

THE PENSION RIGHTS CENTER'S GUIDE TO USING TWITTER TO REACH POLICYMAKERS



We've created this guide to help you learn how to use Twitter to contact members of Congress, policymakers and the media about issues related to your retirement security.

Twitter is fun, easy and interactive. It'll take no time to set up.

WHAT IS TWITTER?

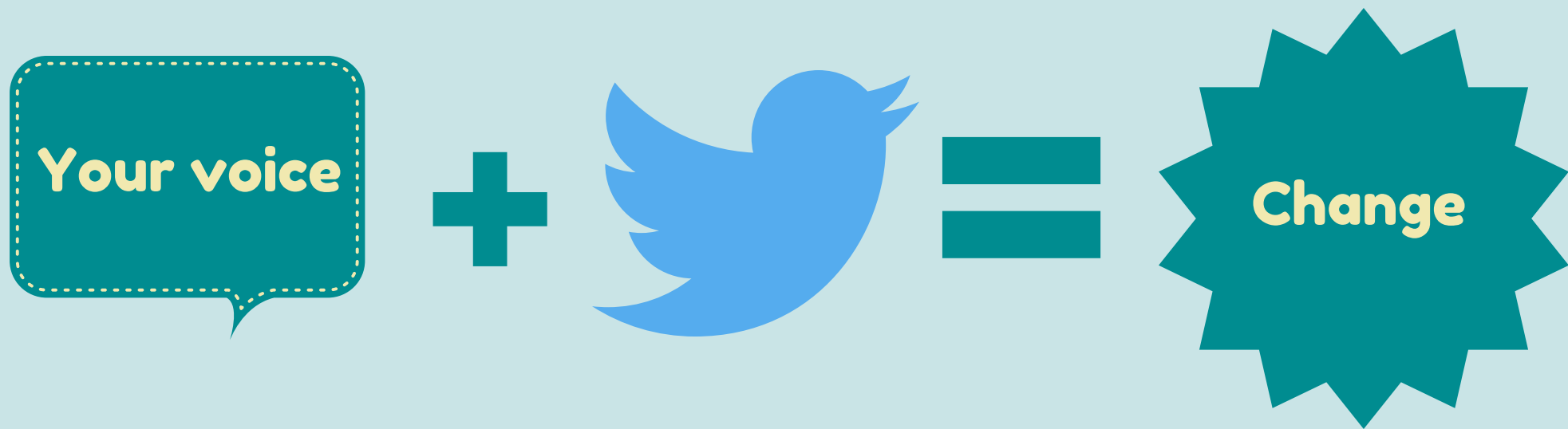
Twitter is a social media platform that allows people to express their opinions in 140 characters or less

WHAT IS A TWEET?

A tweet is your thought expressed in 140 characters or less. Tweets can include images and hashtags.



WHY SHOULD I USE TWITTER TO REACH POLICYMAKERS?



Your voice can make
change happen!

THE OBJECTIVE



TWEET YOUR CONCERNS

Tweet about what matters to you. In this case, you will be tweeting about your retirement security.



INVOLVE OTHERS

Ask your family, friends and others for their support.



SAVE YOUR PENSIONS

Using Twitter will move us a step closer to repealing MPRA and saving retiree pensions.

WHAT IS A TWEET?

A **tweet** can include any of the following: **text**, a **tag**, a **hashtag**, an **image** or a **link**.

Each element of a tweet contributes to the overall success of that tweet. The substance of your tweet is the **text**.

Example: “**Keep the pension promise. #RepealMPRA
#PassKOPPA.**”



CREATING AN ACCOUNT

Let's get started!

01

GO TO THE WEBSITE

Go to twitter.com



02

ENTER YOUR CONTACT INFO

On the right hand side of the page, it asks if you are new to Twitter, first name, last name and email.

03

CLICK BUTTON

Click the SIGN UP FOR TWITTER button.



04

USERNAME

Choose a unique username. This will be the name people see when you're tweeting. Our user name is @PensionRights.

05

CLICK LET'S GO/CONTINUE

Click LET'S GO. Next, Twitter will ask you to select which topics you're interested in.

Keep clicking the CONTINUE button until you arrive at the home page.

06

NOW YOU'RE READY TO TWEET!

Enter the text of your tweet in the WHAT'S HAPPENING box located at the top of the page. After you've typed your tweet, hit the TWEET button. There you go, you've tweeted!

WHAT SHOULD I TWEET?

PRC WILL PROVIDE YOU WITH
SAMPLE TWEETS



It is most effective for you to share your own personal story. But remember to keep it in 140 characters!

TAGGING

Tagging a user in a tweet:

Place the @ symbol directly in front of a target's user name to grab their attention

Example: Hey, @PensionRights, thanks for this great Twitter Guide!

LINKS



If you have more information to share, include a **LINK** to a webpage, article or other source of information

Example: 505,127: The number of people covered by plans have applied to make MPRA retiree pension cuts: <http://bit.ly/2nB8Rg9>. #MPRAFacts



HASHTAGS

What is a hashtag and why should you use one?

