



## **Social Media: Twitter**

### **Frequently Asked Questions and How to Use the App**

#### **Who is On Twitter?**

Twitter users tend to be younger, and more likely to live in a city center than rural areas. Twitter is a favorite medium of both government agencies and political leaders.

#### **What Do They Want To Hear?**

Tweets are limited to 140 characters and spaces, less with a link or picture. People want succinct, meaningful tweets, or a quick bite of humor, or a stunning photo. Watch what gets retweeted and favorited, and tailor your message to suit what your followers are interested in hearing about.

Twitter is a forum for conversation more than any other social media tool. Replying to tweets, favoriting tweets you're tagged in, and using popular hashtags keeps you in the conversation and attracts followers. Engage other users, thank companies that have donated to you, give a shout-out to agency partners by tagging them in your tweets.

#### **How Do I Get Followers?**

##### **Patience and persistence.**

The Wilderness50 celebration started tweeting 18 months before the event in New Mexico to gain followers and start the conversation on wilderness legacy to foster enthusiasm.

##### **Realistic expectations.**

Friends of Nevada Wilderness began our Twitter account in summer 2011 – as of fall 2015, we have 1,012 followers and are following 863 users. We are a state-wide organization with around 6,000 supporters, 250 annual volunteers, and 600 paid members. The Wilderness Society follows 4,550 users and has 68,000 followers.

Twitter is a conversation. If you only follow four people, you only "hear" their tweets. You don't have to follow everyone who follows you, but understand that some will feel "unheard" if they see constant updates and thoughts from you while you are not "hearing" theirs.

Note – who you follow on Twitter is public, so make good decisions and have a social media policy in place to ensure you are sending an on-brand, on-mission message.

## Hashtag, hashtag, hashtag.

Likeminded people can find you when you use hashtags tailored to your mission or area. At Friends of Nevada, we love #homemeansnevada (the title of our state song and a popular hashtag among residents and visitors).

## Hashtags

Hashtags “tag” a conversation so users can search for and read through all tweets tagged with that particular topic. It can be a current events topic - #Drought or #Benghazi – or the place you’re working – #PCT (Pacific Crest Trail) or #WildMontana – or just a topic you want to start a conversation on, like #wildernessstewardship or #AmeriCorps. Everyone who clicks or searches for that hashtag has the chance to see your tweet on the topic.

Get on the hashtag bandwagon with established, popular hashtags. #ThrowbackThursday and #FlashbackFriday are a great way to showcase past events and successes with pictures, as well as be a part of a commonly-used weekly hashtag.

Decide on an official hashtag, whether it’s for an event, a campaign, or a stewardship project. Check what other people are using – if you’re live-tweeting a National Public Lands Day picture of volunteers working, check what other organizations and the official Public Lands twitter are using to hashtag their posts. #wildworkshop is the official 2015 workshop hashtag.

## Have Fun!

Don’t be afraid to retweet something silly, or to start something new, like a weekly #traildogs feature. Senator Harry Reid has been a long time champion for wilderness in Nevada, and is a popular and polarizing figure on Twitter, ensuring that when we tag him in a tweet, many people will see. We like to bring our Harry Reid bobblehead to events so he can join us in the field or at celebrations. This allows us to build our relationship with local politicians and acknowledge their hard work, while also being a part of a popular twitter conversation (or target, as the case may be).



# Twitter Profile Screen

Search for people, orgs, brands, topics, or hashtags

Profile Photo (this photo shows up next to all your tweets)

Write a tweet

- Access your account settings, including pop-up notifications
- View your saved Drafts
- Help
- Sign Out

Cover Photo



Edit profile

## Friends of NV Wild

@friendsofnwild

Friends of Nevada Wilderness is a non-profit organization dedicated to preserving Nevada's wild heritage through advocacy and volunteer field trips.

Click here to switch between Twitter accounts

Twitter Handle

📍 Nevada [nevadawilderness.org](http://nevadawilderness.org)

Media: Photos and videos you've tweeted

858 FOLLOWING 1,012 FOLLOWERS

Tweets you've written and tweets you've retweeted

Tweets

Media

Favorites

Favorites: Tweets you've favorited



Friends of NV Wild @friendsofnv... 17m

Join @OutsideLasVegas @ Sunset Park for free 'Get Outdoors Nevada Day' Oct. 24 [getoutdoorsnevada.org/day/](http://getoutdoorsnevada.org/day/) #DiscoverYourOutdoorStory



Click "Me" to see your profile.

Go to Home Screen/News Feed



Home



Notifications



Moments



Messages



Me

Go to Moments for a feed of current events and trending topics

Go to Direct Messages

Go to your Notifications. When someone retweets or favorites one of your tweets, or tags you in a tweet, a Notification will appear.

# Twitter Home Screen/News Feed

Search for people by importing your phone or email contacts

Tweets from people, companies, and organizations you follow.

Search for people, orgs, brands, topics, or hashtags

Write a tweet



**Public News Service** @PNS\_News 1m  
North Carolina's One-Stop Voting Gets Underway [pnsne.ws/1MUp4Cm](https://pnsne.ws/1MUp4Cm)

Reply to this tweet

Retweet this tweet so your followers can see it

Favorite this tweet



**Outside Magazine** @outsidemaga... 1m  
WATCH: 360 degrees (!!!) of deep-water freesoloing: [bit.ly/1kxhAdl](https://bit.ly/1kxhAdl)



**Reno Hipsters** @renohipsters 1m  
#same

**Darth Vader** @DepressedDarth  
\*turns on lightsaber\*

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# Anatomy of a Tweet

