

UK General Election 2019 Campaigning & Staying Safe on Twitter

@TwitterGov



Why Twitter?

Twitter connects people to what's happening in the world right now. It's a powerful tool to engage with your constituents and monitor events and trends in

Getting Started.

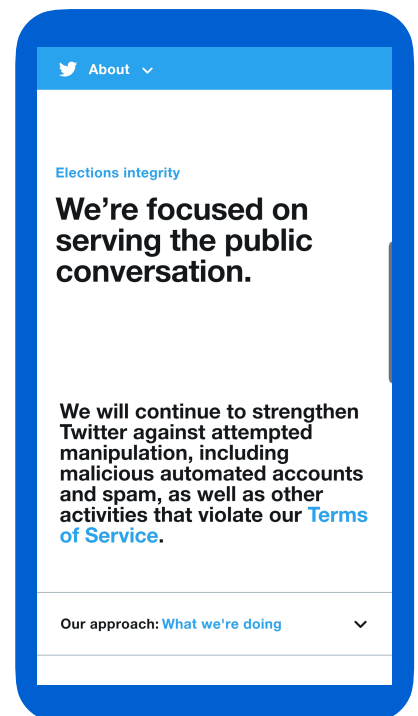
- Set up your name and bio.
- Add a header photo and profile picture
- Send your first Tweet

Join the conversation.

- **Define your voice:** Share things about yourself, talk about your positions, and define your voice with the public.
- **Pinned Tweet, best Tweets:** You can pin one of your Tweets to the top of your page, so it's easy for your followers to see what you're all about. You can change it at any time.
- **Engage with other users:** Basic engagement (Retweeting, @mentioning and replying) demonstrates a willingness to interact with constituents.
- **Post rich media:** Tweet photos, gifs and videos and provide an inside-look at life as a candidate.

Grow your audience and increase engagement.

- **Break news:** People are already turning to Twitter to find out "What's happening." You can leverage that by using Twitter to make and break news.
- **Poll your constituents:** Ask your constituents their opinions on things by using the poll function in the Tweet creation tool.
- **Live-Tweet events:** Comment immediately on breaking news, unexpected campaign developments, and more.
- **Twitter Q&As:** Let your constituents speak directly to you in real time.
- **Broadcast on Periscope:** Live broadcast from within Twitter to show your followers what you're seeing on the campaign trail.



335M

Monthly active users

40+

Languages supported

82%

Mobile device users

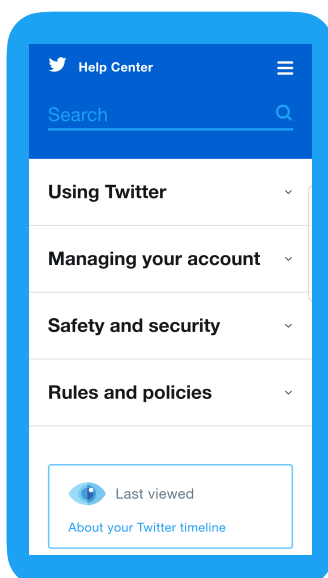
Visit https://about.twitter.com/en_us/values/elections-integrity.html for information on our global elections work

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Rules

- **Abuse/Harassment:** You may not engage in the targeted harassment of someone, or incite other people to do so. This includes wishing or hoping that someone experiences physical harm.
- **Hateful conduct:** You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.
- **Private information:** You may not publish or post other people's private information (such as home phone number and address) without their express authorisation and permission. We also prohibit threatening to expose private information or incentivising others to do so.
- **Impersonation:** You may not impersonate individuals, groups, or organisations in a manner that is intended to or does mislead, confuse, or deceive others.
- **Platform manipulation or spam** You may not use Twitter's services in a manner intended to artificially amplify or suppress information or engage in behaviour that manipulates or disrupts people's experience on Twitter.
- Visit <https://help.twitter.com/> for more information or go to help.twitter.com/forms to submit reports



Best Practice



Login Verification - Add an extra layer of security for your Twitter account by enabling [2 Factor Authentication](#)



Lists - A curated group of Twitter accounts. You can create public or private lists to monitor a specific set of accounts to keep up to date on their Twitter conversations.



TweetDeck - A more comprehensive Twitter experience, it lets you view multiple timelines in one easy interface making it easier to stay up to date and follow your lists. TweetDeck allows you to collaborate with team members, schedule Tweets, build Tweet collections, and more.



Monitor the **Activity Tab** in TweetDeck to see what people in your network are engaging with, and stay up to date with what is important to your constituents..



Analytics - See which Tweets your followers have engaged with. Compare your Tweet activity and followers, and see how they trend over time.



Periscope - Host Live Q&As on Twitter using Periscope. Take your constituents behind the scenes of your event. Utilise the power of Live video to create new ways of interacting with your constituents.



Timestamps - Sometimes we want to draw attention to a specific comment in a live video. Timestamps is a new tool that allows you to tweet from a live or replay video starting from the exact moment you want to discuss.



Threads - Sometimes we need more than one Tweet to express ourselves. A thread on Twitter is a series of connected Tweets from one account that allows you to provide additional context.



Engage - Stay on top of the story, answer questions and elaborate on the facts to ensure the story stays relevant and up to date



Advanced Search - Visit <https://twitter.com/search-advanced> for more specific searches (location, hashtag, language, accounts and more).