



**National Volunteer Workforce Solutions**  
**Social Media Handbook Part 3:**  
**Twitter 101**

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# What is Twitter and Why Should Departments Use It?

Twitter, while not as popular as Facebook, remains one of the top social media networking sites, and is a popular source for instant information. Roughly [21% of all U.S. adults use Twitter](#), according to a 2016 Pew Research Center Survey. This makes it a strong option for your department to connect with your community.

Twitter encourages individuals to express themselves with GIFs, photos and videos more than words themselves by limiting users to 140 characters. It also forces users to be concise and to the point, allowing individuals to quickly scan through multiple posts. Due to the format, an individual tweet has a short lifespan making timeliness and relevancy very important. An interesting note is that the hashtag craze was started by Twitter, to link similar tweets together allowing for a topic to be popular. This also allowed a user to follow a specific topic based on the trending hashtag.

Twitter is about the now and finding out what is happening right now. People will frequently go to Twitter for breaking news and live updates on an event or conference. This makes Twitter a powerful platform for a department as it gives a department the ability to set the tone about an incident, and connect directly with the public on important community events, activities and announcements.

A department must keep in mind that posting and sharing photos and videos is placing it in a public space before your community. It is therefore important to have clear guidelines for posting, see [part 1 of the social media handbook](#) for information on social media policies.

## Getting Started

### Creating an Account:

In Twitter, a department creates a profile, just like a normal user account, and is not required to have an individual profile to have a department profile. Your Twitter profile is more basic than a Facebook or LinkedIn profile, and consists of a short description, location, website URL, join date, and date of creation.

If your department doesn't have a Twitter account, you can create one in a few steps:

1. Go to [www.twitter.com](http://www.twitter.com)
2. Click the *Sign-up* button located in the upper right-hand corner of the screen
3. Enter Your full name, cellphone number, and a password (You can create an account using an email instead of a phone number, but an email can only be tied to one account)
4. Click *Sign up for Twitter*
5. You will be prompted to verify your phone number, this will result in Twitter sending you a text message with a code.
6. Enter the verification code in the box provided.
7. Select an available username\*
8. Double-check your name, phone number, password and username for errors
9. Click *Create my account*.

\*Username Tips: Your username is the name your followers use when interacting with you. It also forms your URL for Twitter and is limited to 15 characters. Twitter being a limited character forum, the shorter a username is the better, as you will be leaving more characters for people to use. While shorter is

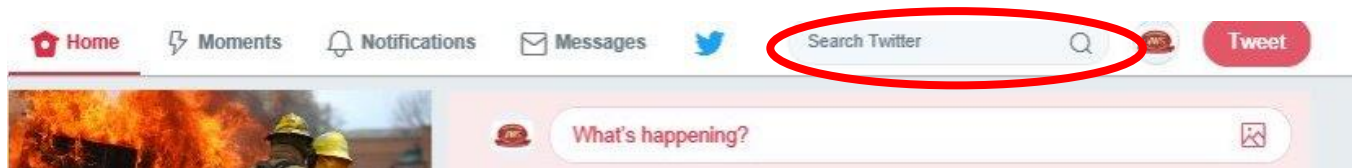
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better, it is also important to have a username that is clearly your department. (You can change your username in your account settings at any time.)

## Following Other Accounts:

In Twitter, you connect with individuals and companies by following them. This will cause their posts or tweets to be generated on your Twitter home timeline. Twitter will prompt you to find people to follow by uploading your contacts, this is *not* recommended.

There are several ways you can follow an individual. Twitter will make some initial recommendations for you to select from, when you create your account. Twitter will also make recommendations, in your side bar, of accounts it thinks may be of interest to you. You can always search for an individual by typing their name or [Twitter handle](#) in the search bar at the top of your Twitter home page.



To follow an account simply select the *Follow* button. Below are instructions on where the follow button is located.

In the side bar:

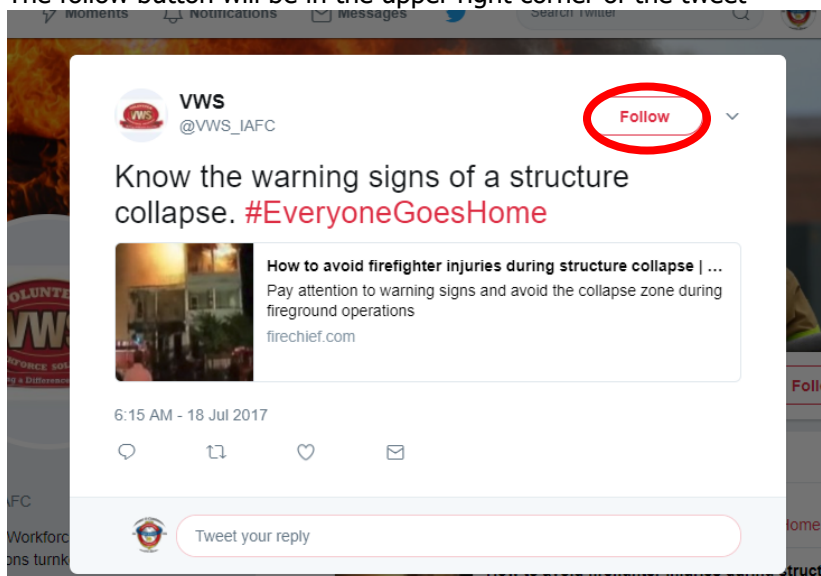
1. The follow button will be under their username



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From your home timeline:

1. Click the tweet
2. The follow button will be in the upper right corner of the tweet



From a profile:

1. Go to the profile
2. The follow button will be on the right side just under their cover photo



Try it now! Follow us; our Twitter handle is [@VWS\\_IAFC](https://twitter.com/VWS_IAFC).

We also recommend you follow the following accounts.

- [@IAFC\\_VCOS](https://twitter.com/IAFC_VCOS)
- [@IAFC](https://twitter.com/IAFC)

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- @IAFCHazmatFC
- @FSTAR\_Research
- @IAFC\_WFP
- Local government's account
- Local community accounts
- Local school accounts
- Local news accounts

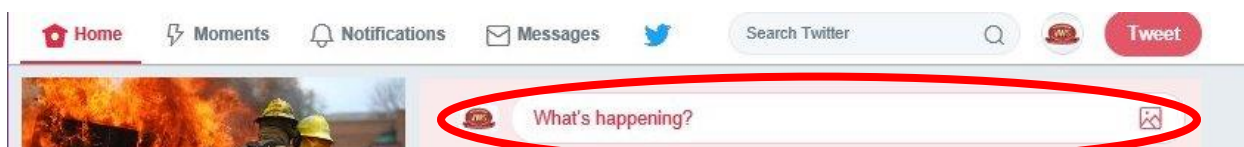
Often when you follow an account, they will follow you back. This makes it important to follow accounts of local organizations, groups, news, individuals and business. By following local accounts, you will attract your community to follow you.

While it is good to follow various accounts, it is also important that you do not follow all accounts. The accounts you follow reflect upon you. Your act of following an account is indicating an interest in that account, so make sure you only follow accounts that will reflect positively on your department.

## Home Page:

Your Home page is the first page you see when you log into Twitter. On this page, you will see a timeline, which shows you the most current tweets at the top. These Tweets are typically, but not always, from those you follow on Twitter.

