



think.respect. Social Media – We Need Your Help!
@think_respect

One of the tools being used to strengthen the *think.respect.* brand and to educate and encourage all audiences to support *think.respect.* at their schools is social media. In order to grow and develop the @think_respect Twitter following, interesting and engaging content must be developed. We need to share stories about the schools and their experiences with *think.respect.* in order to create a relationship with followers and keep them interested in what is happening at the grant schools.

Schools hold the key to the stories and experiences that will pique the audience's interest, we need your help! We are encouraging all schools to send in content that can be developed for the @think_respect Twitter account.

What to send:

- *think.respect.* related activities happening in your school – The Pact play, Under the Helmet presentation, staff wellness programs, events related to your program areas, etc.
- Good news happening at your school related to *think.respect.*
- Positive student reactions to *think.respect.* – Students forming support groups, creating video content, teachers incorporating *think.respect.* into the classroom, etc.
- Pictures that accompany stories are also welcome!
- Any student or school usage of the marketing materials developed for *think.respect.* (think videos and photos specifically).

When to send:

- As soon as possible! Once a date has been set for an upcoming event or presentation, please send along the details as soon as possible.
- Stories and positive experiences have a slightly longer shelf life but should also be sent ASAP.
- Photos and videos can be “shelved” longer and are always good filler.

How to send:

- Feel free to put together a few short sentences about what you would like to promote. We will work to fit it into the correct 140 character limit!

Where to send to:

- Send all updates to Lisa Gill (lgill@lambert-edwards.com)

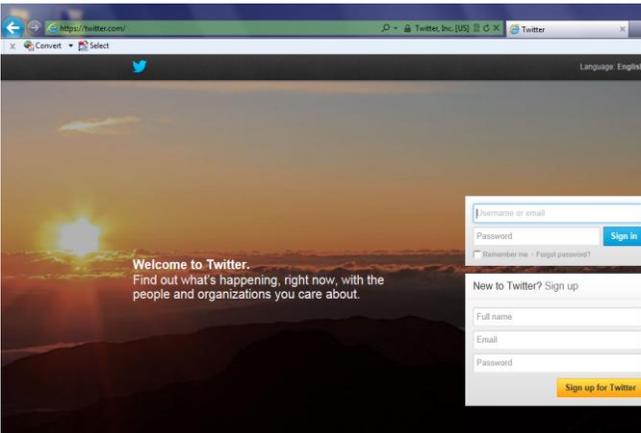
Why send:

- In addition to promoting *think.respect.*, social media can also promote your school! @think_respect will be a chance for your school to shine and to easily spread the word about all the great things and hard work happening there.
- @think_respect gives you a chance to learn about what other schools are doing as well. Learning about other schools creates an opportunity to learn about other tactics that may work for your school.

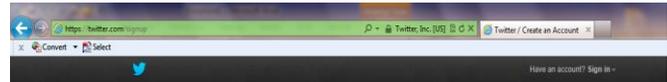
How to get started

If you haven't already signed up for Twitter, it's easy to do!

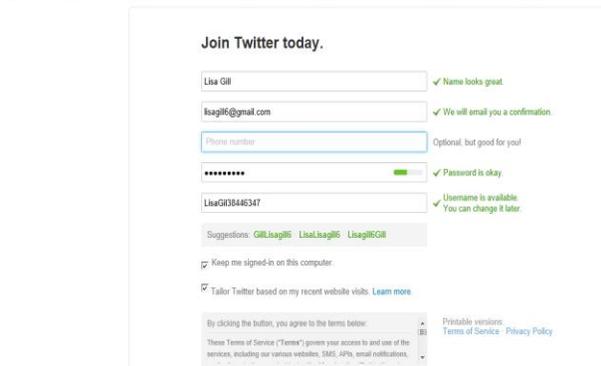
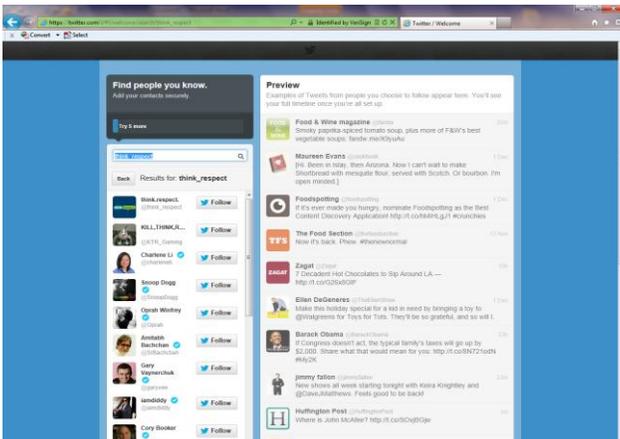
Step 1: Go to [Twitter.com](https://twitter.com) and sign up under the "New to Twitter? Sign Up" box



Step 2: Fill out the basic personal information; choose a "handle" or your Twitter name that is easy to remember. If you are having trouble deciding on a name, don't worry, you can change it later!



Step 3: Twitter will help you find people or organizations you know, they ask you to follow people of interest to you. This is just a way to help you build your newsfeed and to make Twitter more interesting and engaging for you.



Step 4: Upload a profile picture and type a little about yourself. Make your "bio" short but descriptive. Be sure to describe yourself in whatever way you plan to use the Twitter account for, for example, if you will be using it primarily for *think.respect.* related tweeting, describe yourself as a *think.respect.* coach or building liaison.

Step 5: Build your account! You can search for others you may know in the top, right search bar and begin tweeting by typing in the box on the left.

