



Citizens' Climate Lobby

Twitter Tips

Create an account that identifies who you are and what you're about. Use a handle that identifies where you are, like @cclNashville. Your description would then say something like "The Nashville chapter of Citizens Climate Lobby. Tweets by John Smith."

Get followers: If you're not a famous celebrity, this will involve a little work. Protocol on Twitter is that if you follow someone, there's a good chance they'll follow you back if you're tweeting about something that interests them. Look for people who are interested in the climate issue. See who's following @billmckibben, @350 or @MichaelEMann. You can also search tweets with the hashtag #climate and follow people who post these tweets. Search your state for tweeters who may be near you. If you're trying to attract people in your city or state, include a hashtag with your city or state when posting tweets about local meetings, events, actions and published media.

Become a useful resource that people will want to check on every day. Do this by posting news stories related to climate change, photos and videos. Try to schedule at least 5 - 10 tweets a day. A couple of them can be promotional for CCL (conference calls, meetings, actions, conference, etc.), but don't go heavy with the CCL stuff. Include the hashtag #climate so that people searching that hashtag will see your tweets.

Use either TweetDeck or HootSuite to track your tweets, interactions, retweets and follow hashtags and other tweeters. Use Buffer -- bufferapp.com - to schedule your tweets so that images included in your tweets will display in your Twitter feed. Use images in your tweets when possible to get more click-throughs and RTs.

Find articles to tweet on InsideClimate News, The Daily Climate, Climate Progress, Climate Central, The Hill's E2Wire, and by doing a Google news search on "climate change." Schedule these tweets to be posted throughout the day. I call this setting out my "lobster pots," and I check throughout the day to see who's in the pots.

Engage Twitter users who interact with you - people who retweet your tweets, mention you or follow you. Look at their profile to see if it's someone who's in

your area or someone you may want to enroll with CCL. You might tweet something like, "Thx for the RT. We have a great chapter in Chicago. Can I connect you?" If they're interested, have them email you and continue the conversation that way.

Retweet others. Using TweetDeck or HootSuite, you can track #climate throughout the day. If you see something good, retweet it. You can also engage with the person by commenting on their tweet.

Tweet to your members of Congress using their handle. You especially want to tweet them about any LTEs, op-eds or editorials that your group has generated. Have a team of volunteers willing to tweet MoCs when these opportunities arise and notify the team when they should tweet something. If you put a period in front of their handle at the beginning of the tweet, it will be viewable by others in your Twitter feed, and they might RT.