

HOW TO USE TWITTER ON CAPITOL HILL

**Or...“if you want change in Washington,
Tweet at your congressperson!”** — Daily Dot Politics

Developed for VOR by Cristy Dwyer

By the end of this presentation you will:

- Get an overview of some Twitter basics
- Understand why Twitter is such a powerful tool for advocacy
- Learn how to engage with VOR's media team to maximize your efforts during VOR's DC Initiative
- Know where to go to get help setting up Twitter on your computer or smartphone

Twitter Basics

- Getting started – What is Twitter anyway?
 - How many of you are on Twitter? (...Facebook?)
- Twitter is an information network made up of 140 character messages called **Tweets**
- **Tweets** show up in a **readable stream** on your Twitter homepage called a **Timeline**
- All you need to use Twitter is an internet connection or a mobile phone
- For complete instructions on getting started with Twitter go to:
- <https://support.twitter.com/>

Twitter Basics

- How is it useful?
 - Twitter contains information you will find valuable. Messages from *users you choose to follow* will show up on your home page for you to read.
 - It's like being delivered a newspaper whose headlines you'll always find interesting – you can discover news as it's happening, learn more about topics that are important to you, and get the inside scoop *in real time*.

Twitter Basics

What's most important for you to know and include in your Tweets?

- To **post a Tweet** via the web you need to
- **Sign in** to your Twitter account
- **Type your Tweet** into the box at the top of your Home timeline, or click the Tweet button in the top navigation bar
- **Click the Tweet button** to post the Tweet to your profile
- **This article will tell you everything you need to know!**
- **<https://support.twitter.com/articles/15367#>**

Why Tweet Members of Congress?

- Because they're listening!
- "...while getting a congressperson's office to simply pay attention to an issue resonating with voters may not seem like much, it's an important first step in pushing a lawmaker to take a given position." – Daily Dot Politics

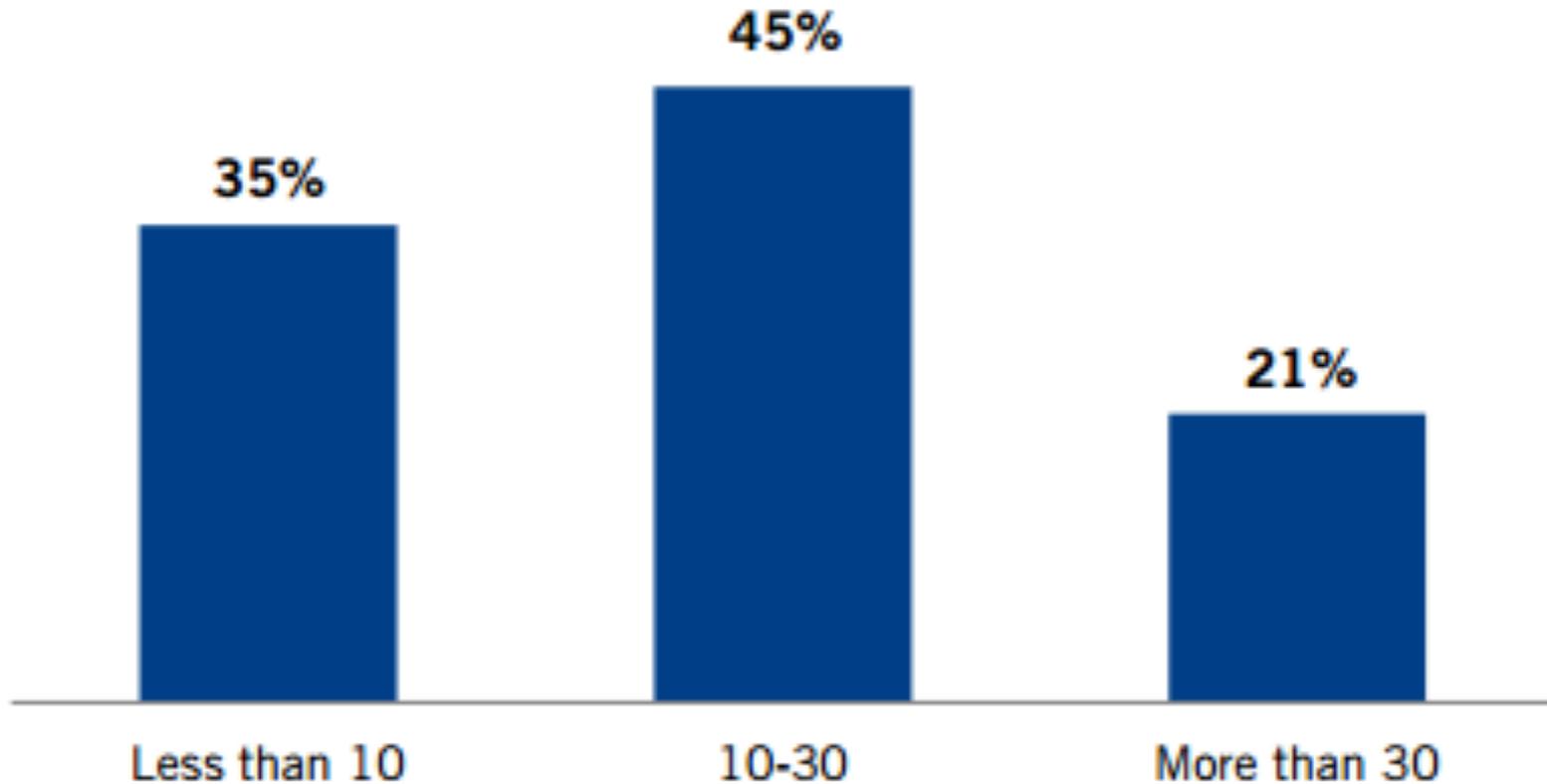
Why Tweet Members of Congress?

- “Overwhelmingly, congressional staffers asserted that not only were they using social media as an important tool in learning what their constituents cared about, but *the number of Twitter or Facebook comments required to make them start paying attention to a given issue is surprisingly tiny.*” – Daily Dot Politics

A 2015 report conducted by the non-profit Congressional Management Foundation found

- In a survey of 116 communications and legislative staffers working for senators and members of the House of Representatives during a two-month period last year,
- **80% of respondents said it took fewer than 30 tweets or Facebook comments to make a staffer “pay attention” to an issue.**

How many similar comments on a social media post is enough for your office to pay attention to?



Social Media & Advocacy

- Both Twitter & Facebook go hand in hand with your meetings on Capitol Hill
- Both can amplify and reinforce your visits to congressional offices and in your advocacy work here and in your home state
- But...



Timing is everything

- Twitter is a 'real time' social media platform and the sooner you can email Shawn your photos – the more of an impact your Tweets will have!
- Here's what our VOR Twitter page looks like:
- [https://twitter.com/VOR NET](https://twitter.com/VOR_NET)