From here you can [create a tweet](#) by typing the contents you would like to share, where it reads *What's happening?*



You can view your previous tweets by selecting *Tweets* beneath your profile images. This will take you to your profile page.



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## Profile Page:

On your profile page, you can view your previous Tweets, Tweets & replies or Media. You can edit your profile by selecting *Edit Profile* in the upper right hand.



Selecting *Edit Profile* will allow you to replace your header and profile photo, change your Department's displayed name, description, location, website address, founding date, and theme color. Once you have updated all content be sure to select *Save Changes*.



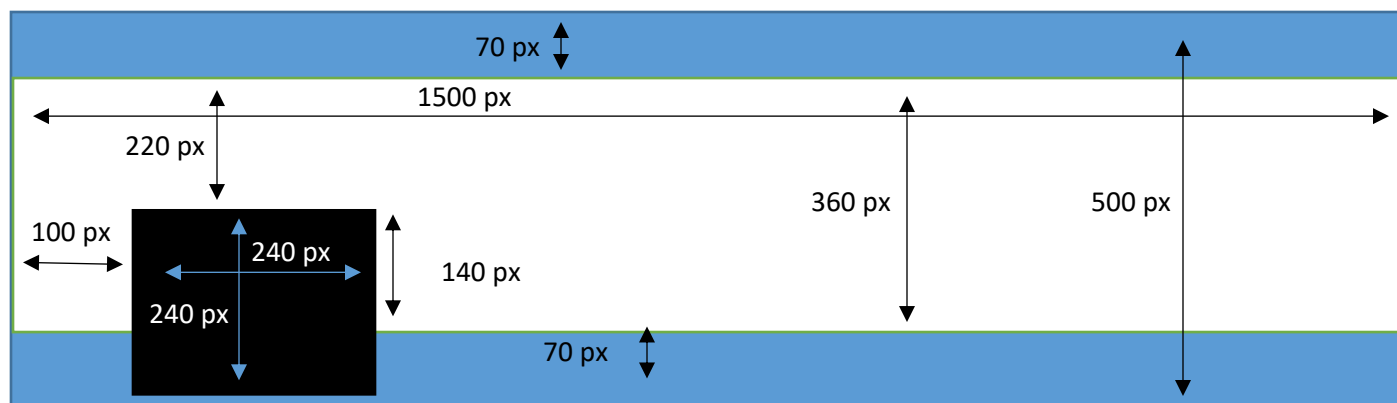
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## Changing Your Header Photo:

Changing your header photo on Twitter can be tricky due to their responsive structure, which will cause areas of your image to appear cut off on certain monitors. Twitter header photos also need to be a very specific size or they can be stretched and distorted. The size for a Twitter photo should be 1500x500 pixels with 70 pixels of space on the top and bottom that may or may not be visible depending on the screen. You can use the following diagram to create a perfect Twitter header photo.

Don't worry if this seems complicated. There is an [easy way](#) to get a header photo to fit.



## The Easy Way: Trial and Error

The easy way to get a header photo to fit is to use the method of trial and error.

1. Pick out several pictures that have some leeway on the top and bottom, and nothing of importance in the bottom left portion.
2. Go to your profile page
3. Click *edit profile*
4. Click *Change your header photo*
5. Select *Upload photo*
6. Select your first picture that you picked out in step 1
7. Click *Open*
8. Reposition the photo by clicking on the photo and dragging up, down, left and right.
9. Resize the photo by grabbing the dot between the squares and sliding it left to right



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10. If you don't like the way it fits, click *Cancel* and repeat steps 4 - 9 until you find a picture that will work. If you like the way it fits in the header, go to the next step.
11. Click *Apply*.
12. If you no longer like the fit, go repeat steps 4 – 9. You will need to repeat steps 4-9 even if you just need to reposition or rescale the header. If you still like the way the header looks, click *Save Changes*.
13. Click *Home*
14. Make sure your header looks fine on your home page. Repeat steps 4 – 9, if it does not look right.

## Changing Your Profile Photo:

Changing your profile photo is much simpler than your header photo. The dimensions for the profile picture is 400x400 pixels. Not sure what a pixel is or if your photo is 400x400 pixels that is ok. Select the photo you would like to make your profile picture, and follow these steps:

1. Go to your profile page
2. Click *Edit Profile*
3. Click *Change your profile photo*
4. Upload your desired photo
5. Zoom in or out of the photo by sliding the round dot to the right or the left



6. Reposition your image by clicking and dragging the image right, left, up or down.
7. Click *Apply*, if you are satisfied with the look of the image. If you aren't happy with the look click *Cancel* and repeat steps 3-6 until you are satisfied with an image

## Linking your Twitter and Facebook Page

You can link your Facebook Page to your Twitter account so when you post on Facebook you also post on Twitter. This, however, is *not* advised as often links in a post will cross post with errors. Also, if you post an item without text, it will appear only as a link on your Twitter page. This is a bad post, and will detract followers. While linking the two may seem like a good idea, it tends to cause more harm than good.

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Instead, it is recommended you use a service like Hootsuite to post across multiple platforms. We will discuss this more in later parts of this handbook.

## Creating a Tweet:

You can create a Tweet from anywhere in Twitter by clicking the *Tweet* button in the upper right-hand corner.



This will create a pop-up window to appear. Remember, in Twitter you are limited to 140 characters, so you need to keep your text short and sweet.

