Using Twitter for Early Childhood Advocacy

For a visual demonstration of how to use Twitter visit: http://www.wikihow.com/Use-Twitter

To sign up:

1. Go to www.twitter.com. You sign up just like you would for a new email address or Facebook, Groupon, etc.

2. Choose a name which is called your handle, and a password. Your handle will be shown as @handle. Mine is @gregorybrender. Winning Beginning is @WinBeginNY. The organization I work for United Neighborhood Houses is @unhny.

   Your page will be accessible, unless you make it private, by twitter.com/yourhandle. So Winning Beginning is at twitter.com/winbeginny.

3. You can fill out your profile with a picture and a description of who you are. But you don’t have to and can start using Twitter right away.

#InvestinKids Tweetchat:

The tweetchat works using something called a hashtag. A hashtag is a number sign (#) followed by a word or combination of letters that anybody in the world can use or create. If you see a hashtag in a tweet, you can click on it and see every tweet that uses that hashtag and also have your tweet seen by all the people using it.

Your tweet can be up to 140 characters and to participate in the conversation you should include #InvestInKids. And we have some sample tweets that you can just copy and paste. To create a tweet, click the blue icon at the upper right hand side of the Twitter screen which has a square and a feather pen in it. See tweet examples below:

- Children who participate in #earlyed are more likely to graduate from college. #InvestinKids

- Every dollar invested in #earlyed leads to $7 in return on investment. #InvestinKids

- RT @arneduncan Giving every child in America the opportunity to start strong is the right thing to do. #InvestInKids

If you like something somebody said, you can re-tweet it (RT in the body of the tweet means re-tweet). There is a button below every tweet you read that allows you to re-tweet. This will send the tweet out under your name. It will make it visible to both your followers and those looking for tweets with #InvestinKids. Tell me your name when you start and I will become your first follower and also have the WBNY account follow you.

A good way to start may be to look up #InvestInKids using the magnifying glass in the top right and just re-tweet the things you like. I would particularly encourage you to re-tweet things from the Winning Beginning NY account @WinBeginNY, and “Follow” us.