**SBEAP TWITTER Guidelines**

*August 2016, updated September 2016, updated December 2018*

The Twitter content is posted and managed by the Website manager, but the Promotion Subcommittee assists with gathering content for the feed.

**How do I develop and send a draft Tweet?**

All programs are encouraged to share draft tweets to [nlarson@ksu.edu](mailto:nlarson@ksu.edu). Tweets should be up to 280 characters, include a link to the resource, and an image the program has permission to use. Example images may come from state’s own photo files or from “free image” website. Do not send a [copyright image](https://belmont.libguides.com/copyright/images).

**What type of content is good for Twitter?**

Use Twitter to promote your program and trainings. Anything about a planned event or one you just hosted that has archived resources on your website. You can post basic information about your program or even feature one of your small businesses or staff. Remember, our target audience is small business.

***General information about our Twitter Account***

National SBEAP

* Twitter handle is @National\_SBEAP
* A Twitter button is posted on the website, [www.nationalsbeap.org](http://www.nationalsbeap.org), just below the “What’s new” box which rotates the news feed and twitter content.
* The National SBEAP Twitter should FOLLOW all state SBEAP twitter accounts
  + Nancy Larson will search for state SBEAP twitter accounts. (Done 9/26/16)
* Who will be responsible for managing the account and sending tweets from this SBEAP handle?
  + They can be scheduled ahead of time using HootSuite
  + Is this a rotated responsibility?
    - Nancy Larson and KS team will set up HootSuite (part of grant deliverables)
* All tweets from the SBEAP Twitter account must include the #SBEAP hashtag
* Re-tweeting state SBEAP tweets with the #SBEAP hashtag gives the program more exposure

State SBEAP Twitter accounts

* All state Twitter accounts should FOLLOW the National SBEAP
* All tweets should include the #SBEAP hashtag
* Let the National SBEAP Twitter manager know about your Twitter account (give them your twitter handle) so they can follow you
  + Nancy Larson will send request to main SBEAP list serve requesting state SBEAP contact her if the SBEAP has a twitter account. (Done 9/26/16)
* Re-tweet National SBEAP tweets

SBEAP Content

Target Audience: Small Business

Goal: Three tweet/re-tweet / week

* Re-tweet SBO Bulletin and EPA ASBO
* SB Innovation Grant
* New rule changes/requirements
* NSC comment letters
* National reporting deadlines
* Annual conferences – National/Regional
* Always try to redirect to website
* Subcommittees – 12 tweets/year
* Website updates
* Award program / winners