## Adding Text:

1. Click *What's happening?*



2. Type your text
3. Click Tweet to post it



## Adding a Photo to Your Tweet:

1. Click the Icon with the mountains



2. This will open your desktop file explorer, go to and select the picture you would like to use.
3. Click *open*

## Adding a GIF to Your Tweet:

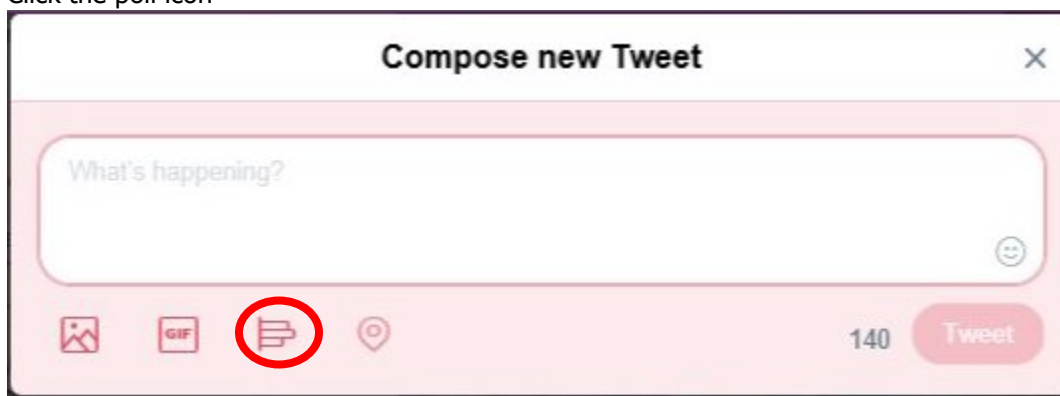
1. Click the GIF icon



2. Search for a relevant GIF
3. Click the Gif you would like

## Adding a Poll:

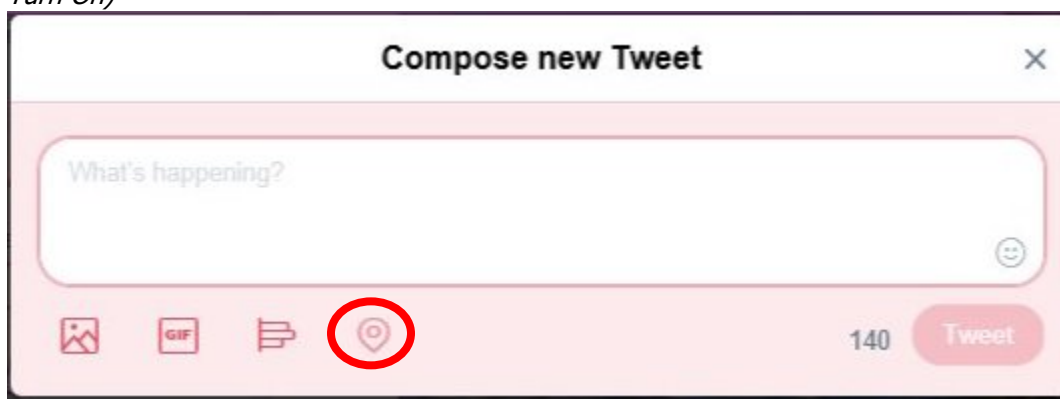
1. Click the poll icon



2. Click *Ask a question...*
3. Type your question
4. Click *Choice 1*
5. Type response 1
6. Click *Choice 2*
7. Type response 2
8. If you have more responses, click *+ Add a choice* (You can have up to 4 responses)
9. Set your duration by clicking *1 day*
10. Select the duration of the poll
11. Click *Tweet*

## Adding a Location:

1. Click the location icon (If you have not activated location, you will be prompted to turn it on, click *Turn On*)



2. Twitter will auto-generate a location
3. Click your desired location from the list
4. If your location does not appear on the list, click *Search for a neighborhood or city*
5. Type your desired location name
6. Click your desired location

## Interacting on Twitter

Twitter is designed to be a quick and to the point platform, as a result its interactions are quick and easy. Interaction is extremely important on Twitter as people want to follow people that share content from others as much as they share their own content. Also, Twitter creates your home timeline by generating recently engaged tweets, not just the most recent tweet. This means if your tweet receives a lot of engagement, it will be put into timelines more often and will generate more views and engagements.

### Retweeting:

Retweeting a post means you will be sharing the post with your followers. To retweet a post:

1. Click the retweet icon



2. Click *Add a comment...*
3. Type your comment about the post
4. Click *Retweet*



## Liking a Tweet:

1. Click the like icon



## Replying to a Tweet:

1. To comment on a tweet, click the reply icon



2. Click where it says *Tweet your reply*
3. Type your comment

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4. You can add a photo, GIF, poll or location to a reply, just like you would for a tweet
5. Click *Reply*

## Direct Messaging:

In Twitter, you have the option to privately message an account. This feature is called direct message. There are 2 ways you can direct message an account.

Option 1:

1. Click on *Messages* in the top bar



2. Click *New Message*
3. Enter the Name or handle of the account you would like to message
4. Click the Name of the account
5. Click *Next*
6. Type your message, adding any emojis, GIFs, or photos you would like to include
7. Click *Send*

Option 2:

1. Go to the profile page of the account you would like to message
2. Click *Message*



3. Type your message, adding any emojis, GIFs, or photos you would like to include
4. Click *Send*

You can also direct message or send a tweet to an account. Although a better way to draw an individual's attention to the tweet is to retweet the tweet and add a comment where you tag the account of the individual.

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To direct message a tweet:

1. Click the direct message button on the tweet



2. Enter the Name or handle of the account you would like to message
3. Click the Name of the account
4. Click *Next*
5. Click *Send*
6. Type your message about the tweet
7. Click *Send*

## Pinning a Tweet

Tweets have a short lifespan, because Twitter is about the now. There is a function where you can pin a tweet to the top of your profile, this function should be used with caution. It can result in less traffic to your profile page. People expect your newest content to be at the top. If you have a tweet pinned for more than a few days, it can appear as if your account is inactive.

To pin a tweet:

1. Go to your profile page
2. Go to the tweet you wish to pin

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- Click the downward arrow in the right-hand corner of the tweet



- Click *Pin to your profile page\**



\*Note: You cannot pin retweets to your profile page.

## Deleting a Tweet

Twitter does not allow you to edit a tweet, once posted. If you have a tweet that has a type-o or error of any kind, you will need to delete it and send out a new tweet without the error.

- Go to your profile page
- Go to the tweet you wish to delete



- Click the downward arrow in the right-hand corner of the tweet



- Click *Delete Tweet*



## Moderation

### Public vs Protected Tweets

When you create a Twitter account your tweets are automatically set to public. This means that anyone can view and interact with your tweets. This makes it very easy to connect with an audience and gain followers.

Protected tweets are only visible to your followers. When the protected tweet feature is turned on, an account must gain your permission to become a follower. It also prevents your followers from retweeting your tweets. This system defeats the purpose of Twitter and prevents open sharing. Often followers will unfollow you, if they must wait for your permission to view tweets. People will become frustrated and unfollow you, if they cannot share your tweets. We do *not* recommend protecting your tweets.

### Blocking an Account:

If there is an account on Twitter that is continually acting inappropriately, it may become necessary to block this individual. When you block an account, the account cannot do the following:

- Follow you
- View your tweets

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- Search for your tweets in Twitter
- Send direct messages to you in Twitter
- View who you are following
- View your moments
- Add your account to a list
- View your lists
- Tag you in a photo

Blocking an account that is following you or that you are following, will immediately result in all follows between your account and their account to be unfollowed. You may still see Tweets or notifications in your timeline involving the blocked account. This may happen, if an account that you follow mentions the blocked account or if both you and the blocked account are mentioned in the same tweet.

To block an account:

1. Click the downward arrow located at the top of a tweet from the account you wish to block



2. Click *Block*



3. Click *Block* button to confirm

To unblock a Twitter account:

1. Visit the blocked account's Twitter profile



2. Click the *Blocked* button



3. Click *Unblock* or *Yes* to confirm

## Control of the Tweets You See

Sometimes blocking an account is not the appropriate response to moderate an account. Twitter has other options for you to control the tweets you see. You can unfollow an account, filter your notifications, report an account, and set more stringent privacy and safety settings. Depending on the situation these may be good alternatives or accompaniments to blocking.

## Unfollowing Accounts

Unfollowing an account will cause their tweets to no longer appear on your home timeline. This is a gentle way of disassociating your department with that account.

To unfollow an account from a tweet:

1. Click the tweet

2. Click the *Following* button



To unfollow from a profile page:

1. Go to the account's profile page
2. Click the *Following* button



## Filtering Notifications and Tweets

Twitter provides several options for filtering notifications and tweets that appear on your timeline.

**Quality Filter:** Prevents low-quality content from appearing in your notifications tab. This will filter out duplicate tweets and some automated content. It will not filter out content from accounts you follow or have recently interacted with.

**Muted Words:** This will block notifications for tweets, replies or mentions as well as timeline tweets that contain specific words or phrases.

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**Mute Notifications from People:** Allows you to block notifications from people that you don't follow, who don't follow you, with a new account, who have a default profile photo, who haven't confirmed their email, or who haven't confirmed their phone number. If you are receiving spam notifications, selecting to mute notifications from people with one of these categories could help filter those out.

