

CONNECTING ON TWITTER

TWITTER BY THE NUMBERS



100 million active users



2.1 billion search queries



58 million tweets daily

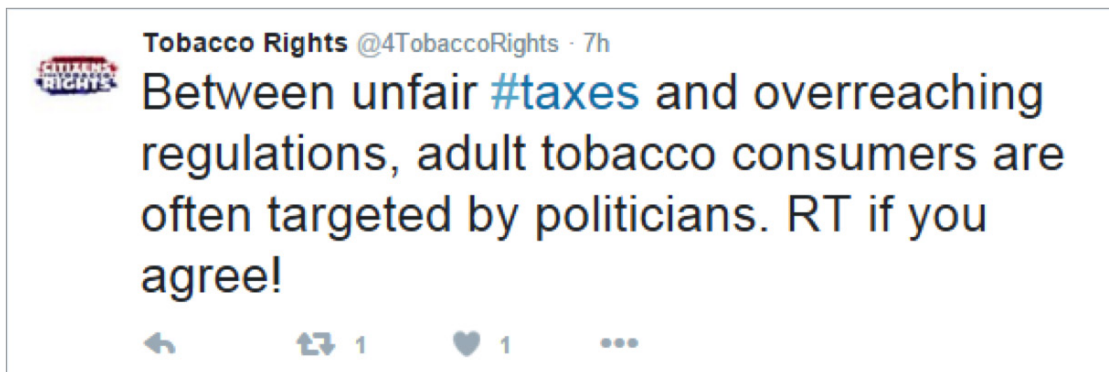


Why It's Important



Twitter is a popular social media site that gives you direct access to legislators and keeps them publicly accountable. It also allows you to quickly share information about unfair taxes and regulations with friends and family and see what people are saying about fights in your state.

TOP TWITTER TIPS

- **Follow @4TobaccoRights.** Following @4TobaccoRights will ensure you receive all of our updates and action alerts on your Twitter timeline.
- **Start Tweeting.** Once you're following @4TobaccoRights, it's time to make your voice heard. You can tweet your opinions and share important links. Be sure to mention @4TobaccoRights when you do!
- **Show Your Support.** Did you really like an article we shared? Retweet it to your followers. Do you disagree with our last tweet? Reply to @4TobaccoRights and tell us why.
- **Contact Your Legislators.** Are your state representatives considering an unfair tax on adult tobacco consumers? Tweet at your legislator by including their user name and tell them to vote NO on the tax.
- **Use #hashtags.** Hashtags are an easy way to organize discussions on Twitter. For example, the hashtag #taxes is used to talk about tax legislation or regulations.
- **Tell Your Friends:** Are your friends tired of unfair tobacco taxes and policies? Link to TobaccoRights.com and encourage them sign up.



TWITTER QUICK REFERENCE GUIDE

Get an Account	Tweeting	Twitter Jargon
<p>http://twitter.com You'll need:</p> <ul style="list-style-type: none"> • Your Full Name: This is the name Twitter will display to others • Email: For notifications • Username: Your handle on Twitter <p>Make sure to follow @4TobaccoRights to get the latest information on CTR and tobacco issues.</p>	<ul style="list-style-type: none"> • 140 characters per tweet • @username: Respond to someone on Twitter Or just use:  • RT @username: Manually retweet someone's tweet Or just use:  • #term: Hashtag to enter conversation and search results 	<ul style="list-style-type: none"> • Tweet: An individual message sent on Twitter • Avatar: Your Twitter profile picture • Follow: In order to see the tweets of other people without having to search for them, follow them. • Hashtag: A tag on individual tweets with a search term • Retweet: Sharing another user's tweet on your timeline [so your followers can see it].
Hashtags	Sharing Links on Twitter	Interacting with Tweets
<p>Hashtags (the pound sign - #) are used to include your tweets in larger conversations across Twitter. Some hashtags that may be useful:</p> <p>#Taxes #TobaccoRights #TaxedTooMuch #Fact</p>	<p>One of the biggest things we do online is share links. That can seem a bit complicated with Twitter's 140 character limit. To help with this, Twitter automatically shortens URLs you share within a tweet.</p>	<p>When you mouse over a message in your timeline, you'll see a list of options appear under the tweet:</p> <ul style="list-style-type: none"> • Like: It is like a bookmark; it will show you like the tweet but not share it to your timeline. • Retweet: Retweeting is sharing what someone else said straight into your feed. • Reply: If you'd like to publicly comment back to someone's post, click reply.
Etiquette	Quick Facts	More Info on Twitter
<ul style="list-style-type: none"> • Use your own voice • Include links and images whenever appropriate • Retweet content you think is interesting • Say please & thank you • Give credit to your sources • Be personal & transparent • Don't overdo it – too many tweets can drive away followers 	<ul style="list-style-type: none"> • Twitter was launched in July 2006 but already has over 300 million monthly active users. • Tweets that include images perform better than tweets with just text. Studies have shown up to a 150% increase in retweets when users include an image in their tweet. • Twitter owns a short-form video sharing service called Vine. • The official name of Twitter's logo bird is Larry. Yes, Larry Bird. 	<p>This has barely scratched the surface of what you can do with Twitter. For more information, please visit:</p> <p>https://support.twitter.com/ http://www.mediabistro.com/alltwitter/</p>