CHET Twitter Tips & Guidance

COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL
SAN DIEGO

DEPARTMENT OF HOMELESS SOLUTIONS AND EQUITABLE COMMUNITIES

WHEN TO TWEET

Tweet at community events where CHET is tabling, County events, celebrations, Employee Resource Group activities, HEART activities, Diversity and Inclusion activities, *Live Well San Diego* partner events.

WHY WE TWEET

We're sharing all the wonderful work we do! This also gives us an opportunity to highlight partners and the community.

@SDCountyHHSA #HSEC #OEqC

KEY TWITTER TERMS

HASHTAG (#)

Allows you to participate in a larger linked discussion and helps others find you.
#LiveWellSD

HANDLE (@)

Your twitter username.

@bjimenez_cosd

MENTION (@)

Reference another user by their Twitter handle.

@LiveWell_SD

TAG

- When posting, you can tag people who are related to the post/activity.
- Best used when there are multiple partners or people to mention.

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Tweet

Barbara Jiménez
1,366 Tweets

Following

Barbara Jiménez
@bjimenez_cosd

Community Operations Officer, County of San Diego-Dept of Homeless Solutions & Equitable Communities| Cross Border|Comunidades Binacionales |Bilingüe

Tijuana, BC y San Diego, CA. livewellsd.org Joined December 2014

633 Following 760 Followers

Followed by Assemblymember Akilah Weber, MD, The San Diego Parks Foundation, and 11 others you follow

Tweets | Tweets & replies | Media | Likes

Barbara Jiménez @bjimenez_cosd · 21h

¡Buenos días! ¡Vacúnese hoy y consigue recursos de alimentación saludable y salud mental - disponibles para usted! El personal de @SDCountyHHSA #HSEC #OEqC está con @unipopular_, y @ChampionsFH_SD en el North Inland Live Well Center en Escondido hoy hasta las 2pm.

Search Twitter

You might like

UC San Diego Park & ... @UCSDPark_Market Follow

Greg Cox @SupervisorCox Follow

Consulado General... @ConsulMexSdi Follow

Show more

What's happening

Music · LIVE
Remembering Nipsey Hussle on his birthday
Trending with Nipsey, Happy Birthday Nip

BuzzFeed · August 13, 2022
Sofia Carson Is Defending The Netflix Movie "Purple Hearts" Despite The Backlash Against It

HOME SCREEN

HarperCollins @HarperCollins · 4m
Today we are celebrating the birthday and the legacy of Ann Petry, the first African-American woman to sell more than a million copies of her novel The Street. Diversify your classic literature shelf with this story that still resonates today:
harpercollins.com/products/the-s...

5 8

Amazon Fashion @AmazonFashion
Prime early access sale is here! Shop deals on Amazon Influencers' top fashion picks.

SEARCH SCREEN

Search Twitter

For you Trending US elections News Sport

Television · Last night
Bachelor in Paradise airing on ABC

Travel · Trending
#Disneyland
1,901 Tweets

Trending in Political figures
Kazakhstan
8,766 Tweets

US elections · LIVE
California: Election news and updates

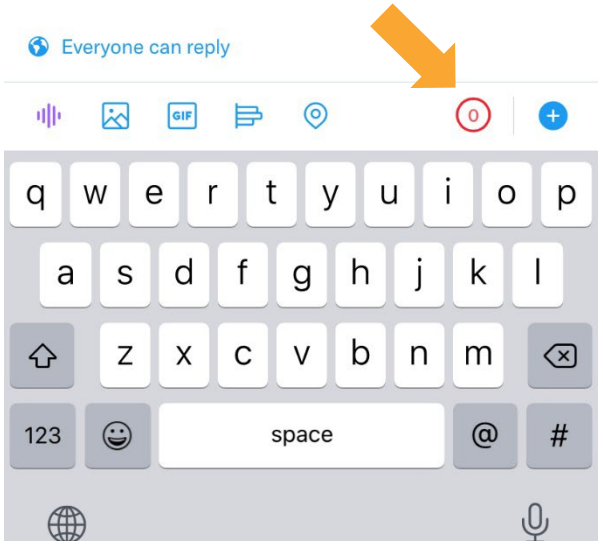
War in Ukraine · LIVE

DRAFT SCREEN

Cancel Tweet

It's #BinationalHealthWeek & @SDCountyHHSA #HSEC is sharing #checkyourmood resources @ @ConsulMexSdi Family Health Fair! ¡Es #SemanaBinacionalDeSalud y @SDCountyHHSA #HSEC está compartiendo recursos del Día para Revisar su Estado de Ánimo en @ConsulMexSdi Feria de Salud Familiar!

Everyone can reply



CREATING A CHET TWEET

LANGUAGE

DFAFT A TWEET CAPTION

280 characters is the max per tweet, this includes spaces.

MENTION DEPARTMENT

Use @SDCountyHHSA, HSEC or #HSEC, and OEqC or #OEqC

ADD HASHTAGS

Research applicable hashtags. Consider the event, community partners, and event theme/celebration.

PHOTOS

TAKE PHOTOS

Take photos that capture the OEqC team, partners, elected officials, and event activities.

CREATE A PHOTO COLLAGE

Create a photo collage from the photos taken.

PHOTO ADVISORY

Don’t take pictures of children’s faces without a release form, back of heads are okay to use.

@SDCountyHHSA #HSEC #OEqC

TIPS FOR TWEETING

BEFORE AN EVENT

DRAFT THE TWEET – This gives you a jump start, especially for busy events.

