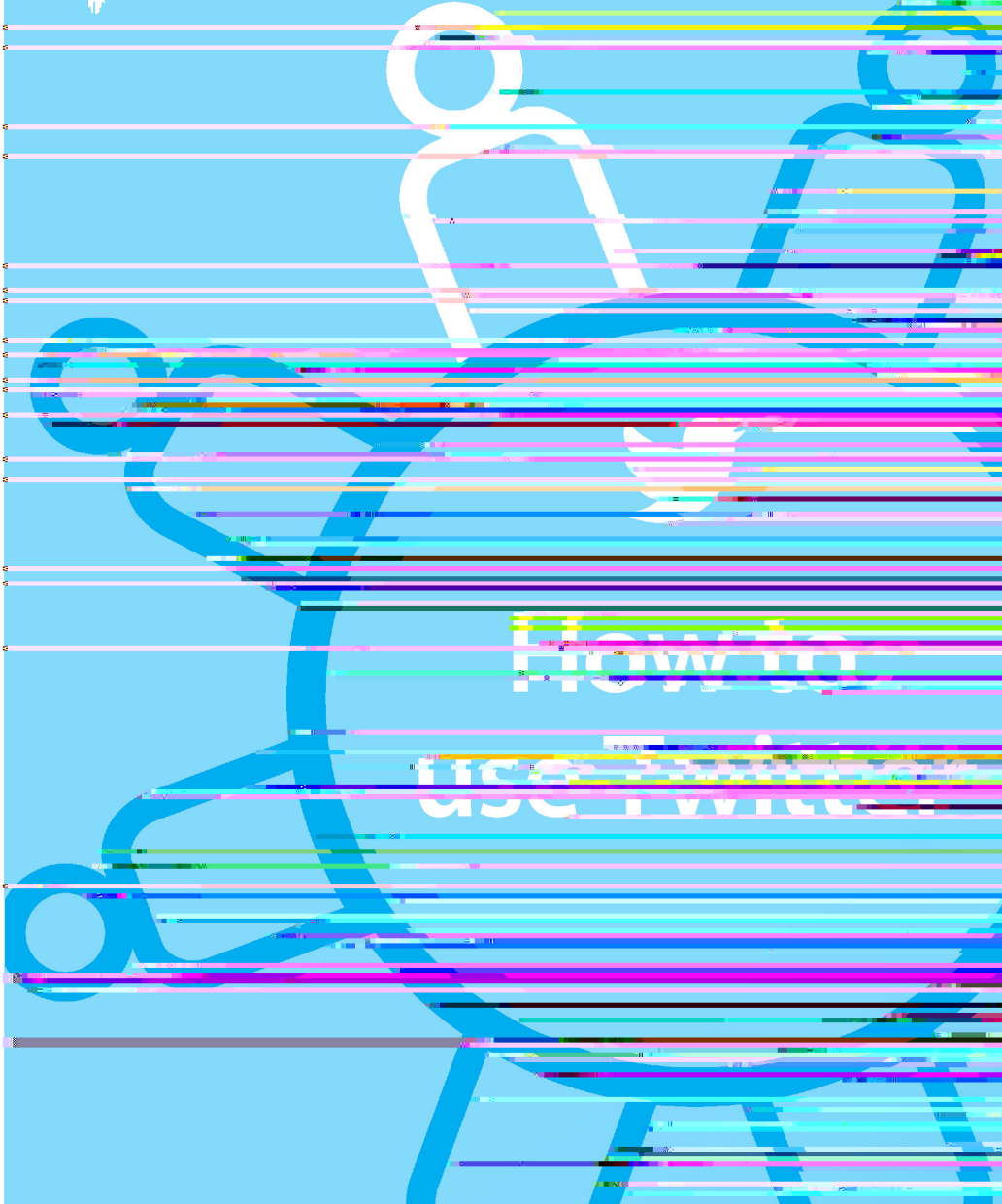




The
United
Methodist
Church



How to Use Twitter

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What is Twitter?

Twitter is a globally popular microblogging and social networking service on which users post and interact with messages known as tweets. Tweets can be made up of 280 characters (including spaces), you can also embed photos and images and include links to other online content or videos.

You can post your own tweets, read tweets from other accounts or retweet other tweets to help amplify their reach on Twitter.

It's also well known for its use of hashtags #. These allow people

For example, a popular hashtag that's being used at the time of writing is #coronavirus.

Check it's the right channel for you

Not every social media channel will be the right channel for you. Think about your audience. This not only includes your congregation or wider community but can also include local councillors, MPs, local authorities, users of the church buildings, other religious groups, etc. If they don't have Twitter accounts it's probably not worth you joining this platform.

And make sure you have the time to manage your account. If you

Setting up your account

Think of a Twitter name for your account. Choose one that's as near to the name of the church or organisation you're setting the account up for so people think to search for it on Twitter.

The name of your account is what appears in your account's Twitter address. For example, the United Reformed Church's Twitter account is **www.twitter.com/UnitedReformed**

For example, St John's United Reformed Church in York wants to use the Twitter handle @stjohnsurc but

handle more unique to them and where they're based would be to see if the account name @stjohnsurcyork is free.



It's better to think about the name of your Twitter account before setting it up so you can get the name you want and the name you're happy for your church and organisation to be known by as changing it at a later point can cause problems.

Email address

To set up your account you will need an email address that you have access to the inbox. You can either set up your account via the Twitter website or download the Twitter app to a device such as a mobile phone.

When you visit the website or open the app you will see two options – to log in or sign up to Twitter. Choose sign in and enter the information that's requested. When it comes to creating a password remember to use upper and lower case letters, digits and symbols in order to make your account as secure as possible.

Profile image

header image to your account. Your header image is the rectangle image that can be seen at the top of your Twitter page and your

pictures: www.bit.ly/2wCgF70

that identify your church. If you have a church logo use it as your

as this will help Twitter users identify you.

Getting started on Twitter

Find accounts to follow

Think of what accounts you want to follow. These may be members of your congregation you know are on Twitter, other churches, local councillors, food banks. Think of organisations that play a role in your local community and/or that you have dealings with in real life.

of followers on Twitter.

can trust.

Posting tweets

Using #Hashtags and other tweeting tips

Whenever you're posting a tweet look out for what hashtag is trending page when you log on to your account.

If there's a hashtag that's pertinent to your tweet then incorporate it what you're saying. You can use more than one if it's relevant. See this tweet for example:

The food bank in York is looking for extra donations to help provide
www.york.foodbank.org.uk/ #Coronavirus #Foodbank #York

This tweet mentions the need, the organisation asking for help, a link for people to follow for more information and three pertinent hashtags. The food bank in Yor@n Yo #Foodbank is looking for extre:

Another way to write this tweet would be to include the York food

Retweeting tweets

If you see a tweet about a local event that you're involved with or your church supports you should retweet it. You can retweet and add a comment and you could say something like 'Looking forward to attending this', etc.

Tweets like this help support organisations and people in your local community by helping amplify what's happening.

If there's a news story or piece of important information you think you

This is one in a series of booklets designed to give information to those working and volunteering within the United Reformed Church.

The booklets can be read and downloaded at www.urc.org.uk/information-guides



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The United Reformed Church, United Reformed Church House, 86 Tavistock Place, London WC1H 9RT
020 7916 2020

www.urc.org.uk

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