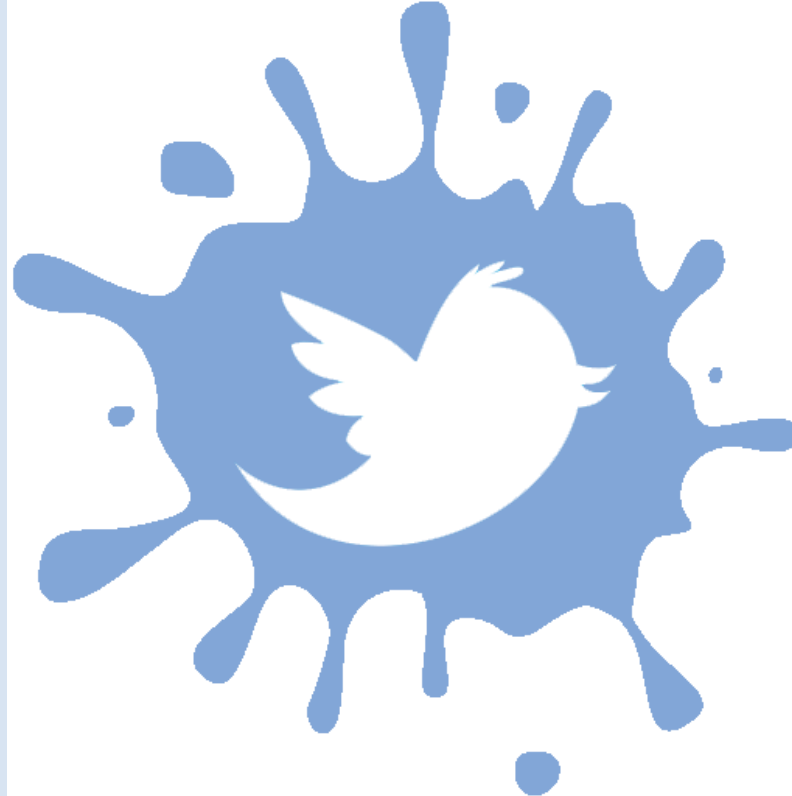
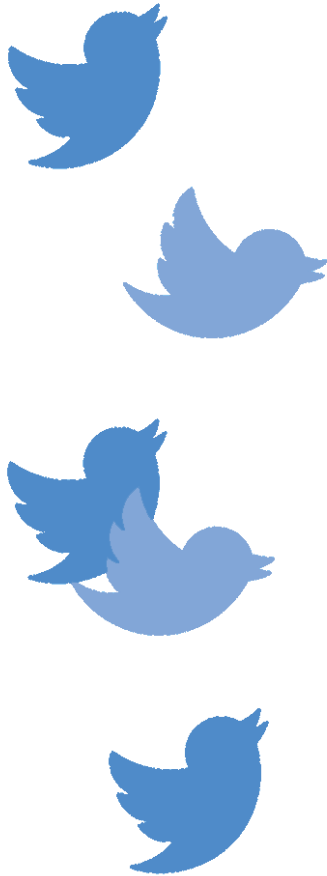


Welcome to the NGCP Twitter Chat Orientation



Agenda



- Twitter Chat 101
- Identifying and Preparing Twitter Chat Partners
- Twitter Chat Planning
- Twitter Chat Promotion
- Twitter Chat Graphic Images
- Twitter Chat Execution
- Twitter Chat Troubleshooting
- Closing

Twitter Chat 101

What is a Twitter Chat?

A public discussion on Twitter around a specific hashtag. Twitter chats are led by designated moderator(s) who ask questions and facilitate the discussion at a predetermined time.



Twitter Chat 101



Why host a Twitter Chat?

- Connect with and engage audience
- Build community
- Build thought leadership and authority
- Build brand awareness
- Build relationships with influencers
- Gain new followers
- Showcase relevant, helpful/useful content
- Solicit feedback

Twitter Chat 101

The 6 key Elements of a Twitter Chat

1. A hashtag
2. Host/Moderator
3. A topic and content
4. Questions and answers
5. A set date and time
6. Participants



Twitter Chat 101

Choose the right hashtag

1. Do your research to find something unique
2. Keep it short and sweet



Identifying and Preparing Twitter Chat Partners


Want to be my partner?

- Shares similar goals
- Help promote chat


What is a guest Tweeter?

