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**Twitter Chat Planning**

**Date, Time, and Time Zone:**

**Hosts/Moderators:**

**Title and Topic:**

**Hashtag(s):**

**Timeline:**

|  |  |  |
| --- | --- | --- |
| **Date** | **Task** | **Lead** |
|  | Email Twitter Chat Plan to Leads |  |
|  | Feedback on Plan |  |
|  | Email Twitter Chat Visual and Sample Tweets to Leads |  |
|  | Questions finalized |  |
|  | Conference call w/Leads (outline rehearsal) |  |
|  | Start promotion on Twitter Chat |  |
|  | Create images for finalized questions |  |
|  | Questions finalized and answers drafted |  |

**Questions and Answers (include hashtags):**

**Q1**: (*Sample*) What does CS equity look like to you? #CSEquity

**A1**: When the CS classroom looks like the cafeteria (minus the food). #CSEquity

**Q2**:

**A2**:

**Q3**:

**A3**:

**Q4**:

**A4**:

**Q5**:

**A5**:

**Q6**:

**A6**:

**Q7**:

**A7**:

**Q8**:

**A8**:

**Confirmed Participants and Twitter Handles:**

@the\_connectory – Kathy Thomas (kthomas@ngcproject.org)

@ngcproject – Erin Hogeboom (ehogeboom@ngcproject.og)

@fabfems

**Follow Up and Insights to Promote:**

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**Tips:**

* All tweets should contain the Twitter chat hashtag being used (i.e. #CSForAll). This enables them to be linked to the larger conversation taking place.
* All answers to the scripted questions should label which question they are answering. For example, if answering the first question, you should write “A1: I believe that.... #CSForAll”; the second question would be “A2: xxx”, etc.
* Use the updated 280 character length strategically. If you can say it effectively in 140 characters, do so. Shorter is still better on Twitter.
* If your answer is too long for a single tweet, you can carry the answer over several tweets. To signify that these tweets are related, include the number of the tweet over how many tweets the answer will continue. For example: “A1: I believe that... #CSForAll (1/3)” “Also, I think that... #CSForAll (2/3)” “Finally, I think... #CSForAll (3/3)”.
* When the Twitter chat starts, keep an eye on both the official moderator for the scripted questions and the hashtag. Be sure to select “Latest” on hashtag search navigation to see most recent tweets. Default is usually Top Tweets.
* While monitoring the feed and your notifications tab, you may come across questions from outside participants. If you wish to answer their question, simply hit “reply” and enter your answer into the text box. Make sure to continue to include the hashtag.
* People are tuning into the Twitter chat to hear from you – feel comfortable to share your resources, be yourself and have fun.

**Additional Resources and Best Practices:**

[The secret to an effective hashtag campaign](https://business.twitter.com/en/blog/secret-to-effective-hashtag-campaign.html?utm_medium=organic&utm_source=twitter?ref=en-us-pt-tw&utm_source=twitter&utm_medium=cpc&utm_campaign=btc-awareness) (Twitter for Business)

[How to promote your Twitter chat](https://business.twitter.com/en/blog/how-to-promote-your-twitter-chat.html) (Twitter for Business)

[A Step-by-Step Guide to Hosting a Successful Twitter Chat](https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats/) (Hootsuite)

[12 Powerful Tips for Hosting a Successful Twitter Chat](http://www.toprankblog.com/2016/06/12-tips-twitter-chat/) (TopRankBlog)

[14 Tips to Help You Be a Successful Twitter Chat Participant](https://www.adlibbing.org/2018/03/02/14-must-read-tips-help-successful-twitter-chat-participant/) (AdLibbing)