Your Role as a Florida Impact staff person on Twitter

These days, an organization really must have a Twitter account. I maintain our Twitter account, @FloridaImpact (and @SummerBreakSpot), by tweeting, retweeting, following, and so on...which is great, but we can make it so much more. Since we have you field staff who are often out and about at events, sites, conferences, etc., our Twitter page will be richer with all the content you bring to the table.

Twitter Basics

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about. Use the resources below to learn more about how Twitter works and how you can best utilize your Twitter account.

- Twitter Lingo Glossary
- Take a Twitter Tour
- Posting a Tweet
- Tweeting Photo and Video
- # Hashtags
- @ Replies and Mentions
- More Twitter Basics
- Troubleshooting

Guidelines and Important Reminders

Though this is your individual staff Twitter account, you are still representing Florida Impact. Please read and follow the guidelines below.

1. All of your Twitter content (including who you follow, your tweets, your layout, etc.) must reflect Florida Impact. If you find yourself loving Twitter and wanting to follow unrelated organizations/people (like @Jezebel or @Rihanna, for example) then you will need to create a separate, personal account for yourself, and do so there.
   If there is something unrelated to our work going on (like the horrendous Texas abortion bill #standwithtexas, for example) you will need to post that on your separate, personal account.
   If you want your layout to be 20 sketches of Marilyn Monroe's face repeated in the background, you will need to set that on your separate, personal account.
   Etc.

2. Do not change your password or email account without informing the Tallahassee office (me) first. Since your account actually reflects Florida Impact, we need to have that info at all times. You shouldn’t ever need to anyway.

3. Try to mention @FloridaImpact in every tweet you make so your tweet will show up on the @FloridaImpact page.

4. Make sure to know your hashtags! For example, if you’re tweeting about SNAP, you should include #SNAPworks in your tweet. How do you know about hashtags? Aside from keeping an ear out, you can always search a keyword on Twitter, and you’ll notice a hashtag trend in your search results. Also, Betsy Edwards at FRAC (BEdwards@frac.org) is a great resource for most Twitter questions, including what the correct hashtags are. Sometimes there just aren’t hashtags, but make sure you look around first before coming to that conclusion.

5. Your goal is to post at least one tweet/retweet a day. It should be a quick process. Stay with it! Be really involved! This should be easy since you have a smart phone. Make as many tweets as you can! Have fun with it!