- An expert in their field
- Social media influencer

Twitter Chat **Tracking Long Term Impacts of STEM for Girls**




Dr. Dale McCreedy
@DMccreedy



Dr. Linda Kekelis
@LindaKekelis

Wednesday January 16th 2pm Eastern Time

#STEMEffect



Identifying and Preparing Twitter Chat Partners

Share your questions ahead of time

- Allows time to prepare answers within character limits
- Shorten long links to be shared



Meeting of the Minds

- Builds synergy
- Q & A for your guests/partners before chat

Twitter Chat Planning

DRAFT Twitter Chat Plan

Date and Time:

Title:

Hashtag:

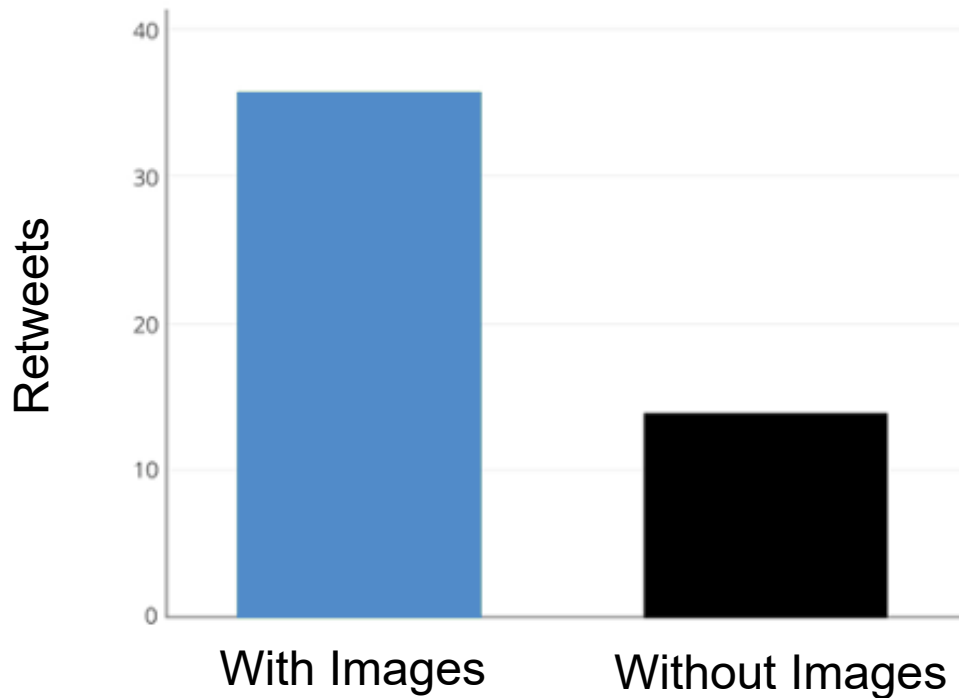
Proposed Timeline:

Date	Task			
	Email Twitter Chat Plan to Leads			
	<input type="checkbox"/> Review and provide feedback on the plan (need proposed title for Twitter Chat)			
	Draft questions			
	Review and modify questions			
	Questions finalized			
	Email promotional Twitter Chat visual and sample tweets to leads			
	Start Twitter promotion with intended audiences			
	Recruit 2-3 other organizations that confirm: 1 promotional tweet and chat participation. (Provide Twitter handles below.)			
	Create images for finalized questions			



Twitter Chat Graphics

Visuals are everything! Research shows that tweets with images generate 150% more retweets than those without.



Source: *Buffer*

Graphics to Compliment your Tweets

You will need:

- **Introduction Graphic** – title of chat, date, time (include time zone), your Twitter handle, and your hashtag.



Graphics to Compliment your Tweets

You will need:

Instructions

- A graphic with the rules of your chat.

Want to participate in the Modern Figures Podcast Twitter Chat? Follow the steps below:



Search for **#modfigspod**.



Click on "**Latest**" tab in the upper left corner (default is "Top" tab) to view questions and answers.



Always include **#modfigspod** in your response.



Be part of the conversation!

Respond to the question (Q) with the answer (A).

Example, "A1" is the response to "Q1."

With multiple answers to the same question, use (order/total).

Example, A1: (1/3) then A1: (2/3), A1: (3/3).

#modfigspod



Graphics to Compliment your Tweets

You will need:


Question Graphics

- An image featuring each tweet chat question and hashtag.



Graphics to Compliment your Tweets

Other graphics to consider:

- Guest Profiles
- Countdown 
- Introduction
- Welcome
- Thank You



Twitter Chat Graphics



Width & Height: Minimum **600 X 335 pixels**, although larger images (for example **1200 X 675**) will be better optimized when users click to expand images.

File size: Max **15MB** on twitter.com and **3MB** on ads.twitter.com.

Twitter Chat Graphics

There are many user-friendly, free and/or low-cost platforms for designing images for social media.



Canva



Adobe Spark



Pablo by Buffer



Desynger



Snappa



Gravit Designer

Twitter Chat Promotion

Pinned Tweet - Click on the “more” option on the promotion Tweet you want to pin and select “Pin to your profile page.”

