



## Guidelines for Participating in NWPCA's Monthly Twitter Chat #PalletChat

*Twitter chats, sometimes known as Tweet Chats, occur when a group of people tweet about the same topic using a specific tag, known as a hashtag (#) that allows the conversation to be followed online. The chats take place at a specific time and topics are defined in advance. NWPCA's Tweet Chats use the hashtag #PalletChat, and are tentatively scheduled for the first Wednesday in each month from 1:00-2:00pm EST (unless posted otherwise).*

### Getting Started

You will need a Twitter account to join a chat. To sign up, visit [twitter.com](https://twitter.com). There are several ways to view a chat as it is happening:

- Go to [twitter.com](https://twitter.com) and type in the hashtag you want to follow (e.g. #PalletChat) in the search bar. You will see a list of every tweet that uses the hashtag, with the most recent tweets at the top.
- Third-party tools (outside of [Twitter.com](https://twitter.com)) are also available. Tweetdeck ([tweetdeck.com](https://tweetdeck.com)) and Tweetchat ([tweetchat.com](https://tweetchat.com)) are two options.

Pallet Twitter Chats typically last for 60 minutes. A moderator will start the chat to introduce the topic. Participants are encouraged to submit questions prior to the event by e-mailing [aferrri@palletcentral.com](mailto:aferrri@palletcentral.com) or by directing the question to @PalletCentral and using the hashtag #PalletChat on Twitter.

### Etiquette

- **No prices:** In compliance with U.S. Anti-Trust Laws, please keep your tweet to the topic at hand without discussion of prices as outlined in [NWPCA's Statement of Compliance with Anti-Trust Laws](#).
- **Stay on topic.** When you join a chat, be aware of topics being discussed. If you ask a guest or moderator a question, stay on topic. Don't use the hashtag unless your tweet is on topic.
- **Understand Spam:** Posting a link about the topic at hand may be okay, but do not continuously post the same link, or repeating the same comment.
- **#PalletChat:** Use the hashtag #PalletChat in your tweets. If you ask a question or respond to someone in the chat, always include the hashtag so everyone can be in on the conversation.
- **Share.** Share tweets from within the chat with your network by retweeting or with comments. Let *your* followers know you'll be participating in a chat in advance so they know you'll be active during the time period. (They might also want to join the chat.)
- **Respond to people by name:** Twitter Chats may move quickly, and by the time someone responds, it may not be clear who they were speaking to. It's a good idea to include their Twitter handle at the beginning of any response.
- **Don't be a self-promoter.** Don't use someone else's tweet chat stream to market your own product or services.
- **Be pleasant and courteous:** It goes without saying, but many people will ignore this golden rule. Don't start an argument; if you disagree, be polite in how you conduct the conversation.

### Policy & Terms



Participants of the NWPCA Twitter Chat may not post or link to any content that is false, defamatory, inaccurate, abusive, harassing, obscene, sexually oriented, threatening, invasive of a person's privacy, or that would infringe on any third party's rights (including copyrights and other intellectual property rights) or content that otherwise violate any applicable law, rules, or regulations. Any information that you post becomes publicly available and may be viewable by any visitors to the site. Participants must also agree to Twitter's Terms of Service located at [twitter.com](https://twitter.com).

In compliance with U.S. Anti-Trust Laws, no discussion of pricing is permitted in NWPCA's Pallet Twitter Chats. Anyone posting prices in #PalletChat may be blocked from participating in future discussions. Read [NWPCA's Statement of Compliance with Anti-trust Laws](#).