To set the above filters:

1. Click on your profile photo on the top bar



2. Click *Settings and privacy*
3. Click *Notifications* to mute notifications from people and to turn on your quality filter
4. Click *Muted Words*, to add words and phrases to be muted

## Adjusting Privacy and Safety Settings

Twitter allows you to assert some control over your account by allowing you to set your privacy and safety settings. We recommend you go through and set your privacy and safety features at a level you are comfortable. To access these features:

1. Click on your profile photo



2. Click *Settings and privacy*
3. Click *Privacy and Safety*

We recommend you check under *Safety* the boxes to *hide sensitive content* and *remove blocked and muted accounts*.

## Reporting a Tweet or an Account

In some cases, people may post inappropriate content that needs to be reported. You can report directly from any tweet or profile for violations, including: spam, abusive or harmful content, inappropriate ads, self-harm and impersonation.

To report a tweet:

1. Click the downward arrow on the tweet you want to report



2. Click *Report Tweet*



3. Select the reason for reporting the tweet
4. Click *Next*
5. Depending on your selection Twitter may ask you for more information, or provide with additional moderation options. Fill in the necessary information, or select any additional moderation options.
6. Click *Done*.

To report a user's account:

1. Go to the user's profile page
2. Click the 3 dots next to the follow button



3. Click *Report @Username*
4. Select why you are reporting them, depending on what you select you may be prompted for additional information
5. Click *Submit or Next*, Twitter will provide additional recommended moderation actions you can take.
6. Click *Done*.

## Twitter Management

### Why You Want a Strong and Engaged Following?

Ideally, your followers are your community members. If they are engaging with your tweets, they are sharing them with the community. This will increase your community's awareness of your department and everything it does for them. It will also create a forum for you to bring awareness to your recruitment and fundraising events and for you to publicly recognize the achievements of your members.

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## Twitter Analytics

Twitter Analytics provides the data behind your tweets and should be used to help you connect with your followers. It is how you know what is resonating with your community. This can help you generate a strong and engaged following.

Twitter Analytics is not automatically set up for your Twitter account it is something you need to activate.

To activate Twitter Analytics:

1. Go to analytics.twitter.com
2. Login with your Twitter username and password

Moving forward you can access your analytics by going to analytics.twitter.com, by clicking on *View your top Tweets* on your profile page, or by clicking on your profile image on the right side of the top bar.

The screenshot shows the Twitter profile of VWS (@VWS\_IAFC). The header includes navigation links (Home, Moments, Notifications, Messages) and a search bar. The profile picture is a circular logo with 'VOLUNTEER VWS WORKFORCE SOLUTIONS' and the tagline 'Making a Difference Everyday'. The bio states: 'Volunteer Workforce Solutions offers organizations turnkey solutions to support initiatives focused on the recruitment and retention of #VolunteerFirefighters.' The location is 'Fairfax, VA' and the website is 'iafc.org/topics-and-too...'. The profile was joined in November 2015 and was born on November 20, 2001.

The 'Your Tweet activity' section shows a bar chart of tweet impressions over the last week, with a red circle around the 'View your top Tweets' link. The tweet statistics are: Tweets: 541, Following: 787, Followers: 127, Likes: 253, Moments: 0.

The 'Tweets' tab is selected, showing two tweets from August 6. The first tweet includes a photo of firefighters at a car fire and a link to a model Accident & Injury investigation SOP. The second tweet is a text-based announcement about a scholarship deadline.

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To view the analytics on a specific tweet without going to the analytics page, you can simply click the 3 bars on that tweet.



## How to Read the Analytics

Twitter Analytics provides you with a lot of information. The homepage is your dashboard where you can see some general information. The top bar shows you the total number and percent change of several key metrics over the past 28 days. Below we break down what each one of these metrics is telling you.



**Tweets:** This is how many tweets you posted. The percentage shows if you posted more or less tweets compared to the previous 28-day period. Here you can see we posted 19% more.

**Tweet Impressions:** This is how many times your tweets have been viewed over the past 28 days. This number does not distinguish users, meaning if one person viewed a tweet multiple times, each time would count as a new impression.

**Profile Visits:** This is how many people have visited your profile. This is not a unique number, if an individual visits your profile multiple times each visit will be counted. Profile visits are a very good thing, because it shows an interest in your department, not just your posts. It can also indicate that people are looking specifically for what you post and are going directly to you, instead of relying on their timeline.

**Mentions:** This is every time someone uses your Twitter handle in a tweet.

**Follows:** How many followers you have. The colored number indicates how many total followers you have gained or loss in the 28-day period.

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Following your summary for the past 28 days, you will find a breakdown by month. This shows some key information that can help you identify what people are responding to and which people you are attracting. We break down each item below the image.

Jul 2017 • 31 days

#### TWEET HIGHLIGHTS

**Top Tweet** earned 1,796 impressions

Help us bust the myths on FirstNet. Read & Share this article. [bit.ly/2sOjiQ5](http://bit.ly/2sOjiQ5)

7 7

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 25K people



**FDIC International**

@FDIC [FOLLOWS YOU](#)

FDIC International offers world-class training and education, global networking and the best vendors in the fire service. April 23-28, 2018 [#FDIC2018](#)

[View profile](#)

[View followers dashboard](#)

**Top mention** earned 425 engagements



**Billy Goldfeder**

@BillyGoldfeder · Jul 15

Volunteer Firefighters play key roles but many more are critically needed. [postandcourier.com/news/volunteer...](http://postandcourier.com/news/volunteer...)  
[@NVFC](#) [makemeafirefighter.org](#)  
[@IAFC\\_VCOS](#)  
[pic.twitter.com/VDb8AN6pKd](http://pic.twitter.com/VDb8AN6pKd)



1 33 42

[View Tweet](#)

**Top media Tweet** earned 686 impressions

Bullying is NOT ok. [#BeTheChange](#) end bullying today. [bit.ly/2f4BT14](http://bit.ly/2f4BT14)  
[pic.twitter.com/irpDeq0VJp](http://pic.twitter.com/irpDeq0VJp)



#### JUL 2017 SUMMARY

Tweets

30

Tweet impressions

12.6K

Profile visits

497

Mentions

49

New followers

47

**Top Tweet:** This is your number one tweet for the given month. This is the tweet that received the highest number of impressions. You may want to re-share this information with new text, if it is still relevant. This was popular information that may benefit from being shared again.

**Top Follower:** This is the account that decided to follow you in the month that has the most followers.

**Top Mention:** The tweet that mentioned your Twitter handle and received the highest number of impressions (This can include other people's tweets). This is a good tweet to retweet and generate more buzz around. It was a popular tweet that involved your department in some way.

