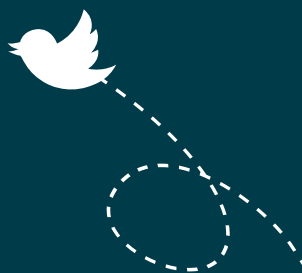




The ENF Presents GET SOCIAL TWITTER BASICS



Twitter is meant for short posts and quick updates. You can share Lodge updates and news, event information, and brief stories—as long as they're shorter than 280 characters!



CREATING YOUR ACCOUNT

Signing up for a Twitter account is so easy a bird could do it—well, maybe not a bird. But you can!

1. Go to twitter.com.
2. Type your name, phone or email, and birthday into the form.
3. Click "Sign Up."



NAVIGATION

Now that you have an account, let's learn what all these buttons mean.



Twitter Feed: Shows posts from people you follow in chronological order, with the most recent appearing at the top. You can scroll down to see older posts.



Profile: You can upload a profile picture, a cover photo, and a short bio to your page by clicking the "Edit Profile" button.



Notifications: Tapping the bell will show you all of the people who have interacted with your tweets by liking them or retweeting them!



Messages: Depending on your settings, people can send you messages and you can send people messages. You can send tweets to your friends.



POSTING AND INTERACTING

If you're using Twitter on your computer, there is a box at the top of the home screen that says, "What's happening?" Posting is how you can answer that question! You can type your post into that box or click the quill icon on the left side of the screen to open the text box. If you're using Twitter on a smart phone or tablet, you can select the floating blue quill icon in the bottom right corner of the screen to draft your post. Here are a few things to keep in mind when you're working on your post:

- **Character Limit:** Tweets are limited to 280 characters.
- **Photos:** You can add up to four stationary pictures to your post.
- **GIFs:** You can add one GIF (moving photo) to your post.
- **Threads:** If you reply to your own post, Twitter will automatically "thread" the posts so they are linked together!
- **Polls:** You can create polls with up to four options.

When it comes to interacting with other people's posts, there are a couple of things you can do.



Reply lets you respond to people's tweets, so you can give them your opinion or answer questions.



Retweet shares the post with your Twitter account, so all of your followers can see it and it shows on your page.



Like is a way to show support for a post without retweeting it. The post will be show in the "Likes" section on your profile.



GRAND LODGE GUIDELINES

Before you start posting about the Elks or the Elks National Foundation on your Facebook or your Lodge's Facebook, it is important to read through the [Grand Lodge's Social Media Guidelines](#).

Not only do the guidelines explain how to represent the Elks with the values the Order stands for, but they also offer many helpful tips for creating your posts!



Questions?

Contact the ENF Communications Department at
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