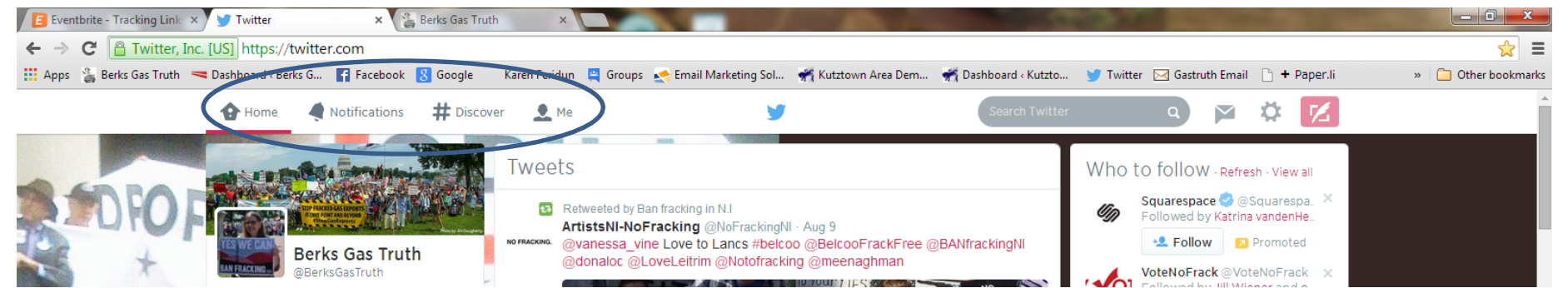


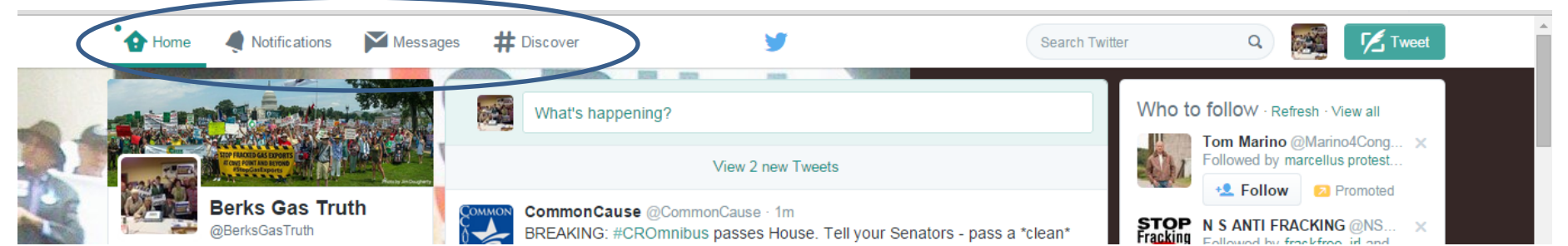


Presented by Karen Feridun, Founder, Berks Gas Truth
www.gastruth.org berksgastruth@gmail.com

Old Twitter Top Menu



New Twitter Top Menu



Home (a.k.a. Timeline)