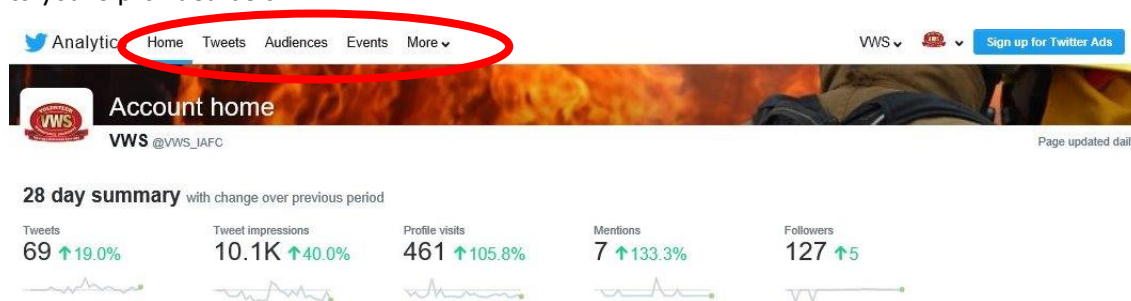
**Top Media Tweet:** The tweet with photo or video that received the highest number of impressions. You may want to re-share this information with new text, if it is still relevant. This was popular information that may benefit from being shared again.

**That Month's Summary:** These metrics show your performance for this month, and are a great measure to ensure you are moving in the correct direction with your account.

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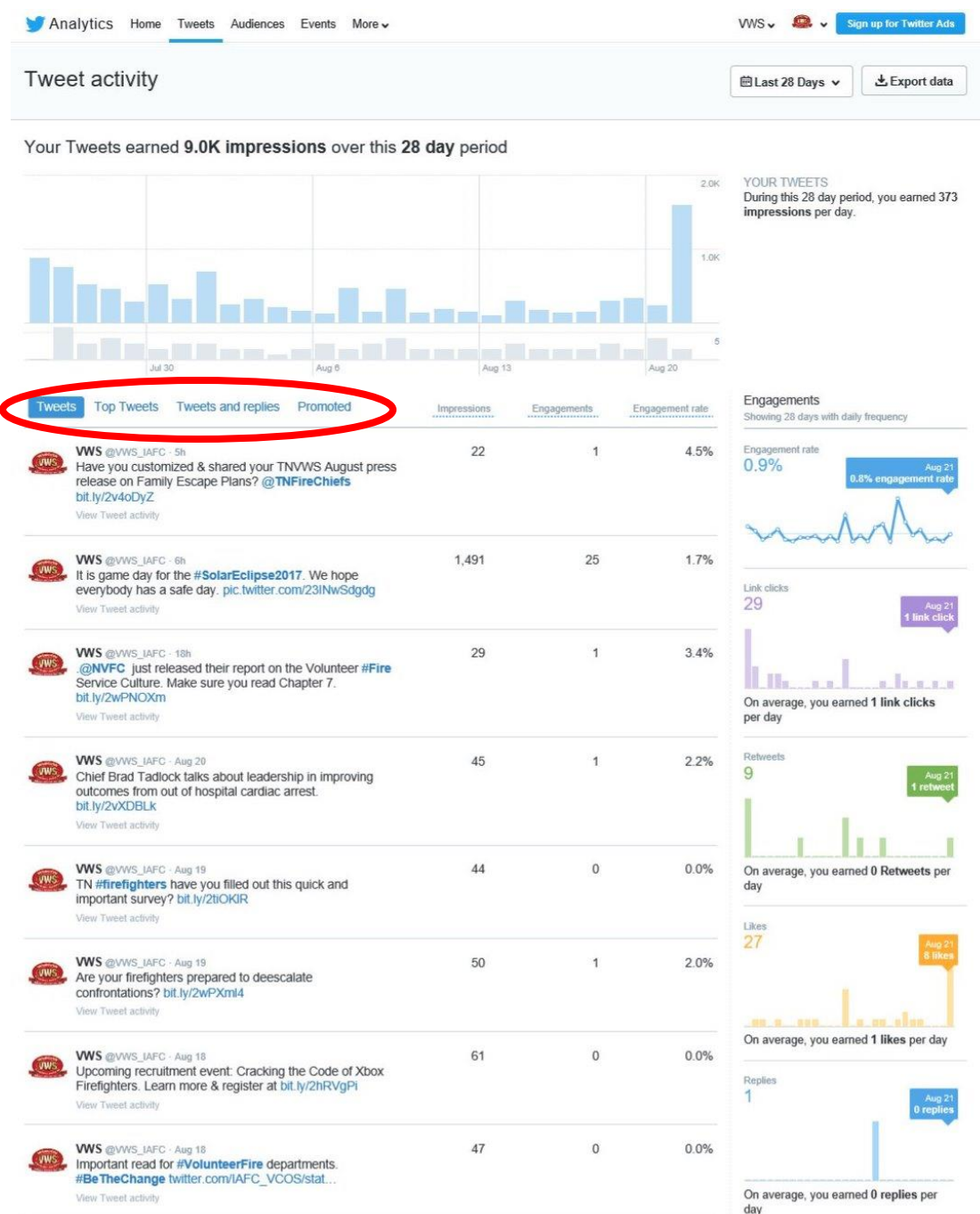
To view more detailed information, select one of the pages at the top. An overview of the relevant pages to you is provided below.



The audiences page shows you information about your followers, your organic audience and all Twitter users. Organic audience is the audience you should attract based on your tweets, while your followers are your actual audience. This can be helpful to see if your followers actually are from your area, and what their interests are.

The events page shows you major events happening around the world and allows you to create an advertisement campaign around the event.

Your most useful page will be the Tweets page. This page provides a breakdown on the statistics surrounding your tweets. You can use this information to refine your tweets. The overall page will look something like the following image.



The chart on the top shows how many daily impressions you are receiving over the selected time. An impression is non-unique, meaning one user can count multiple times. You then have a break down by *Tweets*, *Top Tweets*, *Tweets and Replies*, and *Promoted*. The *Tweets* tab will show you the statistics on all your tweets in the order they were tweeted with the most recent first. The *Top Tweets* tab will show you the statistics on your tweets with the most popular and engaged tweets being first. *Tweets and replies*, shows you information on your replies as well as tweets and is organized with your most recent being first. The *Promoted* tab displays the information on your promoted posts with the most recent being first. Each tab displays the same information on your tweets. This is near real time information.

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This means that your most recent tweets need to be given time to collect information. Tweets that are more than 24 hours old will have the best data to draw conclusions from.

**Impressions:** This is how many times a user saw it. This one user can have multiple impressions, if they saw your tweet more than once.

**Engagement:** This is how many times a user interacted with your tweet. This includes all clicks anywhere on the tweet, comments, replies, likes, retweets, and follows. One user can engage with a tweet multiple times.

**Engagement Rate:** This is the number of engagements divided by the number of impressions.

The right-hand bar provides you a break down on the overall daily engagements over the specified period, including the total number for each item.

## How Do You Make Sense of All This Information?

The Tweet page provides a user with a lot of information that can be overwhelming. The key to this page is to identify trends. Start by filtering to the *Top Tweets* tab and looking over your top tweets. Ask yourself the following questions:

1. Are these the tweets you expected to be your top tweets?
2. Are there any trends among the tweets?
  - a. Do they have a common topic or theme?
  - b. Were they posted at similar times?
3. Did the tweet have a high engagement rate?
4. Was there another reason behind the tweets popularity?

These questions will help you understand, what your followers are looking for from you. Question 4 is a very important question to ask. You may have tweeted a normally unpopular or average tweet with a hashtag that ended up going viral. This will drive more impressions to your tweet that you normally wouldn't have had, making the tweet an outlier. These tweets you should disregard, when analyzing your tweets.