Lead-up to chat – Send email announcements. Highlight in newsletter. Send out personal invites to influencers.

Create anticipation - Drop sneak peeks a few days before the event. Reveal a question that will be asked. Share a fact about a guests.

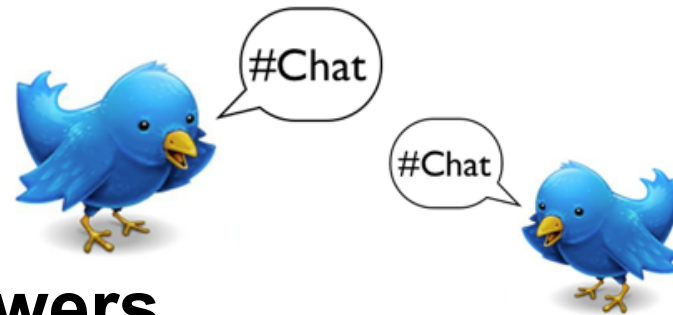
Reminders - Schedule reminders throughout the week leading up to the day. Mention your guests in your Tweet copy. Tweet out a countdown to create anticipation.

Spread the word!



Twitter Chat Execution

**Welcome Tweet
Introductions**



Questions and Answers

- Use the Q1/A1 structure
- Ask a question every 5-10 minutes
- Try to ask at least six questions, up to around 10 or 12
- Retweet the best responses and ask follow-up questions

Close by Thanking Participants

Continued Engagement

- The hour is over..... now what?

Continuing to reflect on A5: Let's keep in mind that diversity also applies to differences in ability, learning style, introversion-extroversion, etc. A role model who shared about her learning disability made a big impact on [@techbridgegirls](#). [#STEMEffect](#)
[@Dr2NisreenAlwan](#)

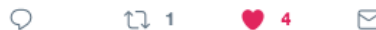
Dr Nisreen Alwan @Dr2NisreenAlwan

Replying to @Dr2NisreenAlwan @STEMEffectGirls

A5: when we're alone in being diverse, we tend to conform & dilute our diversity, by doing so we're not only letting us down but those who need diverse role model. When we reach out & collaborate with our differences around our differences we shine so others shine too #STEMEffect

3:20 PM - 29 Jan 2019

1 Retweet 4 Likes



Thank YOU

- Participants
- Partners (include handles)
- Guest Tweeters



Sugary Snack of the Twitter Chat

- Did you achieve your goals?
- Share data gathered with your audience



Linda Kekelis
@LindaKekelis

Following

Did you participate? What do you remember and reflect on from this **#STEMEffect** twitter chat? Who do you want to follow up with to continue the engagement?

@STEMEffectGirls



STEM Effect @STEMEffectGirls

Continue the conversation by following the #STEMEffect project. We will be hosting additional chats in the future and look forward to your input. Thank you and keep inspiring #GirlsInSTEM

3:23 PM - 29 Jan 2019

5 Likes



1



5



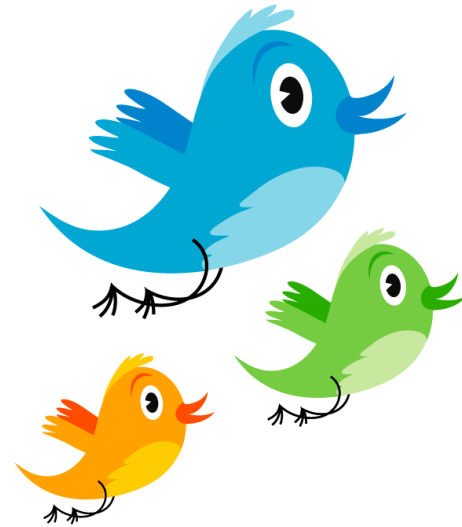
Prizes

- Should be aligned with chat or your mission
- Announce winner & DM for info



Twitter Chat Troubleshooting

- Check your emails and Facebook for stragglers.
- Have a tech person on hand.
- Do not be afraid of GIFs or images!
- Make sure to be searching 'Latest' not 'Top' Tweets.
- Close out other windows on your browser.
- Do not forget your hashtags!



Stay Connected

National Girls Collaborative Project: <https://ngcproject.org>

- Twitter: <https://twitter.com/ngcproject>
- Facebook: <https://www.facebook.com/ngcproject>
- Instagram: <https://www.instagram.com/ngcproject>

The Connector: <https://theconnectory.org>

- Twitter: https://twitter.com/the_connectory
- Facebook: <https://www.facebook.com/connectory>
- Instagram: <https://www.instagram.com/theconnectory>

FabFems: <https://www.fabfems.org>

- Twitter: <https://twitter.com/FabFems>
- Facebook: <https://www.facebook.com/FabFems>