A TOOL FOR
YOUR MUNICIPAL TOOL BOX
TWITTER – THE BEGINNING
WHY TWITTER

- Twitter allows you the opportunity to:
  - Communicate with Community
  - Provide Real Time Information
  - Breaking News
  - Emergency Notifications
  - Special Events
  - Track Trends
  - General Information

- A number of other platforms available to work with Twitter

- You need to use what is “BEST FOR YOU”
Effective Tweets

Remember think before you Tweet it!

It’s Tweet, not Twit!
#MMLCONVENTION

- Live Twitter Feed Here
**LINGO**

- **Know basic your Twitter lingo:**
  - A “**tweet**” is a post
  - A **“twitter handle”** represents a person or entity’s Twitter identity. (@LaurelMayor - @MayorGrant)
  - A “**retweet**” (RT @ or “@”) is a re-posting of a tweet. Someone (maybe you?) finds a tweet so interesting, that they want to share it with their followers.
  - A “**modified retweet**” (MT @) is when someone tailors a post, changing a word or two while maintaining the essence of the original most.
  - A “**reply**” is a response to a Tweet. Yes, it is public, visible to all who follow you and the original poster ... Reply accordingly.
  - The “**hashtag**” (#) is a label that a person assigns to a post, or to keywords within a post. (#MML, #CityofLaurel, #MDMayors)
  - **DM or DT** A private (direct) message/tweet. Direct tweets do not appear in the public timeline
  - **Favorite**” A “bookmarked” tweet. Consider your “favorites” as a reflection of you.
OTHER SOCIAL MEDIA
BRING COMMUNITIES TOGETHER
Add Twitter to your municipal toolbox:

- Visit [twitter.com](http://twitter.com) and follow instructions to register for an account. Create an account name that people can recognize - or not, depending on your penchant for privacy or notoriety.
- Personalize your account page - your name, photo, background wallpaper, and description of yourself.
- If you want to maintain control over who follows you, go to Settings, Security & Privacy, Privacy: *Protect my Tweets*. If you check the box, then people will need your permission in order to follow you. *(If you select this option, you will receive an email notification if someone wants to follow you.)* Again, this setting can be changed at any time.
- Start following. Follow people, places, events, organizations, companies, media Once you get going, you’ll see that the possibilities are endless. Not sure if you want to follow a particular person or organization? Visit their Twitter page and browse through recent posts. Are they interesting? If yes, click the “follow” button.
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QUESTIONS