. The configuration is stored on our server, so once you’ve saved the timeline a small piece of JavaScript is generated to paste into your page, which will load the timeline.

HOW TO CUSTOMIZE THE DESIGN

Embedded timelines are available in light and dark themes for customization. The light theme is for pages that use a white or light colored background and follows the twitter.com aesthetic, while the dark theme is for pages that use a black or dark color background and looks more like TweetDeck.

As with your twitter.com profile, you may choose a custom link color for your embedded timelines so that the content matches the links of your website and feels integrated into the color palette of your site. For sites where the theme and link color don't offer enough customization to make the Tweets feel like they're a part of the page, we offer a set of additional client-side customization features. These settings let you control the background color, borders, header and footer of the timeline and are documented on dev.twitter.com.

HOW TO EMBED A CUSTOM COLLECTION

You can embed the collections by clicking the share icon in TweetDeck or "Embed this Collection" on twitter.com, which also allows you to set the size of the widget and gives you a live web URL. And because the timelines are live, whenever you add a new Tweet it will show up in all the places it's been embedded. Instructions for creating these collections are found in the "Advanced TweetDeck" section.



MEASURING RESULTS AND ANALYTICS

The billions of Tweets sent each week are a valuable source of data which can tell you how people are engaging with your Tweets. Whatever your goals are, we have many tools to help you understand and improve your performance on Twitter.

STEP 1: DEFINE YOUR GOALS

What is it that you want to know? Twitter can help you learn more about:

- **Follower growth:** How many new followers you get every day, week or month.
- **Follower quality and engagement:** How many users interact with your account.
- **Reach:** How many users favorite or Retweet your Tweets.
- **Traffic:** How many users go to your site.

METRICS YOU CAN GET FROM TWITTER DATA

MENTIONS

Twitter is about engaging with audiences at a very direct level. Mentions are one of the simplest ways to do this. A mention is any Tweet that contains an “@username” in the body of the Tweet. Your replies — Tweets posted in response to another user’s message with the “Reply” function — are also considered mentions. This matters because it shows how much a particular account is part of the conversation. A lot of mentions would mean it is highly significant to the events you are measuring.

FOLLOWER COUNT

The number of followers you have is one factor to how widely your account is seen by the outside world. It’s visible information — if you keep an eye on the number you can see how it’s changed over time. With verified account

analytics, you can also learn more about who your followers are, where they are located, how engaged they are and if they Retweet your content. Your followers are your most valuable asset — the more you have that stay with you over time, the more likely they are to share what you post.

FAVORITES

Every time someone favorites one of your Tweets you can see the figure at the bottom of each Tweet. It tells you how much people like your Tweets, and it becomes part of a saved collection of favorites on their profile page. Favorites are becoming increasingly more significant as a way people use Twitter and as another measure of engagement — it may seem less visible than a Retweet but it is another way for users to interact with your Tweet.

GEOTAGGING

As more and more people tag their Tweets with a location, you can gain incredible insight into how people Tweet in different locations globally. If you are a candidate who has pockets of support in another country and time zone, for instance, you could use this geographic insight to time your Tweets accordingly.

STEP 2: GET THE DATA

VERIFIED ACCOUNT ANALYTICS

If you are a verified government or politics account you can log into your Twitter Analytics dashboard at analytics.twitter.com. This will provide additional detail into the various ways your Tweets are being engaged with, as well as insight into your Tweet's reach. You can find data on the number of impressions, or views, your Tweets are generating, as well as the clicks through to your content, replies, favorites, Retweets, and more. You can also export your analytics data as a CSV to really dig into the metrics.



ANALYTICS FOR TWITTER CARDS

For website publishers, you can gain insight into how your content is performing on Twitter and find personalized tips to help make more strategic decisions about your use of Cards. You'll also get insights on how to do even better. Small changes — using a different Twitter Card, conversing more with the followers who love your content, or installing or changing the location of a Tweet button — can make a big difference.

