



Best Practices for Twitter Advocacy

Add a period before the @handle

By adding a period before the @handle, your tweet will show up in the feeds of all of your followers. If you don't include the period, it is considered a conversation that only shows up on your stream, the stream of the person you tweeted and anyone who happens to follow both of you.



Keep it at 100 characters

While 140 characters is the limit for tweets, keeping it shorter increases the likelihood that you will get retweeted. It also saves room for hashtags and links, which are included in your character limit. (Twitter will automatically shorten links to around 17 characters.)

Use hashtags

Tag your tweet so it appears in the existing conversations on Twitter. #Efairness, #mfa, #smallbiz and #localbiz are all useful hashtags with regular conversations. Remember, upper and lowercase don't matter. Also, avoid using more than 2 hashtags per tweet.

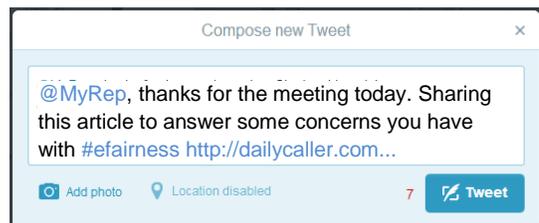


Retweet

By retweeting other advocates of efairness, you help move their support to the top of the conversation. Copy and paste their tweet with RT in front and you can add a comment to the original tweet.

Keep it positive

The best way to gain support on Twitter is to be *for* your cause, not against another. Ignore rude or provoking tweets, avoid sarcasm and keep it positive, even if you know someone disagrees.



Final Tip

When you can establish that you are a constituent or that you have business in a district, a Member of Congress will be more likely to follow you.