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 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.

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.