To get started with Twitter Card analytics, or if you're already a user or advertiser, sign in at analytics.twitter.com or ads.twitter.com. Check out the Twitter Card developer page for more information on how to become a card user.

ANALYTICS FOR ADVERTISERS

You can further track the success of individual promoted product campaigns through Twitter Ads analytics. Read more in the “Twitter Ads Products” section on page 118.

GET DATA FROM TWITTER PARTNERS

Twitter has a number of certified partners who can help you access the key data you need and analyze it in ways that work for you. You can find your perfect partner at <https://media.twitter.com/tools-and-services>.

GET THE DATA YOURSELF

Twitter offers access to a huge corpus of data, via our APIs. Each API represents a facet of Twitter and allows developers to build on and extend

their applications in new and creative ways. It's important to note that the Twitter APIs are constantly evolving, and developing on the Twitter Platform is not a one-off event.

If you are a developer or have a team of developers looking to access Tweets directly, you should start here: dev.twitter.com

PUSH NOTIFICATIONS

Campaign life and governing can get hectic, so staying connected to what is happening on Twitter in real time is key to being knowledgeable about the issues of the day. As you are traveling to campaign events or constituent meetings, you may not have the opportunity to view your Twitter timeline at all moments.

By utilizing push notifications within the Twitter mobile app, you can get Tweets from selected users delivered right to your homescreen — like a text message. Doing so allows for instant engagement with users most important to you and distribution among your constituencies.

PUSH NOTIFICATIONS FOR RAPID RESPONSE AND ENGAGEMENT

During the campaign, you can encourage your grassroots mobilizers to sign up for notification of your candidate's Tweets so that they can have immediate visibility to your content. This empowers supporters to be your echo chamber, instantly Retweeting and sharing with the broader community. In government, this tool can be valuable to stay up-to-date with peers, breaking news and other critical updates.



MANAGING PUSH NOTIFICATIONS ON TWITTER FOR IPHONE

To set push notifications for your account:

- ① From the Me tab, tap the gear icon
- ② Select Settings from the menu.
- ③ Next, tap the account you'd like to adjust. You'll be directed to your push Notifications settings.
- ④ Tap the type of notification you'd like to receive. Swipe to ON. For many notifications options, you can also select who you'd like to receive those notifications from.





MANAGING PUSH NOTIFICATIONS ON TWITTER FOR ANDROID

To change your notification settings:

- 1 In the top menu, tap on the overflow icon and select Settings.
- 2 Tap the username of the account you'd like to adjust.
- 3 Under Notification settings, tap Notifications.
- 4 From here you can tap to adjust the types of notifications you'd like to receive.



TO SET UP PUSH NOTIFICATIONS FOR NEW TWEETS FROM SELECTED ACCOUNTS (ON IOS AND THE WEB):

- 1 Go to the account's profile. Check that you are following the account first to enable push notifications.
- 2 Tap on the gears icon and select "Turn on notifications." You will now receive notifications when that account Tweets.
- 3 To stop receiving notifications, simply tap the star icon again and then tap Yes from the menu that pops up.