Now go to your *Tweets* tab. Skip the most recent tweet, as its data is still accumulating. Looking through your tweets take note of the tweets with particularly high engagement rates. Even if this tweet does not have a high amount of impressions, the high amount of engagement suggests its value to your followers. Also take note of tweets with low statistics. This suggests your audience does not find this information of value. Ask yourself if you expected the tweet to do poorly, and if this is necessary information for your audience. If you are surprised by the results or believe it is necessary information, try tweeting out the content again with different text and a picture or video. This could draw more attention to the tweet. If it is not a surprise and is not a necessary tweet, consider no longer posting tweets of similar content.

Pay attention to the amount of impressions you get at specific times of the day. This will help you identify your peak posting time periods. A general rule of thumb for peak times is before and after work and during lunch. You need to try tweeting at various times to find your actual peak audience times. You want to make sure that you are posting your content during these peak times, but don't release all your content in a clump. Spread your posts out over the peak time and the day, so they aren't competing against each other.

When looking at the information provided, impressions are good, but a high engagement rate is better. Most people average an engagement rate of 0.5 - 1.0%. Make sure you make a note of any of your tweets that get an engagement rate above average. These are the tweets that will help you engage and

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grow your audience. Not every tweet is going to be a slam dunk, and sometimes you need to post the more average tweets. Understanding how the content will do before you post it will allow you to mix in the popular content with the more average content to ensure a continuously engaged audience.

## Tweetdeck

This is Twitter's activity manager. The key with this website is that it allows you to preschedule tweets. To activate this feature, go to [tweetdeck.twitter.com](https://tweetdeck.twitter.com) and log into your Twitter account.

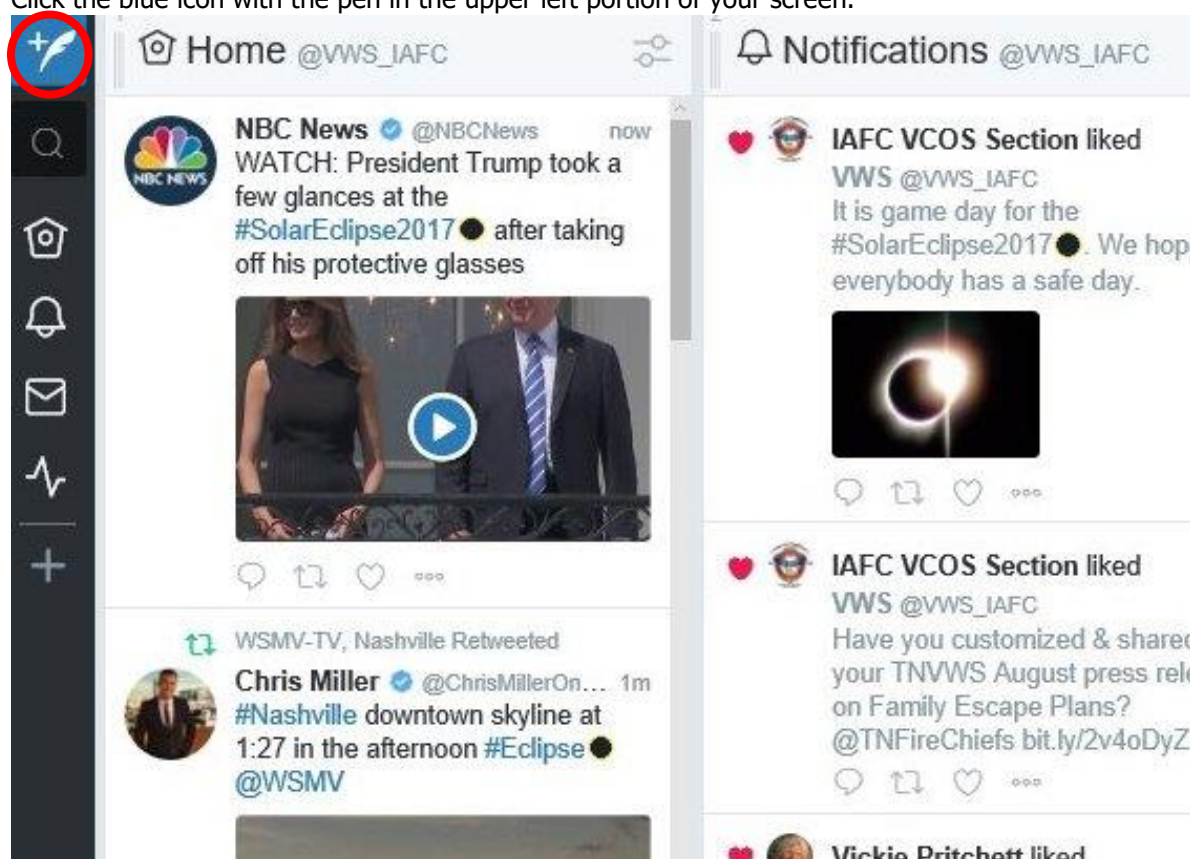
On the Tweetdeck homepage you can see your homepage feed, notifications, messages, your Twitter network activity, and your scheduled posts. This system can be very helpful for someone managing a Twitter account, as it places multiple streams in one place. This allows a manager to interact with their network, tweets on their home page feed and messages all in one place.

The key with Tweetdeck is the ability to pre-schedule posts. Remember, tweets are short lived. While you can schedule posts as far as a year in advance, we recommend not scheduling more than a week at a time. An exception to this would be an annual event with a Twitter promotion plan in place.

## Scheduling a Tweet

To create a post in Tweetdeck

1. Click the blue icon with the pen in the upper left portion of your screen.

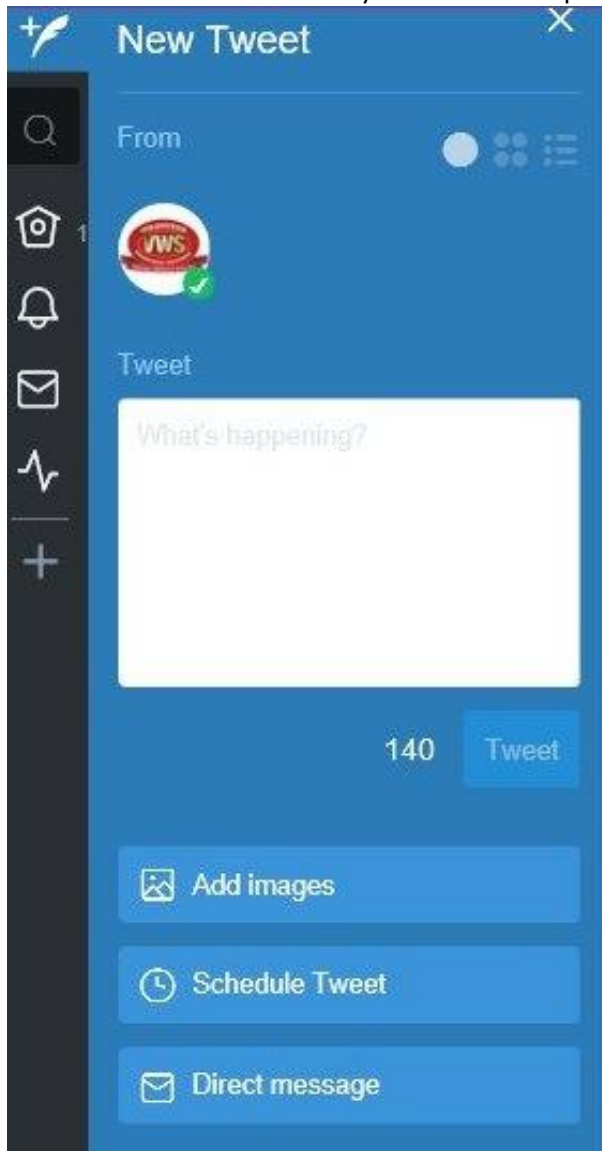


2. This will cause a Tweet creation panel to open. Insert your tweet text in the white box.
3. Click *Add Image* to add an image from your computer to a tweet.

