

Some best-practices and examples for Twitter

Some of this will be obvious and known, so bear with me.

- Twitter posts (tweets) are limited to 140 characters including spaces.
- Clear language rather than vague literary headlines are preferred.
- Tweets should never be a link only
- Mentioning other Twitter accounts in your tweets IS COOL!
- Use the link shortener service
- Follow others selectively
- Say 'thank you' or somehow acknowledge supporters and new follows
- Respond to questions
- Sample tweets

Twitter posts (tweets) are limited to 140 characters including spaces. Why?

Short Message Service (SMS) is the text communication service component of phone, web or mobile communication systems, using standardized communications protocols that allow the exchange of short text messages between fixed line or mobile phone devices. SMS has a limit of 160 characters. Twitter set the 140 limit to allow for some buffer space.

Clear language rather than vague literary headlines are preferred. Why?

I would not tweet the following headline as is from a recent ENS story this way:
Walking on the wild side <http://iam.ec/8ZCn8i> From last week, it's an opinion piece from PHoD Bonnie Anderson. I would tweet it this way:

OPINION: Bonnie Anderson: Brave, courageous, faithful, & outrageous disciples of Christ in God's Episcopal Church. <http://iam.ec/8ZCn8i>

Taken directly from the first line of the article, it seems to work. Entice readership with clarity.

Tweets should never be a link only. Why?

There is no reason for anyone looking at our twitter timeline to click on a link with out any accompanying text headline/description. I see this all the time, and it always amazes me.

Mentioning other Twitter accounts in your tweets IS COOL! Why?

Examples from this week:

New video from @**SmithsonianMag** shows the work we're doing in Haiti to help restore & preserve priceless artworks <http://ow.ly/2rRuT>

OPINION: Otis Gaddis III: Mobilizing for mission: Seminarians organize for young adult evangelism <http://iam.ec/doxt7t> @**YaleDivSchool**

Tom Brackett (@**tombrackett**) Episcopal Church missionary for church planting, to preach on @**day1online** <http://iam.ec/9fXkAr>

These twitter accounts will see that they have been mentioned by our tweet. This ALWAYS appreciated and a great way to build your Twitter community.

Use the link shortener service. Why?

With only 140 to play with it's essential that a link shortening service be used. We are using **bit.ly** (pronounced bit-lee).

Follow others selectively. Why?

To follow nobody gives off the airs of deafness. To follow none indicates that ENS is not interested in anyone's opinion, feelings or point of view. Follow half of all who follow.

Say 'thank you' or somehow acknowledge supporters and new follows. Why?

Others 'tweeps' will either 'mention' @episcopal_news or retweet or RT @episcopal_news's tweets. When this happens, it's good-form to say thanks by mentioning them back. As new followers happen, welcome them with a thank you.

Respond to questions. Why?

People will ask questions relating to your posts or completely random topics. Not responding is not an option. Non-response to legitimate questions furthers the ideas that the church and or 815 are in some ivory tower surrounded by fences above the common folks. This is not what social media is about.

There will be some that are about the business of attacking and negatively commenting. A simple 'thanks' will do.

Sample tweets

More new follows, welcome! @sojack @tenacemusek @luizcaetanogt @LGBTProgress @father_so @day1online @StElizRoanoke @FrRickLord

RT @EpiscopalRelief: Today is #WorldHumanitarianDay - please pray for aid workers worldwide who serve those most in need.

5 years after Katrina, oil spill worries mix with memories <http://iam.ec/961uV9>

RT @[TheEPPN](#): UN acknowledges water as a human right <http://bit.ly/9I8HQI> #MDG

PENNSYLVANIA: Rector asks bishop to "prayerfully consider making sacrifice of not returning" to diocese as bishop <http://iam.ec/bfpXTa>

Bulletin inserts for Aug. 22 describe interfaith efforts at Faith House Manhattan
(@[FaithHouseNOW](#)) <http://iam.ec/cgR4VW>

Format:

Headline/text [space] shortened link

No period needed between text and link