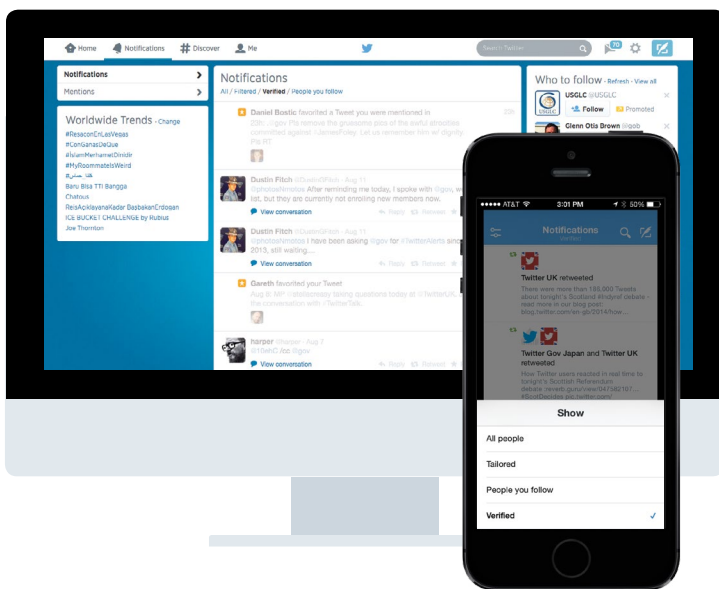


TO SET UP PUSH NOTIFICATIONS FOR NEW TWEETS FROM SELECTED ACCOUNTS (ON ANDROID):

- 1 Tap the overflow icon and select Settings.
- 2 Tap the username of the account you'd like to adjust.
- 3 Under "Notification Types," select "Tweets."
- 4 Check the Tweet box to enable Tweet notifications.
- 5 To get Tweet notifications from people you follow, tap the star icon on their profile page.
- 6 To stop receiving notifications, simply tap the star icon again and then tap "Yes" from the menu that pops up.

TAILORED MENTIONS

For verified users, it can be hard to manage the large number of conversations you're included in. To help with this, verified accounts have the ability to go to their Notifications tab and toggle between mentions in four categories: "Filtered" and "Verified," in addition to "All" and "People you follow." Selecting "Filtered" will show mentions based on an algorithm we use to filter out spam, and choosing "Verified" means you'll only see mentions from other verified accounts. Here is what this looks like on the web and on mobile:



Both in government and on the campaign trail, these features will help your organization to monitor and identify, in real time, engagement from other influential and relevant accounts so that you may respond and connect with those messages in the moment.



NOTIFICATION FILTERS

Notification filters help you find your most relevant mentions, Retweets and favorites. Under the Connect tab, choose from four options: All, People you follow, Filtered and Verified.



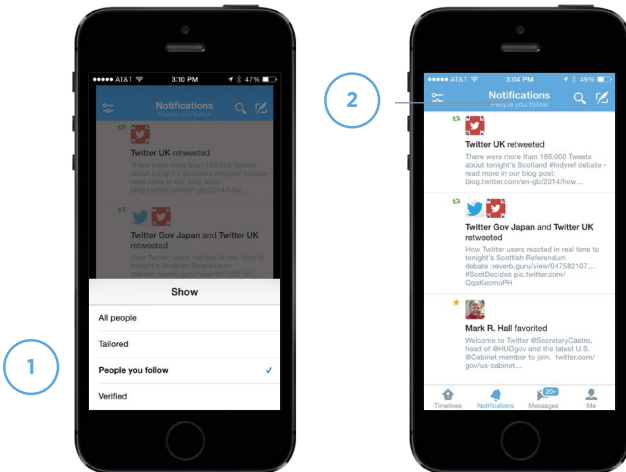
Update your iPhone app and login. Go to Connect. By default, this shows All notifications. Tap on the top left filter icon.



Three options appear on the lower screen: People you follow, Filtered and Verified. Tap People you follow.



The view will refresh, leaving you with notifications and Tweets from the People you follow.



*Note: Push notifications will remain the same regardless of which filter you're using.



Mitt Romney

Another term for [Barack](#)
and debt that have ground



Promoted by Mitt Romney

Expand



Mitt Romney

Agree with [@JoeBiden](#)



TWITTER ADS PRODUCTS

INTRODUCTION TO ADS PRODUCTS

TARGETING OPTIONS

CAMPAIGN STRATEGY

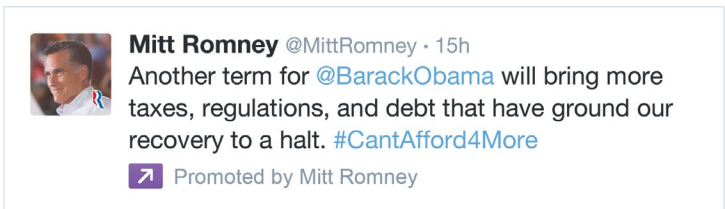
MEASUREMENT & ANALYTICS



INTRODUCTION TO ADS PRODUCTS

AMPLIFY YOUR PRESENCE ON TWITTER

Get your Tweets and your account in front of more voters who are interested in your campaign. There are three opportunities to advertise on Twitter:



A screenshot of a tweet from Mitt Romney (@MittRomney) posted 15 hours ago. The tweet text reads: "Another term for @BarackObama will bring more taxes, regulations, and debt that have ground our recovery to a halt. #CantAfford4More". Below the text is a purple icon of a right-pointing arrow and the text "Promoted by Mitt Romney".

- **Promoted Tweets** are regular Tweets but with the added bonus of reaching both current and potential followers. There are numerous targeting capabilities to help you reach the right audience.
- **Promoted Accounts** quickly build an active community of advocates and influencers for your campaign. The bigger your follower base, the more people there are to engage with and spread your message.
- **Promoted Trends** are national advertising opportunities that appear at the top of a list of popular topics happening right now, on Twitter. Because these Trends are placed prominently next to a user's timeline, they get mass exposure.



A screenshot of the "Who to follow" section on Twitter. It shows a profile card for Mitt Romney (@MittRomney) with a purple icon and the text "Promoted by Mitt Romney". Below the profile card is a button with a plus sign, a person icon, and the word "Follow".



A screenshot of the "Trends" section on Twitter. It shows a trend card for the hashtag #CantAfford4More with a purple icon and the text "Promoted by Mitt Romney".



TARGETING OPTIONS

Reach the right voters effectively and efficiently.

TARGET YOUR ACCOUNT AND TWEETS BY:

- **Keywords in timeline.** People express interests and opinions on Twitter all the time. Keyword targeting in timeline lets you reach Twitter users based on the keywords in their recent Tweets and the Tweets with which users recently engaged. Show users the right message, at the right moment, in the right context.
- **Interest.** Our community is passionate about everything from shoes to semiconductors. We can help you find your ideal audience using hundreds of different interest targets, political and otherwise.
- **Geography.** Twitter is used in nearly every country in the world and is available in more than 35 languages. Reach a global audience or one that's hyper-local. We have tools for targeting by country, metro area and zip code.
- **Gender.** Have a message more suited for men or maybe for women? Reach either or both with gender targeting.
- **Similarity to existing followers.** Your followers already love you. We'll help you find more just like them.

78% Percentage of Twitter users who log in via their mobile device.¹

(AS OF JULY 2014)

- **Device (mobile, desktop).**

78% of Twitter users log in via their mobile device. Twitter Ads give you the option to target your ads to Android, iOS or Blackberry, in addition to desktop.

- **Keyword search results.** Users are searching for information on Twitter. Insert your message in front of users interested in the issues and candidates important to your campaign.

TAILORED AUDIENCE WEB APPROACH

Reach voters on Twitter who have visited your campaign website but not yet taken an action.

TAILORED AUDIENCE TWITTER ID AND CRM

Create a targeted audience based upon your list of email addresses and Twitter handles that you can reach with customized messaging.

TV CONVERSATION TARGETING

Through our conversation mapping technology, political campaigns can promote Tweets to users who engage with specific nationally-televised shows, whether or not the campaign is running a spot in the program. This is an ideal complement to your TV strategy, as well as an opportunity to reach your targeted TV audiences beyond your flight dates.

? Choose your targeting method.

Conversation targeting Ad targeting

state of the union or Import multiple shows

Shows	State of the Union 2014
	State of the Union With Candy Crowley
	State of the Union/GOP Response
	State of the Union Preview
	State of the Union Expanded Coverage



CAMPAIGN STRATEGY

GROW YOUR LIST AND RAISE MONEY

Every campaign seeks to build a list of supporters and raise money. Twitter provides a number of tools to achieve these goals:

- **The Lead Generation Card** makes it easy for users to express interest in your campaign and grow your email list. Users can easily and securely share their email address without leaving Twitter or having to fill out a cumbersome form.
- **Use Promoted Accounts** to grow your followers on Twitter and create an engaged community. Your followers will be your most passionate advocates of your campaign and message.
- **Utilize Twitter Website Cards** to retarget users who have visited your website but not yet taken an action. Website Cards can drive traffic to your donation page.

