Coalitions: Taking Twitter by Storm

Why Twitter?

- Effective tool for building, engaging, and informing your community:
  - Communicate directly with stakeholders and supporters. Meet families and policymakers where they are!
  - Build support for your coalition’s fundraising and advocacy efforts
  - Stay on top of the latest news and trends related to breastfeeding
Twitter Glossary

- **Handle**: @username, used to gain a specific user’s attention.

- **Mention**: when @username is included in a tweet.

- **Retweet (RT)**: a Tweet that you forward to your followers. RT always retains original attribution.

Twitter Glossary, continued...

- **Like**: pressing the “heart” symbol under a tweet indicating that you support the tweet.

- **Reply**: responding directly to a tweet.

- **URL shortening**: making the URL shorter in length and still direct to the required page.

Source: https://support.twitter.com/articles/166337
Twitter Glossary, continued...

□ Hashtag: any word or phrase immediately preceded by the # symbol.

□ Trend: a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment.

Source: https://support.twitter.com/articles/166337

Communicating with Stakeholders/Latest News

Retweet w/o comment
Handle
Mention
Hashtag

Removing barriers to breastfeeding: a racial equity approach

Simran Noor
Vice President, Policy & Programs

Source: https://support.twiQer.com/articles/166337
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Please prepare to use Twitter on your second device.

NOTE: If you are using a mobile device your screen will not look the same as the one shown.

Crafting a Great Tweet
Examples

USBC @USbreastfeeding · Feb 12
"You can't breastfeed here."
#ThingsLincolnDidntSay

USBC @USbreastfeeding · Feb 8
Maternity wards are moving away from nurseries bostonglobe.com/lifestyle/hea...
via @BostonGlobe

Examples

Kirsten Gillibrand @SenGillibrand · 28m
Enjoyed speaking at @MillionWMenors event today, spoke about need for more women in #STEM fields driving innovation

Lina Klebanov @L_Kleba
@SenGillibrand emphasizing the need for mentors #STEM #MWSenate - "we need more women in STEM jobs."
@tcs_na

Kirsten Gillibrand @SenGillibrand · 24m
I'm working to help increase women's participation in the #STEM workforce, from the 25% it is today, to the 51% we know it can & should be!
Tips from the USBC Communications Team

- Collect tweets in advance
  - Develop a master list of content using a note taking software/app.
  - Some of the content on this list will be “Evergreen”, content that is always relevant.

- Schedule tweets in advance
  - The USBC uses HootSuite to schedule tweets. Hootsuite.com

HootSuite
Questions?

Tweet or Direct Message @usbreastfeeding on Twitter