Your messaging should be:
• Consistent
• Credible
• Conform to your mission
• Relevant to work
• Say it with an image or short video
• Link back to our website.

Online, you are:
Your handle (15 characters including spaces) • Your mission •
Your message • Your bio (160 characters, including spaces) •
Your profile image (thumbnail) • Your cover photo • Your background image.

# Hashtags
Hashtags are like keywords in a search. They help others find you. Use words
that reflect why you think your tweet should be seen. Include
other people’s handles as hashtags so they’ll know you
tweeted something of interest to them.

One-hundred-forty characters
is all you have. This includes
spaces and punctuation. Watch
how others tweet to help you find
current abbreviations and other shortcuts. Use Bitly to shorten
lengthy web addresses.

If you are tweeting professionally, remember you are a government employee. Keep the content
professional. Use your tweets to guide people to our resources. Retweet others with similar
professional interests. Follow others when they follow you. Know which of your colleagues is on
Twitter and follow them. And remember, your boss is probably on Twitter.

The control panel
1. Basic info about you.
2. Search for people or hashtags.
3. Suggested folks to follow.
4. Tweets from those you follow.
5. Current hot topics.