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4. Click *Schedule Tweet* to schedule a date and time for your tweet to be posted. To have a tweet go out immediately, do not schedule a date and time and click the *Tweet* button.
5. Select *Tweet at XXXX* to save your tweet to be posted at the specified date and time.





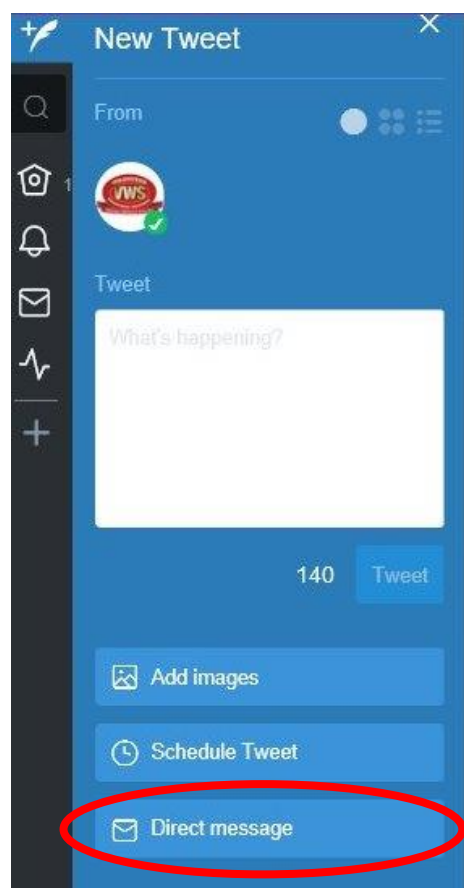
## Direct Messaging on Tweetdeck:

To send a direct message from Tweetdeck:

1. Click the blue icon of the pen as if you were going to schedule a tweet.



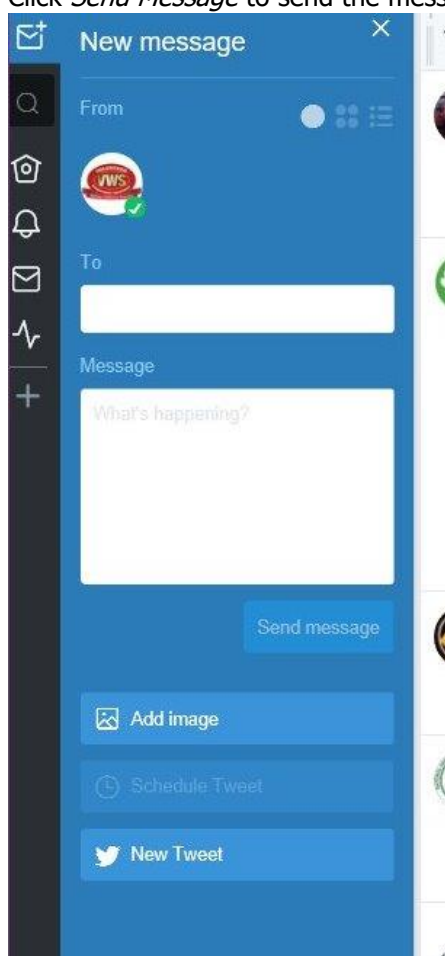
2. Select *Direct Message* on the panel that opens.



3. This will change your panel to the direct message panel. Type in the *To* box the handle of the user you would like to message.

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4. Type in the message box the message.
5. Click *Send Message* to send the message to the individual.



## Increasing Your Followers

Twitter is a numbers game that is about providing information to your audience quickly and concisely. In general, the more you post the more followers you will get. You want specific quality followers that are from your community. The following tips will help you grow your Twitter presence in a meaningful way:

- Follow other local community accounts
- Tag your community accounts in your posts
- Use hashtags relevant to your community
- Have tweets that are meaningful and relevant to your community
- Tweet pictures and videos of you interacting with your community at non-emergency events
- Tweet consistently
- Retweet, reply and like appropriate tweets from community accounts
- Have a personality with your brand

Twitter is about having a consistent and constant voice. This is your department's brand, what you say and push out will define your department to your community. Often departments will only tweet incident information. This information may be of value and interest to your audience, but you are not pushing your brand as a fire department. This doesn't show your community the hard work your firefighters do

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training, fundraising, recruiting and educating the community. You need to show your community the many sides of your fire department.

A tweet on Twitter has an extremely short lifespan. This means to be a constant presence you need to be tweeting regularly. Once you establish your brand and voice, empower your members to post. Schedule posts for the week, so you are posting a minimum of twice a day consistently. Then post throughout the day on your activities.

## Tweet Ideas:

- Conducting a school education event? Take a group picture with the students and tweet it out with a note about the event or a thank you.
- Having a recruitment event? Tweet about it before, during and after pushing out photos whenever feasible.
- Doing a fun training activity? Tweet out a picture or short video of the firefighters training, with a comment about the importance of training.
- Celebrating an Anniversary or Birthday? Tweet about it with a picture of a cake, the individual or even using a silly Birthday or Anniversary GIF. Make sure you tag the individual you are honoring.
- Having a community event at your station? Tweet photos of members getting ready for the event. Tweet photos during the event, and tweet a thank you for coming post event.
- Have a local sports team? Make sure to tweet about your pride in your local teams and cheer them on throughout their season. If you have members at a game tweet a picture of them cheering on the team.
- Tweet out community safety education pieces. This can be infographics on school safety, family escape plans, smoke alarm safety and so much more. The National Fire Protection Association has numerous [safety tip sheets available for you](#) to share with your community.
- Going to a community event? Tweet out about how excited you are to be there, and about the event you are attending.

## Sample Posts

Some Posts for You to Use (Italicized portions need to be customized):

- Cooking is the main cause for home fires. Keep these safety tips in mind if a grease fire happens in your home. <http://bit.ly/2nvtwkw>
- Remember if you see emergency lights pull to the right, every second matters in an emergency. <https://www.youtube.com/watch?v=HNi1HJjEQN8>
- Happy New Year! Please keep these safety precautions in mind as you celebrate the coming of *insert year!* <http://bit.ly/2hd4vbR>
- Make sure you change your clocks this *insert date*. Remember change your clock, change your batteries. <http://bit.ly/2ovjUDG>
- We just changed our clock and fire alarm batteries. Did you? <http://bit.ly/2ovjUDG>
- Keeping our skills sharp w/ some intense training. #AlwaysTraining *Insert Training Photo*
- Getting ready for our monthly meeting. Stop by and learn about volunteer opportunities. Meeting starts at *Insert time and photo of members setting up.*
- It's Fire Prevention Week. Test your knowledge on #FireSafety. <http://bit.ly/2w4iwwL>
- We are raising money for *insert what you are fundraising for* at *insert location of fundraiser*. Please help us reach our goal. *Insert photo from fundraiser*
- Did you know that our firefighters are volunteers? Learn how you can volunteer with us too at *insert website with volunteering information.*

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## Creating Moments

Moments are a great way to tell a story about an event or activity. It allows you to put similar tweets together in one space without a hashtag. This is a technique to be considered if you are hosting an event as it allows you to capture all of the tweets from the event in one spot to share with your followers.

