

# Twitter

***NEXT:***

**Don't feel alone if the social media world feels unfamiliar.**

**You're in good company...! (VIDEO)**

# 2014 Oscars



**Ellen DeGeneres** @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars [pic.twitter.com/C9U5NOtGap](https://pic.twitter.com/C9U5NOtGap)

[Reply](#) [Retweeted](#) [Favorite](#) [Buffer](#)

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Retweeted by Kerry Shearer



**Ellen DeGeneres** @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars

[pic.twitter.com/C9U5NOtGap](http://pic.twitter.com/C9U5NOtGap)



RETWEETS

**3,183,936**

FAVORITES

**1,759,590**



7:06 PM - 2 Mar 2014 · Details

Flag media

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Buffer

More



# Whitney Houston's Death Feb. 11, 2012



**First tweet 4:02 PM**  
(7 min after Houston was pronounced dead)



**Third tweet 4:30 PM**  
(tweeted a text he received from a Houston family member)



**Second tweet 4:15 PM**  
(niece of Tiffany, Houston's hair stylist)

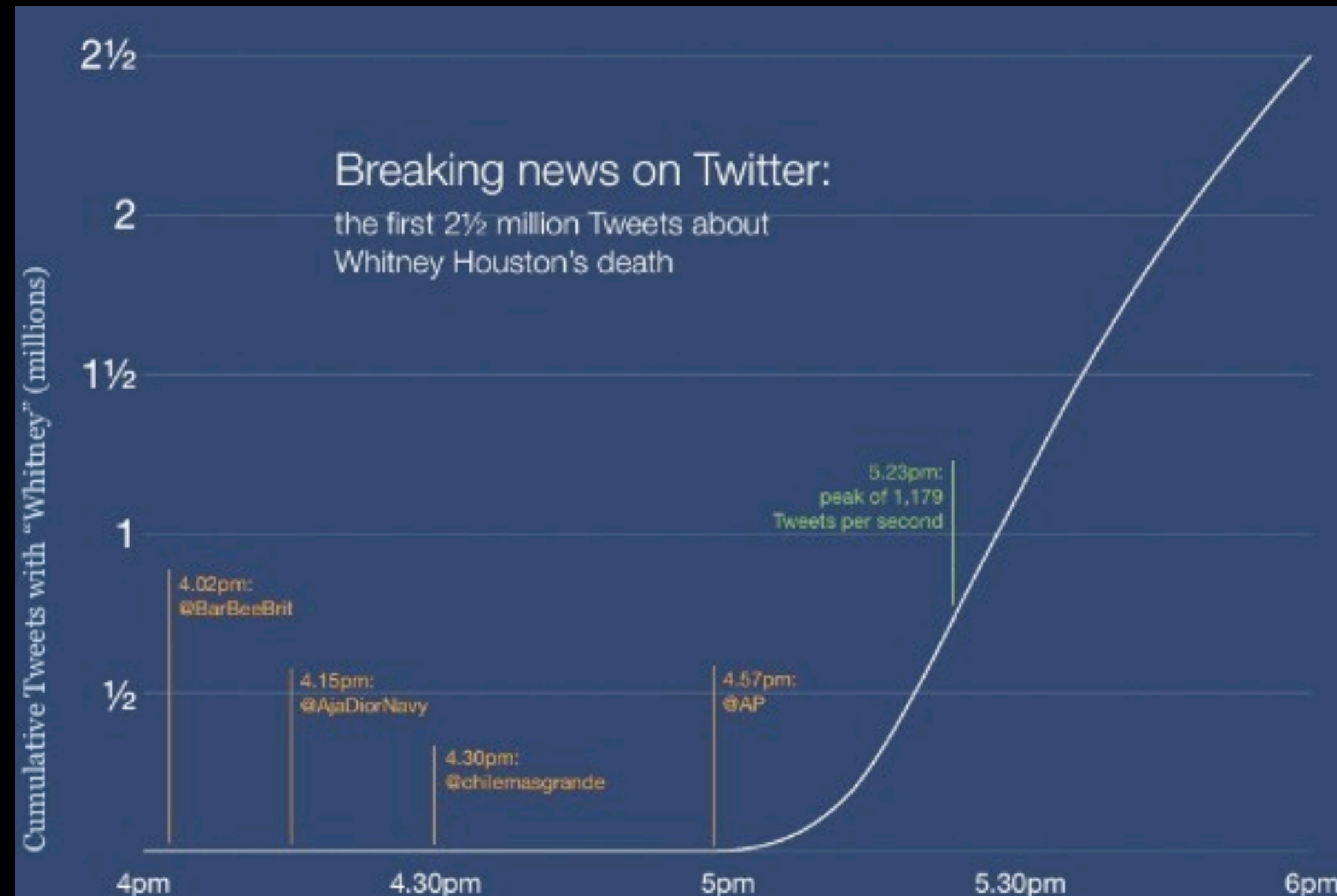


**Associated Press 4:57 PM**



# Whitney Houston's Death Feb. 11, 2012

**Tweets exploded to 2.5-million by 6 PM**





# Twitter Best Practice

**Keep messages short**

**-100-120 characters**

**-Gives others room to  
add comments to  
retweets**





# Twitter Best Practice



**Do not start a tweet with an @ sign unless it is a response to someone.**

**-Twitter will assume it is a response and not show it to the public - only to followers.**

**-You can, though, start with a period, such as .@**

# Twitter Best Practice

**Tweet frequently:**



**-Tweets don't last long!**

**-3-5 times a day is not overkill; tweet more often in an emergency**

# Twitter Best Practice

## Hashtag your tweets

- See what's popular for your subject, city or region; or
- Create your own hashtag (especially in disasters)



**Kerry Shearer** @kerryshearer · Sep 2

How did the Napa County communications team handle earthquake outreach? Find out, face to face: [bit.ly/1pkxKks](https://bit.ly/1pkxKks) #SMEM  
#Napaquake





# Twitter Best Practice

## Twitter Lists

**-Create lists of key Twitter accounts you want to monitor**

**-Media outlets, public agencies, social media sources, etc.**

www.KerryShearer.com

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
1,910	352	592	6	11

Subscribed to    Member of

---

**Northeast Blizzard**

5 Members

---

**Fremont Responders**

2 Members

---

**Fremont News Sources**

12 Members

---

**Public Health** 🔒

5 Members

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**Newspapers** 🔒

Sacramento Newspapers and blogs

3 Members

# Twitter Best Practice

**Include photos or videos in your Tweets whenever possible!**

**-Upload images to Twitter directly. Instagram photos won't show; only text link**

FOX 25 News Boston retweeted  
**Mass State Police** @MassStatePolice · 1h  
2 men arrested driving a stolen MV on Route 495 during the blizzard. Read more at [facebook.com/MassStatePolic...](https://facebook.com/MassStatePolic...)



55 47

Expand



**Jen Carfagno** @JenCarfagno · 1m  
This is the team that got my live shot on air this week. Thank you cglowacki43 Adam & Barry!! [instagram.com/p/yYlxmzJS51/](https://instagram.com/p/yYlxmzJS51/)

