How WE Conquered the Twitterverse and Overwhelmed Legislators

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Northern Co-President, California Respite Association
Where it all began...
What is Twitter anyway?

• Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.
How is it useful?

• Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It’s like being delivered a newspaper whose headlines you’ll always find interesting – you can discover news as it’s happening, learn more about topics that are important to you, and get the inside scoop in real time.
How to start using Twitter:

• If you remember one thing after this session, it should be this: reading Tweets and discovering new information whenever you check in on your Twitter timeline is where you’ll find the most value on Twitter. Some people find it useful to contribute their own Tweets, but the real magic of Twitter lies in absorbing real-time information that matters to you.
What is a Tweet?

• A Tweet is an expression of a moment or idea. It can contain text, photos, and videos. Millions of Tweets are shared in real time, every day.
How to start tweeting:

• Many users find it fun or exciting to contribute their own content to Twitter (we call this “tweeting”). If you’re one of them, here are some good ways to get started posting your own Tweets. People who are interested in what you have to say may follow you and they’ll see all the Tweets you share with them.
1. BUILD A VOICE: Retweet, reply, react

• Use existing information (other people's Tweets) on Twitter to find your own voice and show others what you care about. Retweet messages you've found and love, or @reply with your reaction to a Tweet you find interesting.

• Tip: If you're a new user, others are more likely to find your messages if they are Retweets or @replies.
3. GET FANCY: Explore advanced features

• As you become more engaged on Twitter, others will begin to find and follow you. Once you're familiar with Twitter basics, consider exploring the site’s more advanced features: lists, direct messages, and favorites. Learn how to include images or videos in your Tweets, or consider connecting your Twitter account to your blog, Facebook, or website.

• Tip: The best way to gain followers on Twitter is to regularly engage and contribute in a meaningful way.
The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.

@username

A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Governor Kay Ivey is @GovenorKayIvey.

hashtag (n.)

A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic. #TakeOffwithRespite
January 7, 2014
“California, home to Silicon Valley in the north and Hollywood in the south, has the greatest percentage of state legislators — more than 83 percent — on Twitter. Golden State lawmakers have the most populous districts in the nation — with state Senate districts the size of U.S. congressional districts. So California lawmakers and candidates use tools like Twitter to reach a large population of constituents.”

Tweets start stirring things up at the capitol

John Myers @johnmyers May 21
This would seem pretty simple to clear up. @RobBonta, any response to @shannongrove's comment?

@KQEDNews California Politics & Government editor, host of #CAPoliticsPodcast.
Tweets and RTs a daily drive-by on political news & notes and a few for #GoDuke

John Myers @johnmyers

Rob Bonta @RobBonta I'm committed to a 10% #CABudget increase to #KeepThePromise for persons with developmental disabilities! #Lanterman

Shannon Grove @shannongrove

@RobBonta this didn't happen. You didn't support 10% why the lies
Tweets start getting more creative
A decade of rate freezes......

10% NOW!

#keepthepromise

We are Drowning IN A SEA OF NEGLECT

10% NOW

KEEP US AFLOAT
Waiting is No longer An option 10 % NOW!

Community based services are... ...hanging by a thread!

On the brink ... Community Services 10% NOW!!!
"This is a year to do something significant for our Disabled Community."

Dr. Shirley N. Weber
Assemblymember (D-San Diego)
Then we decided to make it more personal...

Valerie I/DD, Autistic, Mute but communicates in ASL, and Schizophrenic. She has NEVER lived in an institution!

10% NOW!

Her Supported Living and Vocational Training Program for the last 20 years - HCBS waiver programs and 1915(i) State Plan COMPLIANT!

Autistic and Deaf living & working in the Community 25 Yrs! Invest in a stable future 10% NOW
Showing force in numbers
At times we just got mad!
Other times we just felt desperate.....

@JerryBrownGov Overtime, min. wage hike, 0 funding; We'd hang in there longer but this hurts! Time to #KeepThePromise

Community service providers trying to jump over obstacles in providing services to CA's DD!!
We successfully overwhelmed Legislators by paralyzing their twitter accounts.

Many legislators mentioned the hundreds of tweets they received on our issues.

It took advocacy for I/DD issues to a whole new level or “new venue”

Now we need **YOU** to join us on Twitter!
Setting up your Twitter account

https://twitter.com/
<table>
<thead>
<tr>
<th>Twitter Handle</th>
<th>Description</th>
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<tbody>
<tr>
<td>@ARCHRespite</td>
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<td>@marymacmissions</td>
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<td>@brycegrandma</td>
<td>Joy Scott</td>
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<td>@n4aACTION</td>
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Finding & following others:

• Many providers
• Staff, individuals served & families
• State & National Coalitions
• Disability Specific
• State offices
• ELECTED OFFICIALS!
Tweet on........

- Sign in at least once a day
- Tweet, retweet & repeat
- Always add new followers
- Use Direct Message to stay connected
- Favorite tweets that you like
- Thank followers in a tweet or Direct message
THANK YOU!