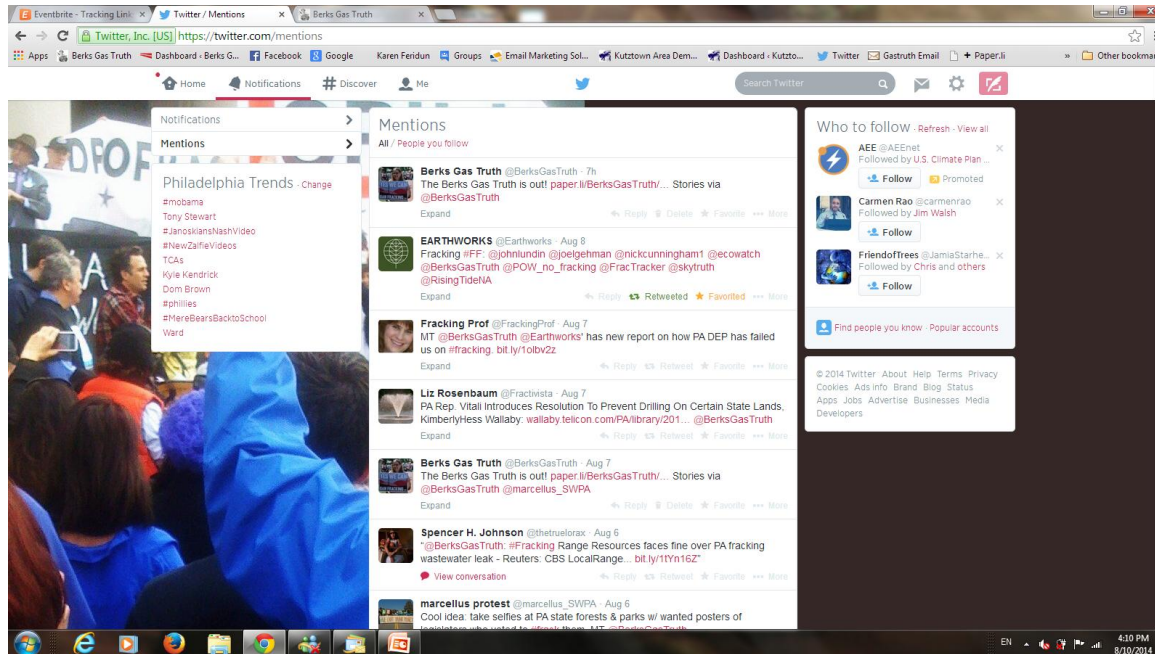
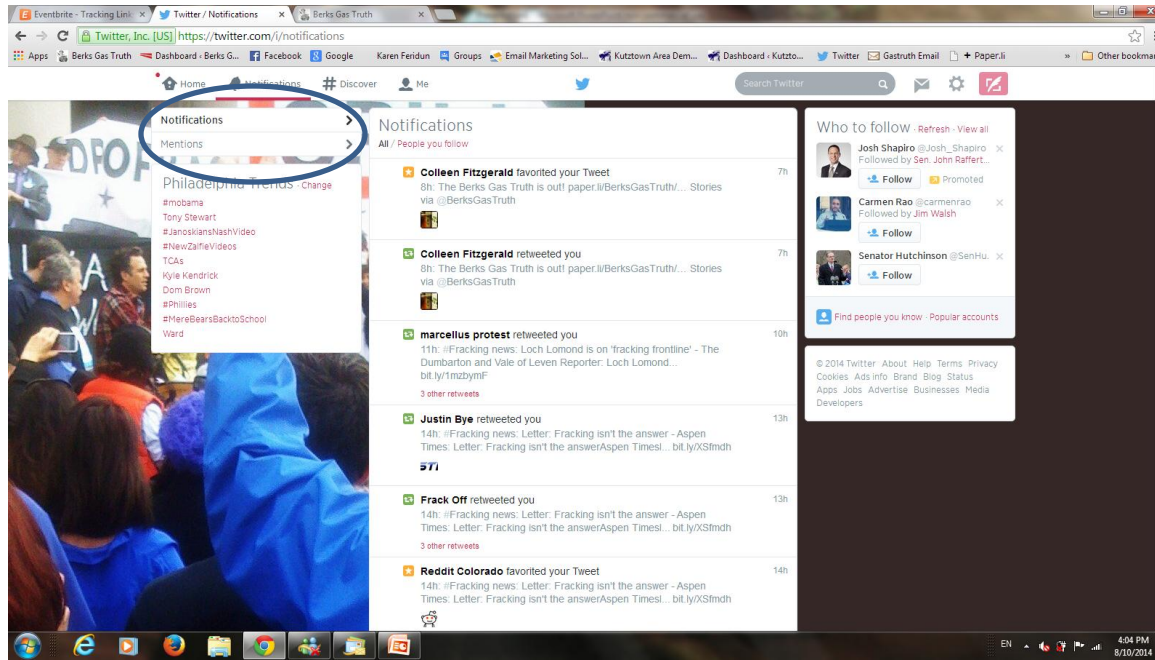
The image shows a screenshot of the Twitter Home timeline interface. Several elements are circled in blue:

- Search Bar:** Located at the top center, containing the text "What's happening?".
- Who to follow:** A section on the right side of the timeline, listing accounts to follow, including Tom Marino, N S ANTI FRACKING, and Strvdrckfracsand.
- Left Sidebar:** Contains a profile for "Berks Gas Truth" and a "New York Trends" section with various hashtags.

The main timeline features a tweet from CommonCause (@CommonCause) with a large red banner that reads "Special Interest Spending Bill Goes To Senate". Below this is a tweet from The New York Times (@nytimes) about unlimited access to the New York Times on the web and apps for just 99¢ for the first 4 weeks.

At the bottom right, there is a "Save on a New York Times Subscription" banner.

