



# Twitter for Beginners

with JJ, the Friendly VTLIBird!

Need help? Email JJ at: [jennifer.johnson@vermont.gov](mailto:jennifer.johnson@vermont.gov) ... and follow JJ on Twitter @VermontLib!

## Your Twitter Timeline



### STAY ORGANIZED

- Utilize "Lists" & "Bookmarks"
- Don't follow accounts en masse
- Check notifications/DMs frequently
- Only follow people/topics/trends that are relevant to your library, your patrons, or your professional development
- Use MUTE!



### PAY ATTENTION TO NUMBERS (BUT DON'T OBSESS)

- Followers are great - but engagement is better
- Use analytics to inform your account activity



**Before posting something on your library's social media account, ask:**

- **Am I adhering to my library's social media policy and/or guidelines?**
- **Does this make my library look good?**

## Your Tweets & Re-Tweets

### JJ'S TIPS

- Adhere to your library's social media policy/guidelines when posting (ask someone else to proof your Tweet if you're unsure!)
- Read your Tweet out loud before posting to catch mistakes (you can't edit Tweets!)
- Tweet frequently
- Tweet concisely (remember, you only have 280 characters!)
- Tweet things that are relevant to your organization and to your audience
- Utilize hashtags
- Utilize links
- Utilize images/graphics (Canva for Non-Profits)
- Tag organizations & people as applicable

## Your Twitter Profile



### USE CONSISTENT BRANDING ACROSS PLATFORMS

- Username ("@" )
- Profile picture
- Header
- Bio
- Tone/personality



### BE DELIBERATE (& AVOID OOPSIES!)

- Your library's Twitter profile should be public, so...
- ...be careful about who you follow
- ...be careful about what you "Like"

**Don't forget about accessibility!**

- **Use high contrast text in graphics**
- **Use alt text to describe images and graphics**
- **Don't hide important details in your graphic**
- **Capitalize your hashtags**

## Your Twitter Helpers

# A

**bout**

[www.help.twitter.com](http://www.help.twitter.com)  
Twitter Help

# B

**itly**

[www.bitly.com](http://www.bitly.com)  
Links

# C

**anva**

[www.canva.com](http://www.canva.com)  
Graphics