To Create a Moment:

1. Go to your profile page
2. Click on Moments
3. Click on Create New Moment
4. Type Your Title for the Moment
5. Add a description
6. Select an image or video to use as your cover
7. Select the tweets that should be tied to the moment by clicking the grey check mark next to the tweet
8. Arrange the tweets in the order you would like viewers to see them
9. Click *Publish* when you have all of the desired tweets added to the moment

## Promoting Tweets

Twitter allows users to promote specific tweets to expand the tweet's audience. This is essentially an advertisement on Twitter. Before you promote a specific tweet, make sure that tweet is performing well and is being engaged. If you are unable to generate engagement with the tweet prior to promotion, your promotion may see a low return on investment. Also, only promote a tweet that has a video, GIF or photo in the tweet.

A Twitter promotion will typically only last a few hours, so make sure you time your promotion for your optimal tweeting time. The actual duration is based on several variables, including your budget and follower count. You will receive a notification once your promotion has exhausted its budget.

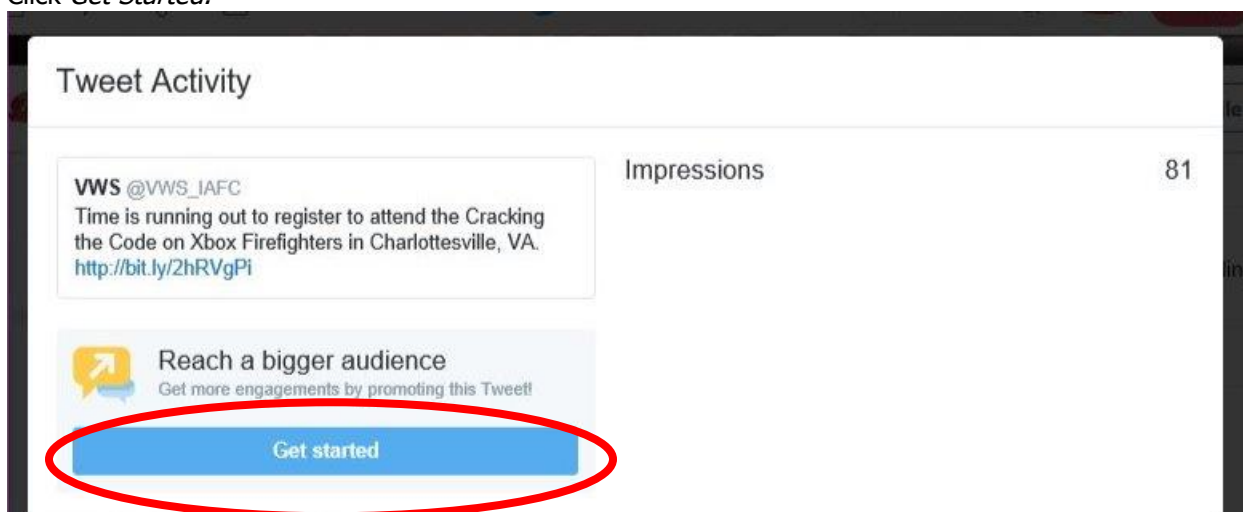
To Promote a Tweet:

1. Go to your profile page.
2. Find the tweet you would like to promote.
3. Click the icon with the 3 bars.



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- Click *Get Started*.



- Fill out the pop up window and click next.
- Enter your billing information and click next.
- Select the location you would like your tweet to target.
- Select the amount of money you wish to spend.
  - Twitter will show you the estimated number of engagements the tweet will receive, based on your target location and the budget you set.
- Click *Confirm Spend* to begin promoting your tweet.

## Tracking Your Promoted Tweet

After you have promoted a tweet, you can track the promotion and see how well the promotion is doing.

To view the statistics on the promoted tweet:

- Go to the tweet
- Click the bars icon



This will generate a popup with information on impressions, link clicks, and tweet engagement. This will, also, show you the tweet's organic vs promoted results, allowing you to measure your return on investment for the promotion.

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# Glossary

**Detail expands:** Clicks on the Tweet to view more details

**Direct Messages:** Private messages sent between Twitter 2 or more accounts, like instant messaging or email.

**Embedded media clicks:** Clicks to view a photo or video in the Tweet

**Engagement rate:** Number of engagements divided by impressions

**Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion

**Follow:** The act of becoming a follower. Anyone on Twitter can follow or unfollow anyone else at any time, except for blocked accounts.

**Follower:** An individual that has chosen to receive your posts on their timeline.

**Follows:** Times a user followed you directly from the Tweet

**GIF:** Is an acronym for Graphics Interchange Format. This is often an image with animation or a short 3 to 5 second video clip. They are often humorous and are used to express an idea, response or emotion. These are a good way to draw attention to a post.

**Handle:** Public Username that individuals use to identify and interact with your Twitter account. This can be found under your name, it is grey and begins with @.

**Hashtag clicks:** Clicks on hashtag(s) in the Tweet

**Hashtag:** A word or phrase without spaces preceded by a hash or pound symbol (#) and used to identify a message to a specific topic or keyword. The selection of the hashtag should bring up similar or related posts. For instance, if you select the hashtag #SAFERGrant in a post you would bring up all of the posts from around the world that also contained #SAFERGrant. You can also search hashtags in the search bar.

**Impressions:** Times a user is served a Tweet in timeline or search results

**Leads submitted:** Times a user submitted his/her info via Lead Generation Card in the Tweet

**Like:** An indication of liking or supporting a Tweet.

**Likes:** Times a user liked the Tweet

**Link clicks:** Clicks on a URL or Card in the Tweet

**Mention:** Tweet that contains a tag in the body of the Tweet.

**Notifications:** This is an alert about an interaction with your Twitter account. This can be interactions with your tweets, tweets you are tagged in, or interactions with your Twitter account. Common examples are individuals becoming followers, liking or retweeting your posts.

**Permalink clicks:** Clicks on the Tweet permalink (desktop only)

**Pinned Tweets:** The act of placing a specific post at the top of your profile's tweet timeline.

**Replies:** Times a user replied to the Tweet

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Reply: This is a public comment made on a Tweet to the account that Tweeted it and any tagged accounts. Whenever a tweet begins with a handle it is a reply. Place a period before the handle to simply tag the account.

Retweet: Act of sharing a tweet.

Retweets: Times a user retweeted the Tweet

Shared via email: Times a user emailed the Tweet to someone

Tag: The act of linking a user account to a post by placing the user's handle in a post. VWS's Twitter handle is @VWS\_IAFC.

Timeline: A stream of tweets. Your Home page timeline shows a real-time stream of tweets from accounts you follow. Your profile timeline shows a real-time stream of your tweets.

Trending/Trend: A currently popular topic or hashtag.

Tweet: The name for a post in Twitter.

User profile clicks: Clicks on the name, @handle, or profile photo of the Tweet author