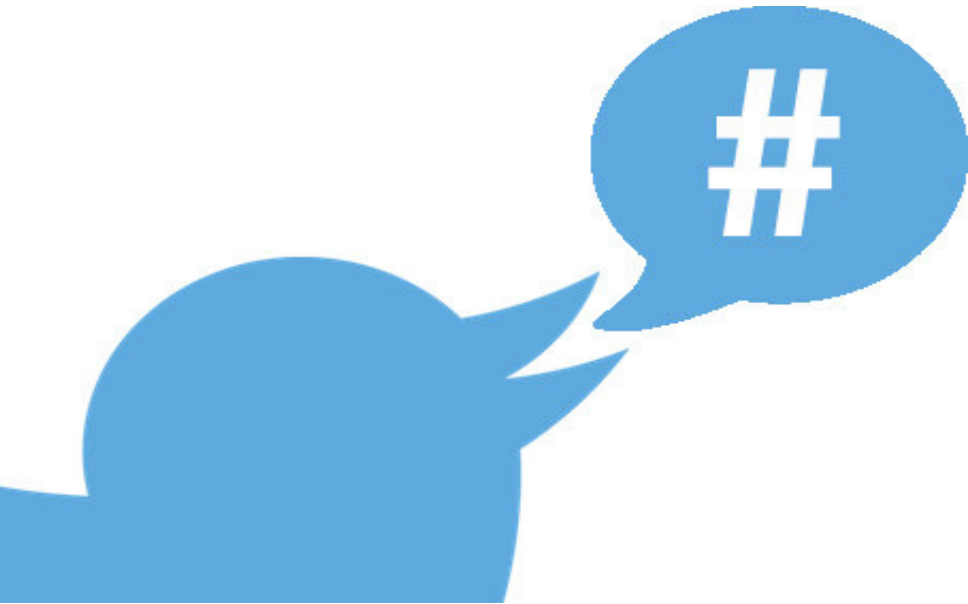


Hashtags help track tweets related to a campaign or issue

The shorter the hashtag, the better - especially if your message is a long one

Try to use one or more hashtags in each tweet

HASHTAGS



**Please protect our pensions,
@POTUS. Repeal MPRA. Find
a better solution.
#protectourpensions
#RepealMPRA**

Hashtags are words preceded by a number sign. Using a hashtag will allow you to contribute to a conversation or help create one.

HASHTAGS

“ **#ProtectOurPensions**

#NoPensionCuts

#RepealMPRA

#MPRAFacts

#PassKOPPA

”

WHO SHOULD I TARGET?



Members of Congress

Twitter handles for members of Congress are posted on their websites or on

www.tweetcongress.org

Media

Identify local reporters who have written on the issue and find their Twitter handles on recent articles

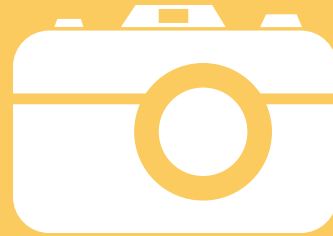
Other policymakers

Make a list of key policymakers you would like to target



IMAGES

**PRC will post graphics
you can use on our
website.**



**You can also create
and upload your own
images.**

**Images aren't necessary but they do
help attract attention to your tweets.**

LIKING AND RETWEETING



Nearly 1 million people are covered by pensions that are eligible to make MPRA retiree pension cuts: bit.ly/2nBfMpC
#MPRAFacts

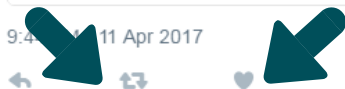
Multiemployer Pension Reform Act

921,184

The total number of people in plans that are eligible to apply to make MPRA retiree pension cuts

PENSION RIGHTS CENTER #MPRAFacts

9:41 AM · 11 Apr 2017



Retweeting



The retweet button is used when other tweeters like your tweet and want it to share it with others

Liking



The like button is used when people like a tweet. Liked tweets will appear in the 'likes' section of their profile

LET'S PUT IT ALL TOGETHER



A tweet can include TEXT, a LINK,
a HASHTAG, a TAG and an IMAGE.



LET'S PUT IT ALL TOGETHER

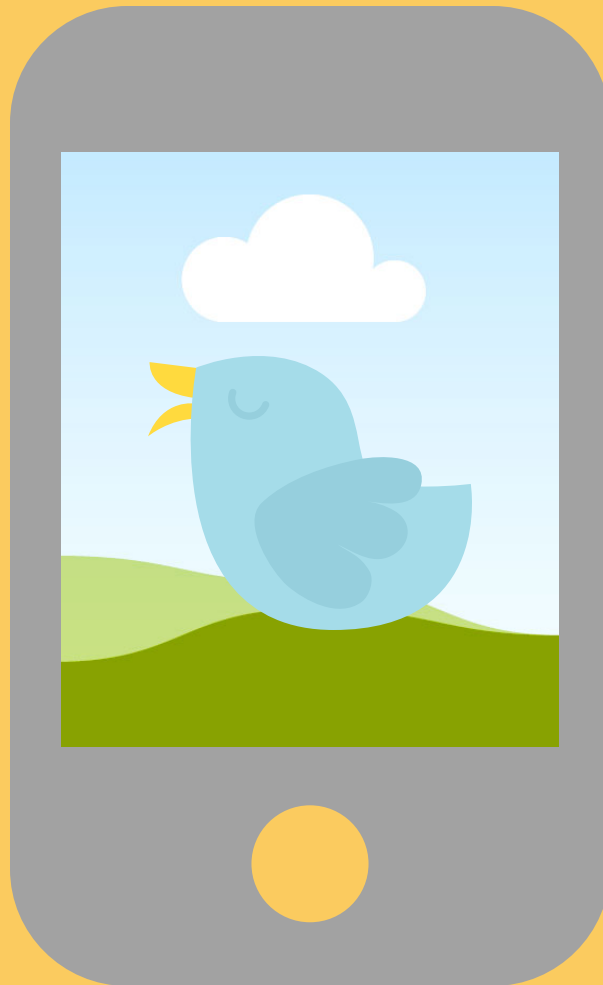


Sample tweet:

Protect our pensions, @realDonaldTrump! Our pensions are our lifeline. There is a better solution.
#protectourpensions #RepealMPRA @POTUS



LET'S GET STARTED!



ANY QUESTIONS?

Contact us at www.pensionrights.org
or @ PensionRights!