Use Tailored Audiences and other DR tools in combination with your base building efforts.

PERSUASION

Conversation on Twitter drives the political narrative. Reporters, pundits and activists look to Twitter for news and information. Twitter's Ad Products can be a critical component of your persuasion strategy.

Twitter is the #1 source of breaking news among Beltway Elites.¹

(GSG SURVEY, JAN 2014)

- Engage Your Audience with Promoted Tweets featuring rich media.

- Insert your message by conquering competitor terms with Promoted Tweet Keyword Targeting.
- Join the Conversation with Promoted Tweet Keyword Targeting in Timeline
- Spark a national discussion with Promoted Trends.
- Amplify your TV presence and reach valuable audiences with Television Conversation Targeting.

RAPID RESPONSE

- Be spontaneous by preparing Twitter Cards in advance of events with potential outcomes (debates, policy or campaign announcements, primary day).
- Guide news coverage of live events by promoting Tweets from real-time fact checking handles.
- Influence the debate with Promoted Tweets with Keywords (search and timelines). Continue the conversation with users interested in the debate for seven days.

95%

Combining your TV spots with Twitter ads results in a 95% stronger message association.²

(AS OF JULY 2014)

MOBILIZATION

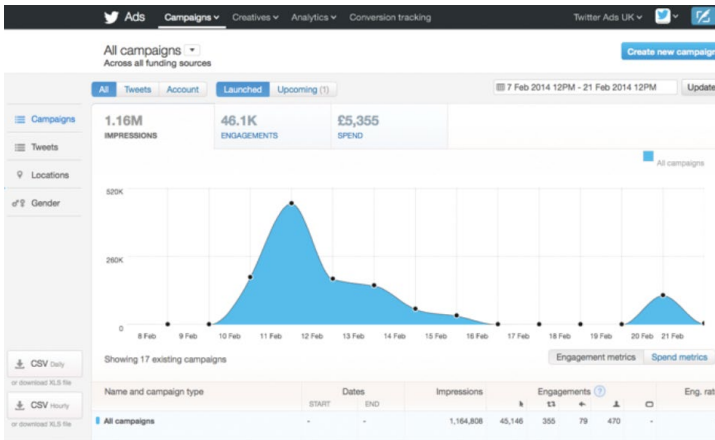
Empower spokespeople by whitelisting accounts during your GOTV (Get out the Twitter Votes) push. Drive turnout by promoting Tweets with GOTV messaging and voter location information.



MEASUREMENT AND ANALYTICS

MEASURE YOUR IMPACT

Connect what you do on Twitter to the impact it makes on your campaign.



Analytics: Use Twitter Dashboards to understand and optimize your promoted campaigns.

Conversion Tracking: It's critical for advertisers with direct response or email acquisition objectives to be able to understand the impact of Twitter ads on their bottom line. Conversion tracking is a measurement and reporting tool which will help advertisers understand the full conversion impact of

impressions and engagements from Promoted Tweets so they can properly optimize their campaign.

For more information or any questions, politicalads@twitter.com





APPENDIX

GLOSSARY

TWITTER RESOURCES



GLOSSARY

#: See HASHTAG.

@: The @ sign is used to identify usernames in Tweets, like this: “Hello @Twitter!” People will use your @username to mention you in Tweets and to send you messages.

BIO: A short personal description of 160 characters or fewer to define who you are on Twitter. Include your name, your website and your location to make it easier for others to search for you.

BLOCKING: To block users on Twitter means they will be unable to follow you or add you to their lists. Their mentions will not appear on your Notifications tab.

