

Social media drop-in training and Q&A | Twitter

Agenda

- Twitter
- Facebook & Instagram (if needed)

Your Twitter profile has six parts: your Twitter handle, username, profile picture, bio, header image, and a pinned tweet. Your Twitter handle is your @name, your identifier on Twitter.

New to Twitter or do not have an account yet?

- If you do not have an account, we will need to have a separate meeting to help set up your school account. Please fill out the [social media request form](#) and return to [Linda Carbajal](#).
- Other resources:
 - [Blocks of a tweet](#)
 - [New user FAQs](#)
 - [Ultimate Guide to Twitter for Schools](#)

[Social media directory](#) on district homepage under Quick Links

1. Confirm your social media accounts (Twitter, FB and/or Instagram) are listed (let me know if incorrect or missing).
2. When creating your 'handles' use @EPS_ to be consistent (this also makes your pages very easy to find).

Tweets are 280 characters, including spaces

1. Click the Tweet button.
2. [Upload an image](#) (not required but helps catch attention).
 - Landscape is best
3. Enter post content.
4. Read content again for any errors (I usually read text aloud).
 - **You cannot edit once you've clicked the Tweet button and if it's been retweeted, it's out there for good.**
5. Click the Tweet button.

FERPA-cleared student photos and names

- Before you enter a classroom get a list of **non-FERPA cleared students** to avoid taking their photo.
- Only take photos of FERPA-cleared students so non-FERPA photos won't ever, even accidentally, get posted publicly.

Hashtags

A hashtag is any word, or phrase without spaces, beginning with the # symbol.

- **People use hashtags to organize conversations** and make it easier to find all content related to a given topic.
- Click on a hashtag to go directly to the search results for that term.
- Be cautious of adding a hashtag (I usually enter into search and see what comes up)
- Using **#EPSxxxxxx** (e.g. #EPSVolunteersRock) is safe because it is unique to EPS
 - You could use your school's acronym too (e.g. #CHSVolunteersRock)

Tagging a Tweet

To get more exposure you can tag others in your Tweet. This will notify them they have been tagged and can read, like and retweet if they choose.

1. Do 1-4 above (you will need to upload an image to tag)
2. Click Tag people under the image
3. Search for Twitter accounts and add each one
 - a. If you discover they cannot be tagged, you may still tag them in the text of your Tweet by typing their handle (if you don't exceed 280 characters).
4. Click the Tweet button on your tweet.

Beat the 280-character limit with an image

- If you can't fit your message into Twitter's 280-character limit, use an image instead.
- If you use this Twitter hack, make sure to include an image description (alt text). Doing this makes the image text accessible for people with visual impairments and those using assistive technology. The alt text limit on Twitter is 1,000 characters.
 1. Click the Tweet button.
 2. Upload an image.
 3. Click Add description.
 4. Fill out the description field.
 5. Click Save.

String Tweets together with a thread

Another way to share a message that exceeds 280 characters is with a thread. A thread is a series of Tweets that are linked together so they don't get lost or taken out of context.

1. Click the Tweet button to draft a new Tweet.
2. To add another Tweet(s), click the highlighted plus icon (the icon will highlight once you have entered in text).
3. When you have finished adding all the Tweets you'd like included in your thread, click the Tweet all button to post.

Add a link to your Tweet

It is also easy to direct your audience to more detail by adding a link in your Tweet to your webpage.

- Go to <https://bitly.com/> and sign up for free account to create shorter URLs. This helps keep within the 280-character limit.
- It is also beneficial when updating your webpage because the link stays the same.

Scheduling Tweets

If you already have content to share, you can save time by scheduling tweets throughout the day.

1. Create your Tweet
2. Click the calendar/clock icon at the bottom
3. Schedule your Tweets (note, you cannot tag anyone in a scheduled tweet)

Pin a Tweet to the top of your profile

Keep important information to share pinned at the top of your profile. That way if someone visits your profile, it will be the first thing they see.

1. Click the three dots in the top right of the Tweet.
2. Select Pin to your profile.
3. Click or tap Pin to confirm.
4. Remember to unpin too!

Organizing Tweets by creating Lists

1. Log into Twitter and click on your profile icon.
2. Click More ...
3. Click Lists
4. Click the + sign
5. Enter a name and optional description for your list. Your list's name needs to be 25 characters or less and can't begin with a numeric character. The description can be a maximum of 100 characters.
6. Choose whether to make your list public or private. If it's public, anyone on Twitter will be able to see and subscribe to your list. If it's private, only you can see it.
7. Click Save list.

Subscribing to lists that are already created

1. Search @EverettSchoolsWA (or any twitter account you want)
2. Click three dots under profile pic
3. Click view lists
4. Find the list you want to subscribe
5. Click Follow

Other considerations

You are responsible for managing and monitoring the account – NOT students.

- Don't share your login credentials with students

Keep personal and work accounts separate

- Use your work email for any work-related social media accounts.
- Keep personal email addresses and accounts for personal use only.

Responding to comments

- Respond to comments and questions in a timely manner – publicly when appropriate, private message when more personal.
- See district's [social media commenting guidelines](#). Sometimes it is better [not to engage](#) if the comment is just venting and stays within the commenting guidelines.

Promote your account!

- Add social media account links to your webpages, email signature lines ([desktop](#) and [Office 365](#)), newsletters, etc. Let people know how they can find you on social media.
- Keep up on content – put fresh content up daily or at least several times a week.