Notifications
tell you your
tweets have
been
retweeted or
favorited.



Mentions list
all of the
tweets
addressed to,
mentioning, or
cc'ing your
handle.

Discover

Eventbrite - Tracking Link x Twitter / Discover x Berks Gas Truth x Twitter Help Center | Usin... x

Twitter, Inc. [US] https://twitter.com/i/discover

Apps Berks Gas Truth Dashboard < Berks G... Facebook Google Karen Feridun Groups Email Marketing Sol... Kutztown Area Dem... Dashboard < Kutztown... Twitter Gastruth Email Paper.li » Other bookmarks

Home Notifications # Discover Me Search Twitter

Tweets


- Activity
- Who to follow
- Find friends
- Popular accounts

Philadelphia Trends · Change

- #mobama
- Tony Stewart
- #JanoskiansNashVideo
- #NewZalfieVideos
- TCAs
- Kyle Kendrick
- Dom Brown
- #Phillies
- Ward
- #oomf


Tweets
What's happening now, tailored for you.

Followed by Tara Zinski, Marcellus Shale and The Daily Frack
Bloomberg News @BloombergNews · 10m
U.S. airstrikes continue as Iraq fails to act on militant threat: bloom.bg/1q2SwGn



Expand Reply Retweet Favorite More

Followed by Lynda Farrell, Matthew Grazulis and Hannah Dentinger
epicurious @epicurious · 2h
Wow, these oysters sure are a masterpiece when they're grilled: epi.us/1mAdwTG



Who to follow · Refresh · View all

- CeaseFirePA** @CeaseFirePA
Followed by Steve McCarter a...
Follow Promoted
- Chuck McIlhinney** @chuckmc.
Follow
- Senator Hutchinson** @SenHu.
Follow

Find people you know · Popular accounts

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

EN 4:25 PM 8/10/2014

Me (Old name for now-unnamed page)

The screenshot shows a web browser window displaying the Twitter profile of 'Berks Gas Truth' (@BerksGasTruth). The browser's address bar shows the URL 'https://twitter.com/BerksGasTruth'. The profile header features a large banner image of a protest with a yellow sign that reads 'STOP FRACKED GAS EXPORTS AT COVE POINT AND BEYOND #StopGasExports'. Below the banner, the profile statistics are listed: 5,444 tweets, 1,076 following, 1,492 followers, 594 favorites, and 2 lists. A blue arrow points to the profile name 'Berks Gas Truth' and its bio, which states: 'Berks Gas Truth is a grassroots organization founded by Karen Feridun to fight shale gas development in PA. Kutztown, PA gastruth.org'. Another blue arrow points to the three-dot menu icon next to a tweet. A third blue arrow points to the 'Delete Tweet' option in the dropdown menu that appears. The tweet itself is from 'Berks Gas Truth @BerksGasTruth · 57m' and contains the text: 'Companies didn't share #fracking risks with investors. \$WPX \$WLL \$SWN \$QEP \$CRZO \$CLR eaglefordtexas.com/news/id/142071...'. The dropdown menu also includes options for 'Share via Direct Message', 'Share via email', 'Embed Tweet', and 'Pin to your profile page'. The system clock in the bottom right corner shows '10:28 PM 12/11/2014'.

Berks Gas Truth
@BerksGasTruth

Berks Gas Truth is a grassroots organization founded by Karen Feridun to fight shale gas development in PA.
Kutztown, PA
gastruth.org

Tweets **Tweets & replies** **Photos & videos**

Berks Gas Truth @BerksGasTruth · 57m
Companies didn't share #fracking risks with investors.
\$WPX \$WLL \$SWN \$QEP \$CRZO \$CLR
eaglefordtexas.com/news/id/142071...

1 ☆ ...

Delete Tweet
Share via Direct Message
Share via email
Embed Tweet
Pin to your profile page

10:28 PM
12/11/2014

This same box appears on Home page. Click on your profile name to access this page.

Search, Direct Messages, Options, Compose

Berks Gas Truth
@BerksGasTruth

Berks Gas Truth is a grassroots organization founded by Karen Feridun to fight shale gas development in PA.

Kutztown, PA
gastruth.org
Joined March 2011

198 Photos and videos

Tweets **Tweets & replies** **Photos & videos**

Berks Gas Truth @BerksGasTruth · 1h
Companies didn't share #fracking risks with investors.
\$WPX \$WLL \$SWN \$QEP \$CRZO \$CLR
eaglefordtexas.com/news/id/142071...