DEACTIVATION: A way to remove your profile from Twitter. Information from deactivated profiles remains in our system for 30 days. You may reactivate your account within the 30 day grace period.

DISCOVER: This feature surfaces personalized content tailored to your interests.

FAVORITE: Click the star icon to mark a Tweet as one of your favorites. After you favorite a Tweet, the star will turn yellow. This shows people you saw their Tweet and liked it, and you can also track the photos, articles and Tweets you enjoyed the most by clicking on your saved favorites on your profile page.

FOLLOW: Subscribing to a Twitter account is called “following.” To start following someone, click the Follow button next to their name, and you’ll see their Tweets as soon as they post something new. You don’t have to ask permission to follow someone.



Anyone on Twitter can follow or unfollow anyone else at any time.

FOLLOW COUNT: The numbers that reflect how many people you follow and how many people follow you. This is found on your Twitter profile.

FOLLOWER: Another Twitter user who has followed you and will receive your Tweets in their timeline.

FOLLOWING: Your following number reflects the quantity of other Twitter users you have chosen to follow.

GEOLOCATION/GEOTAGGING: The use of location data in Tweets to tell those who see your Tweet where you are in real time. Is also called “Tweet With Your Location.” You can access this at the bottom of the “Compose Tweet” box.

@HANDLE: See @USERNAME.

HASHTAG: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you’ll see other Tweets containing the same keyword or topic.

HOME: A real-time stream of Tweets from those you follow. It appears on your Twitter home page. Also known as “Home Timeline.”

IMPERSONATION: See PARODY.

LISTS: Curated groups of other Twitter users that create a specific timeline of Tweets (e.g. creating a list of government officials, rather than simply searching through your Home timeline or using the search bar to find Tweets from specific users). From the “Me” tab, you can create up to 1,000 lists with up to 5,000 Twitter users in each list.

MENTION: Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your username was included.

MESSAGES: Use Messages to have private conversations with people who you follow who also follow you. Messages have a 140-character limit and can contain text, hashtags, links, photos and video. To read your messages, click on the envelope icon on your profile.

MT: Similar to RT (Retweet), an abbreviation for “Modified Tweet.” Placed before the Retweeted text when users manually Retweet a message with modifications, for example shortening a Tweet.

NAME: A full name can be different from your @username to help people locate you on Twitter. Must be 20 characters or fewer.

NOTIFICATIONS: The Notifications tab lets you see who has favorited or Retweeted your Tweets, who has recently followed you and all of your @replies and @mentions.

PARODY: Twitter users can create parody Twitter accounts, to spoof or to make fun of something in jest, as well as commentary and fan accounts. These accounts must disclose that they are not really the person or subject being parodied, or they will be in violation of our strict policy against impersonation. These politics may be reviewed and violations reported at support.twitter.com.



PINNED TWEETS: You can pin a Tweet to the top of your profile page, to keep something important to you above the flow of time-ordered Tweets.

PROFILE: A Twitter page displaying information about a user, as well as all the Tweets that user has posted from that account.

PROFILE PHOTO: The personal image uploaded to your Twitter profile in the Settings tab of your account. It's also the photo that appears next to each of your Tweets.

PROMOTED TWEETS: A paid product in which advertisers can secure additional exposure for their Tweets.

PROTECTED/PRIVATE ACCOUNTS: Twitter accounts are public by default. Choosing to protect your account means that your Tweets will only be seen by approved followers and will not appear in search.

REPLY: A response to another user's Tweet that begins with the @username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

RETWEET: A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

SEARCH: A box on your Twitter homepage that allows you to search all public Tweets for keywords, usernames, hashtags or subjects. Searches can also be performed at search.twitter.com.

SUSPENDED ACCOUNT: An account that has been prohibited access to Twitter, usually for having broken Twitter's terms of service.

TRENDS: Terms or hashtags that are accelerating most quickly in popularity on Twitter. You can tailor them to be more localized or based on your interests.

TWEET BUTTON: A button people can add to their website. Clicking this button allows Twitter users to post a Tweet with a link to that site.

