

Twitter Toolkit

Twitter is a quick and easy way to provide support for legislation and engage with lawmakers. Twitter is an online social networking that allows users to send and read text-based messages of up to 140 characters, known as “tweets,” and “follow” or “be followed” by other accounts. Users can also group or link posts together to a specific topic, by using the hashtag (#) symbol, or interact and connect with other users using the at sign (@). Using the “@” sign before a lawmaker’s twitter handle will “tag” the lawmaker and notify him or her of your tweet. (Be sure to place a period before the “@” sign if this is the first word in the tweet.)

SUGGESTED HANDLES & HASHTAGS

#TimberInnovation

(To unify all social engagement around this effort, use this hashtag.)

**See a list of target members of Congress and their respective handles on the last page to incorporate into your tweets*

BEST PRACTICES

“Tag” lawmakers in your tweets to increase the odds that they will take notice.

Use hashtags to flag specific topics so that other users who are interested in the same topic will find your tweet.

Follow and retweet other Twitter users who are engaging on the issue.

Link to grassroots engagement platform. Send an email to your members of Congress telling them to support the Timber Innovation Act. Use this link: www.timberinnovation.org

SAMPLE TWEETS

.@[member of Congress] please the #TimberInnovation Act! Wood construction directly supports jobs in areas of rural America.

.@[member of Congress] The #TimberInnovation Act will help forest owners keep their land in forest. Please support!

The U.S. could use new, innovative construction methods. Help promote rural jobs AND green building here: www.timberinnovation.org

Over 100 architects, universities & more support the #TimberInnovation Act. @[member of Congress] please sponsor <http://bit.ly/2mmDF2X>

Wood products store carbon absorbed by trees, keeping it out of the atmosphere indefinitely. @[member of Congress] support #TimberInnovation

.@[member of Congress] The #TimberInnovation Act would enhance opportunities for buildings that will have the lowest environmental impact.

Facebook Toolkit

Facebook is also an effective means of advocacy. Through liking, tagging, commenting, and sharing, a Facebook post's reach is extended beyond just your friends – it will begin appearing in the feeds of your friend's friends, extending a post's sphere of influence. Like Twitter, one can tag friends and public figures using the "@" sign, and be linked to similar posts through hashtags (#). In order to tag on Facebook, begin typing the target contact's Facebook handle in the "Update Status" box. This will prompt a dropdown list of several contacts to appear. Once you select the correct contact from the dropdown list, the contact's name will be highlighted in blue in your status box, verifying that your tag has been entered properly. (Be sure to select the target contact's Facebook page – indicated by a blue checkmark next to their name in the dropdown list – and not their location.) Savvy Facebook users also encourage commenting on their posts, and "like" their friends' comments, to increase the post's prominence in other people's feeds.

<u>SUGGESTED HANDLES & HASHTAGS</u>	<u>BEST PRACTICES</u>
<p>#TimberInnovation (To unify all social engagement around this effort, use this hashtag.)</p> <p><i>*See a list of target members of Congress and their respective Facebook handles on the last page to incorporate into your posts</i></p>	<p>"Tag" lawmakers in your tweets to increase the odds that they will take notice. Tagging members of Congress means that they may share your posts with their other followers, which could include other legislators.</p> <p>Use hashtags to flag specific topics so that other users who are interested in the same topic will find your tweet.</p> <p>Follow, like and share posts by other Facebook users who are engaging on the issue.</p>
<p style="text-align: center;"><u>SAMPLE POSTS</u></p> <ul style="list-style-type: none">• The rise of green building practices means more attention on how our country's buildings impact the environment. The #TimberInnovation Act would enhance the opportunities for the construction of buildings that will have the lowest environmental impact. @[member of Congress] please support TIA.• Tall wood building construction has existed in Canada and Europe for years. Advancing the construction of tall wood buildings will help reduce the costs and increase the economic benefits of building construction. @[member of Congress] #TimberInnovation• The #TimberInnovation Act will also keep families, who own and care for a large portion of U.S. forests and supply a majority of the timber we use, on the land and help them keep their land in forest. In this respect, it is an incredibly powerful forest conservation strategy. @[member of Congress]	