Berks Gas Truth @BerksGasTruth · 1h
Companies didn't share #fracking risks with investors.
\$APC \$CHK \$XCO \$OXY \$BP \$CVX \$COP \$CNX \$DVN \$XOM \$NFX \$TLM
eaglefordtexas.com/news/id/142071...

Berks Gas Truth @BerksGasTruth · 1h
Companies didn't share #fracking risks with investors.
\$BHP \$HES \$EQT \$ECA \$APA \$NBL \$EOG \$SPA \$RRR \$RDSB \$UPL \$COG

Who to follow · Refresh · View all

- Los Verdes** @VerdesInfo
Followed by EnviroNews an...
Follow
- Kumi Naidoo** @kuminaidoo
Follow
- Greenpeace USA** @gree...
Follow

Popular accounts · Find friends

Tip: Using search you can:

- Find other users/handles
- Find recent tweets on a topic
- See all tweets using a specific hashtag
- Check out a hashtag you're considering using to see if it's already being used by others

Elements of a Tweet


@ - Always precedes the handle of the person you're addressing, mentioning, or cc'ing (e.g. @berksgastruth)

- Always precedes the keyword (e.g. #fracking) or special tag you've created for an event or action (#twitter1014fractivists). You can search hashtags to see all tweets that include it.

\$ - Always precedes a ticker symbol for a company. This is an EXCELLENT way to go after a company's investors and catch the eye of financial press. (e.g. \$RRC – Range Resources' ticker symbol)

. – Putting a period at the beginning of a tweet addressed to someone is used to trick Twitter into not restricting with whom the tweet is shared.

Links – You can add links to articles, photos, videos.

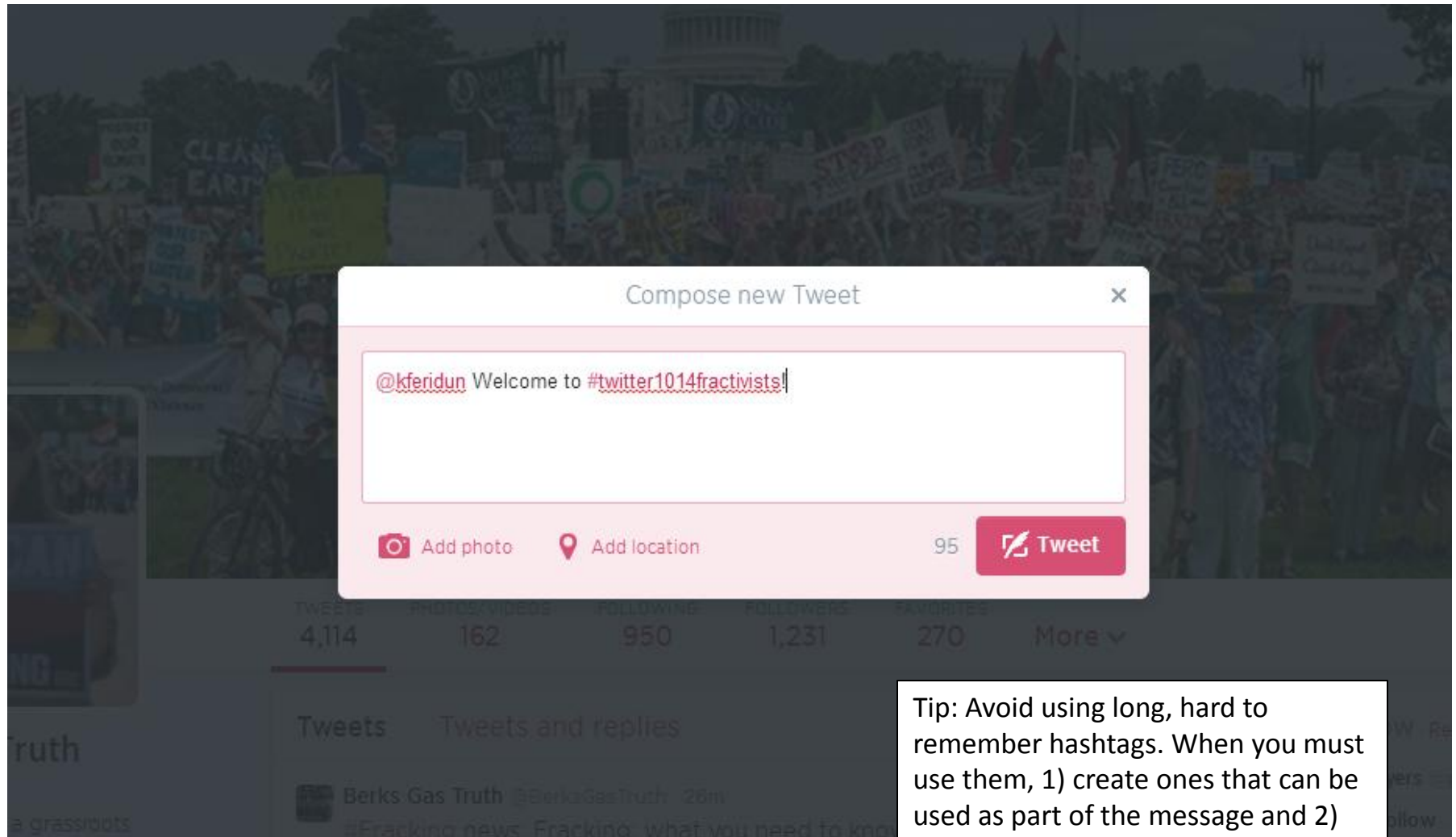
RT – Shorthand for Retweet. Best to use the retweet icon under a tweet.  You may see manual retweets (e.g. RT @user their tweet).