UNFOLLOW: To stop following another Twitter user. Their Tweets no longer show up in your home timeline.

@USERNAME: A username is your name on Twitter, and is always preceded immediately by the @ symbol. For example, the @username for Twitter Government is @Gov.

VERIFICATION: A process whereby a user's Twitter account receives a blue badge to show that a legitimate source is writing the account's Tweets. Verified users include public figures and accounts that experience identity confusion on Twitter.



TWITTER RESOURCES

ACCOUNT SETTINGS: twitter.com/settings

Manage settings for your account preferences, security and privacy, password, mobile, email notifications, web notifications, favorite people, profile, design, apps and widgets.

DOWNLOAD TWITTER: about.twitter.com/products

Connect with people wherever you are, whenever you like, by downloading the Twitter app for your platform of choice.

THIRD-PARTY TOOLS: media.twitter.com/tools-and-services

Learn about Twitter certified partners to help manage needs like measurement and reach, ad management, customer engagement and content curation.

TWEETDECK: tweetdeck.twitter.com

Explore this pro-user tool for real-time tracking, organizing and engagement.

TWITTER ADVERTISING BLOG: blog.twitter.com/advertising

Read about Twitter Ads product updates, tips, events and success stories.

TWITTER ANALYTICS: analytics.twitter.com

Measure and boost your impact on Twitter with insights into how your Tweets are performing in real time to optimize your content strategy. Compare impressions, total engagements and Retweets month over month and use the Tweet details page to see even deeper engagement analytics.

TWITTER CARD ANALYTICS: dev.twitter.com

Find documentation on Twitter Card analytics to give you related insights into how your website content is being shared on Twitter.

TWITTER CARDS: dev.twitter.com

Find documentation on how to integrate with Twitter Cards, a beautiful consumption experience built for Twitter's web and mobile clients which enable you to attach rich photos, videos and media experience to Tweets that drive traffic to your website.

TWITTER FOR DEVELOPERS: dev.twitter.com

Find documentation on how to integrate with the Twitter API, Twitter Cards, Embedded Timelines, Embedded Tweets, Tweet Buttons and Follow Buttons.

TWITTER GOVERNMENT & MEDIA BLOG: blog.twitter.com/media

Read about innovative, meaningful uses of Twitter in TV, music, sports, government, journalism and more.

TWITTER GOVERNMENT & POLITICS WEBSITE: gov.twitter.com

Explore our playbooks with strategies, best practices and case studies specifically designed for elected officials, candidates and agencies.

TWITTER HELP CENTER: support.twitter.com

Access basic FAQs, how-to information, and solutions for common technical issues. File support ticket requests for lost account access, impersonation, other account issues or to report a violation of the Twitter rules.

TWITTER SEARCH: twitter.com/search and twitter.com/search-advanced

Find the content you are looking for by utilizing Twitter's search and advance search pages to fine-tune your search query.

VINE: vine.co

Explore Vine, the Twitter-owned mobile video service in which users create and share six-second, looping videos.



ENDNOTES

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The 2012 “Twitter Election” introduced voters to a new real-time soundtrack for the campaign; journalists to a new way of reporting; and candidates to a fresh opportunity to speak to, and hear from, their constituents. They each discovered how Twitter enables civic dialogue at a scale not possible a generation ago.

Through these small, easy interactions, elected officials and their constituents regain some of the meaningful contact lost over the years, and can do it from anywhere. The real-time, public nature of Twitter ensures these direct candidate-and-voter interactions can be easily shared and discovered. It’s like having a seat at every coffee shop and watercooler from Maine to Hawaii and around the world.

Drawing on lessons learned from campaigns and government offices across the country and around the world, this handbook illustrates how Twitter brings candidates, officials and engaged constituents closer together. Whether you read cover-to-cover or use the handy checklists to jump to the most immediate need, you’ll find fresh inspiration for listening to and mobilizing your constituents through tried-and-true techniques explained for the Twitter beginner and expert alike.