



## Twitter Handbook

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### **Sign Up For Everytown Twitter Team**

**[The Everytown Twitter Team](#)** is made up of volunteers who use their personal Twitter accounts to share and amplify content every week. By using the power of our networks, we can help end gun violence!



## Sign Up For Your State Twitter Team

Moms Demand Action volunteers in your state are taking over Twitter. Sign up here to join your [state-specific Twitter team](#) and be a part of our regular calls to action! These teams are made up of volunteers who use their personal Twitter accounts to share and amplify content every week.

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## How to Create a Twitter Account?

Desktop - visit [Twitter.com](https://twitter.com)

Phone - Download the [Twitter App](#) from your phone's app store

1. Twitter will guide you through a few sign up pages prompting you to enter information like your name and email address.
  2. Creating a Username
    - a. Usernames must be fewer than 15 characters
    - b. Your username, also known as a "handle" is the name your followers use when sending replies, mentions, and Direct Messages.
    - c. Since you are using Twitter for advocacy and to interact with lawmakers, it is always helpful to use your name - or at least your first name - as a handle. Don't accept the handle that Twitter suggests for you -- handles with numbers at the end aren't personal. Your first choice might be taken, but keep trying and you'll find the perfect handle!
  3. Click 'create account' to have a verification code sent to your email or phone number.
  4. Click through interests, accounts to follow, and notifications settings to personalize your Twitter
  5. Time to set up your profile!
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## Set up an effective profile

1. Choose Your Banner Image -- options to think about:
  - a. <https://bit.ly/2RFcAsY>
  - b. A group photo of you with other volunteers



- c. A pretty photo of something you like, like sunsets!
  - 2. Profile Picture
    - a. Make sure to choose a photo of yourself -- bonus points if you're wearing your red Moms shirt!
  - 3. Name
    - a. Use your full name, or a variation of it.
  - 4. Bio -- make sure to include:
    - a. Who you are!
      - i. Examples - mother, survivor, community activist, gun violence prevention advocate etc.
    - b. Your pronouns (if you feel comfortable sharing)
    - c. That you're an @Everytown and @MomsDemand volunteer
    - d. A fun fact / something that shows your personality (coffee lover, master chef, voracious reader, etc)
- EXAMPLE: avid baker | community activist | gun violence prevention advocate | organizer | all opinions are my own | she/her @everytown & @momsdemand
5. Location
  - a. City + State ( if you don't feel comfortable with both, use just your state)
    - i. Shows that Moms are Everywhere!!
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## Who to Follow?

Here's a list of people to follow to start you off in the gun violence prevention movement.

### Us!

[@MomsDemand](#)  
[@StudentsDemand](#)  
[@Everytown](#)  
[@shannonrwatts](#)  
[@JohnFeinblatt](#)

### Survivor Network

[@debbweir](#)  
[@MsLisaHendricks](#)



## Lawmakers

[@RepLucyMcBath](#)

[@RepMarieNewman](#)

[@ChrisMurphyCT](#)

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## How To Get The Best Quality Photos From Your Camera Phone

Things to remember:

1. Wipe off the lens of your camera phone before you take a picture!
  2. Nice lighting - the light should always be in front or to the side of the person you are photographing, not behind.
  3. Consider what's in your background
  4. Make sure it's in landscape! (aka, horizontal)
  5. Instead of zooming in with your phone, move yourself closer to what you want to photograph
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## Social Media Glossary

**Hashtag:** A word or phrase preceded by a hash / pound sign (#) and used to categorize messages on a specific topic. Use them in your tweets so you become part of the larger conversation, and to help others see your Tweets. (i.e. #MomsAreEverywhere)

**Followers:** People who see your Tweets on their home feed. If someone follows you, they'll see your Tweets and if you follow them back you'll be able to start a private conversation with them. These private messages are called Direct Messages or "DM"s.

**Handle:** Your "handle" is your account username. Moms Demand Action's Twitter handle is @MomsDemand.

**Mention:** When you "tag" another user's handle in a Tweet, you "mention" them. Your mentions will send a notification to that user.

**Feed:** The main place on Twitter where Tweets from other users are shown to you.

**Retweet:** A repost of another Twitter user's Tweet on your profile. It's like a shared post on Facebook.

**Quote Tweet:** A retweet that allows you to include your own comment along with the Tweet you select.



## Twitter Do's and Don'ts

- ❖ DO remember it's always OK to thank a lawmaker for taking action on gun violence prevention.
  - ❖ DO make folks at your events aware that you'll be taking pictures to use on social - you always want to make sure folks are comfortable with that
  - ❖ DO try to always include a Call To Action (text READY to 644-33, for example)
  - ❖ DO remember the Words We Use
  - ❖ DO be yourself - your content doesn't all have to be about gun violence prevention!
  - ❖ DO join your [state's Twitter Team](#) and the [Everytown Twitter Team!!](#)
  - ❖ DON'T feed the trolls
  - ❖ DON'T make up your own hashtags
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## Words We Use

Gun violence prevention is a big tent movement, made up of diverse groups of people with all sorts of experiences. We may differ in religion, race, gender, sexual orientation, life experience, income-level, location or world view, but we're united for the common cause of ending gun violence! Reference the [language we use](#) to help describe your volunteer work.

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## Security

Our best practice for that is just don't feed the trolls. We want to block them and move on. Some people describe blocking trolls being like the Heisman Trophy, where you have one hand in front of you and you just keep running.

Some people may think, well I don't care, they can troll me, I'm used to it. But when you are blocking a troll you are also protecting everyone who follows you, comments on your tweets, and everyone you retweet from that troll. You may be retweeting survivor stories or supporting students and we don't want to hand their information over to the trolls. It's a way of protecting our community.

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## Resources

[Twitter.com](#)

[Twitter App](#)

[State Specific Hashtags](#)

[Photo Best Practices](#)

[The Everytown Twitter Team](#)

[State-specific Twitter Team](#)

[Words We Use](#)