MT – Shorthand for Modified Tweet. Used when you are altering the content of something you are retweeting. (e.g. MT modified tweet)

#FF – This hashtag is used on Fridays to suggest users others may want to follow. (e.g. this tweet from Earthworks, Fracking [#FF: @johnlundin @joelgehman @nickcunningham1 @ecowatch @BerksGasTruth @POW_no_fracking @FracTracker @skytruth @RisingTideNA](#))

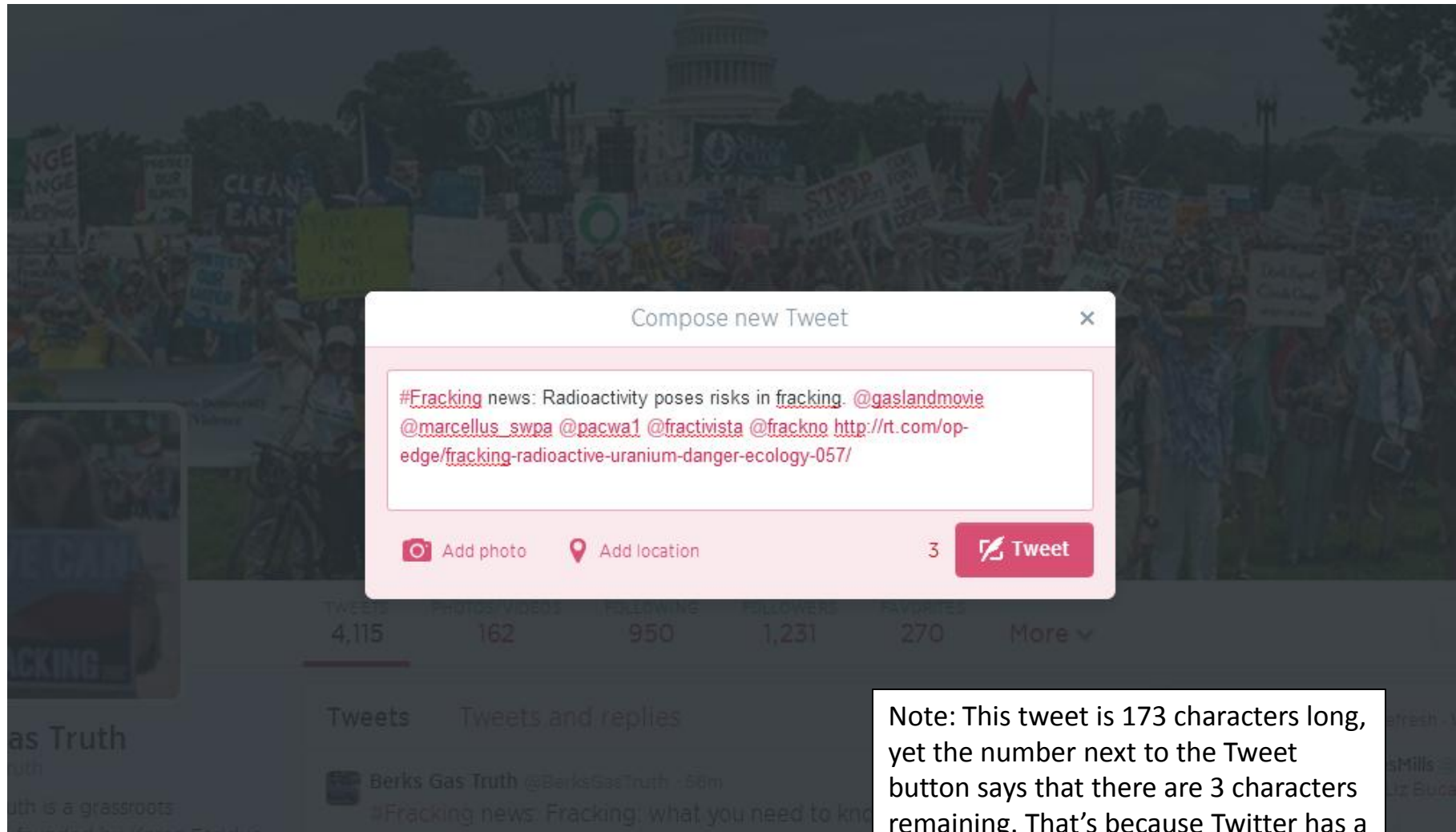
These are the basic elements you'll see in many tweets. Don't overdo using these in tweets. You'll still see plenty of things you may not understand when you look at a tweet, abbreviations like IMHO or ICYMI. The language of Twitter is like the language of vanity license plates.

Composing a tweet



Tip: Avoid using long, hard to remember hashtags. When you must use them, 1) create ones that can be used as part of the message and 2) write them in advance so you can share them prior to the day you want people to use them.

Adding Links to Tweets



Note: This tweet is 173 characters long, yet the number next to the Tweet button says that there are 3 characters remaining. That's because Twitter has a built-in URL shortener that will reduce each tweet to 22 characters.

Tactical Tweeting

Targeting Users:

- Elected Officials
- Candidates
- Bureaucrats
- Reporters
- Industry Groups
- Companies
- Investors
- Astroturf organizations

Spreading the Word:

- Trending
- Drowning out the other side's message
- Generating media for our message
- Sharing the latest research

Building the Movement:

- Building personal networks
- Bringing like-minded organizations into the movement

A Few Last Tips

125 is the new 140. Tweets are already pretty short at only 140 characters, but to make it easier for others to share them, best to keep them to 125 characters.

Escape character limits by using memes. Memes are those photos with inspirational, funny, or profound text added. They're often used by campaigns to keep a buzz going or promote events. Tweeting memes on Twitter means you're getting a much longer message across than you'd be able to share in 140 characters.

Promote your Facebook events on Twitter. Since there's no Twitter equivalent of an event page, make your FB events public and then share the event links when you tweet.

I must share this variation of the memes tip for Facebook users who can't post to certain pages. Start a FB event page, make up some title for the event – it can be the message you want to get out, like Vote NO on SB411. Then, use the meme that goes after that legislator as the event photo. Post the event link as a comment on their page and the event preview box will appear with your photo.

Finally, do prep work when you're planning a Twitter storm. Make note of your targets' handles. Write some sample tweets. Create the hashtags you'll want to use. Provide links to memes, websites you want people to share.

Useful Links & Handles

PA Legislators' Contact Info:

Senate: http://www.legis.state.pa.us/cfdocs/legis/home/member_information/contact.cfm?body=S

House: http://www.legis.state.pa.us/cfdocs/legis/home/member_information/contact.cfm?body=H

Members of Congress on Twitter: <https://twitter.com/cspan/lists/members-of-congress/members>

Cabinet Members on Twitter: <https://twitter.com/gov/lists/us-cabinet/members>

Members of Parliament on Twitter: <https://twitter.com/guardiannews/lists/members-of-parliament>

Ticker Symbol Look-Up: <http://www.marketwatch.com/tools/quotes/lookup.asp>

@BarackObama

@WhiteHouse

@FERC – Federal Energy Regulatory Commission

@CLaFleurFERC – Cheryl LaFleur, FERC Chairman

@GinaEPA – Gina McCarthy, EPA Administrator

@ErnestMoniz – Ernest Moniz, Energy Secretary

@SecretaryJewell – Sally Jewell, Interior Secretary

@GovernorCorbett

@PALegis

@PASenate

@PAHouse

@PAHouseGOP

@PAHouseDems

@PASenateDems

@senatenj