RESEARCH THE EVENT – Learn about the event partners, the event theme or celebration.

CHECK EVENT TIMEFRAME AND WHO YOU'RE SENDING THE TWEET TO –

- Should you write in past tense? Should your caption invite people to join you? Should you include event times and address in the caption?
- Who are you sending the tweet to, do you have their phone number?

TIPS FOR TWEETING

HANDLES & HASHTAGS

COMMON HANDLES (@)

- @SDCountyHHSA
- @livewell_sd, @LiveWoWBus
- @SupNoraVargas, @SupFletcher, @SupLawsonRemer, @JoelAndersonCA, @jim_desmod
- @BransfordKoons, @KellyAnneRodri1, @ramirezhermircc
- @First5SD, @KimGAgingCzar, @SDCountyLibrary, @sandiegoparks, @SDDistAtty
- Community Partners!

COMMON HASHTAGS (#)

- #HSEC, #OEqC, #OHS, #OIRA
- #LiveWellSD
- #CalFresh
- Event theme or day we are recognizing!

TIPS FOR TWEETING

WORKING WITH THE 280 CHARACTERS

WHO, WHAT, WHEN, WHERE – In caption.

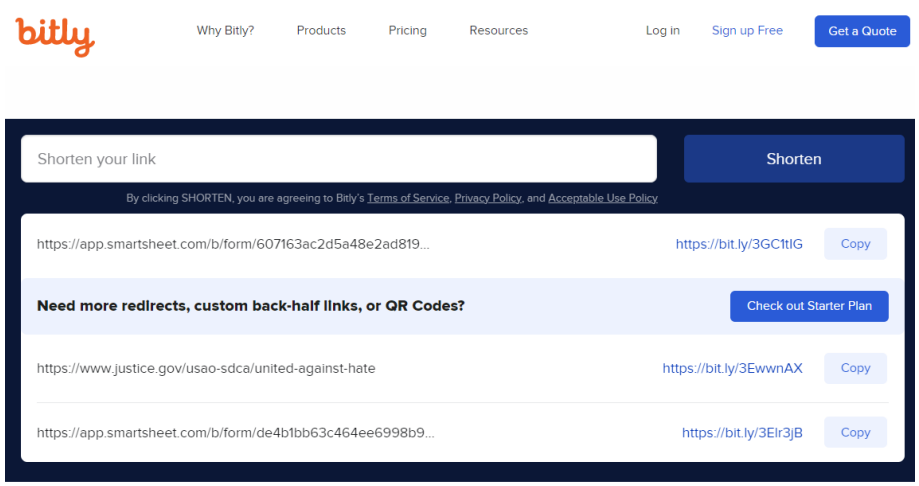
ABBREVIATIONS – This will help with the character count *(Examples: and →&, with → w/)*

LINKS - Use bitly.com to shorten links.

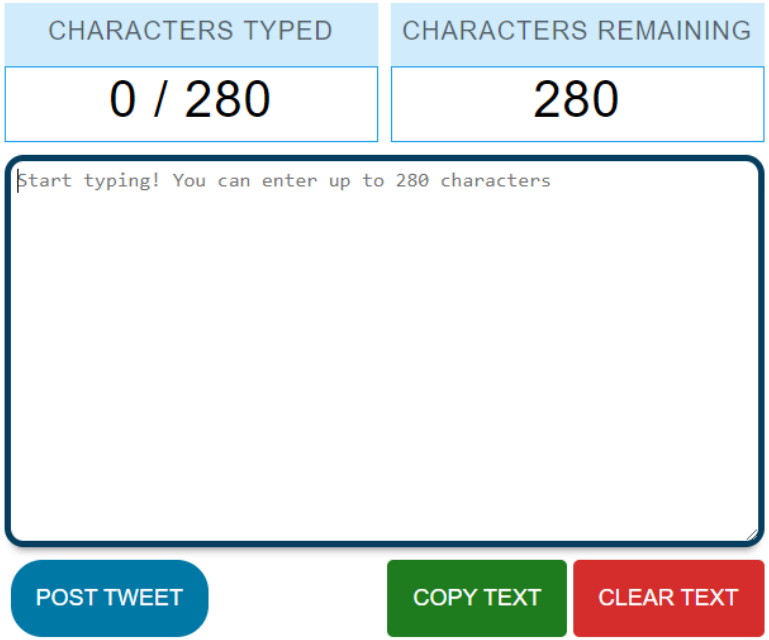
WORD COUNT – Always double check character count before sending the tweet. A few options to do this include:

- Personal Twitter App
- Microsoft Word
- Text Message Word Count
- Online character count calculators https://charactercounter.com/twitter, https://www.character-count.info/twitter-counter/

Use bitly.com to shorten links



Twitter Character Counter



Bookmark this website for support with counting your characters

https://charactercounter.com/twitter

TIPS FOR TWEET PHOTOS

- **ACTION PHOTOS -** Capture everything we're doing- *tell the story*.
- **TEAM PHOTOS -** Take photos with RCC's, elected officials and/or partners.
- **REVIEW -** Always take a second look at your photo for any abnormalities in the background/surroundings.
- **GUIDANCE –**

  AGE - Children/youth under 18 can not have their face in a photo, the back is okay. Individual photography/model release forms are available if the parent/guardian agrees to a photo.

  PHOTOGRPAHY NOTICE & RELEASE – Displayed in public settings and at County events, individuals can let us know if they if they prefer to not have their photo taken.

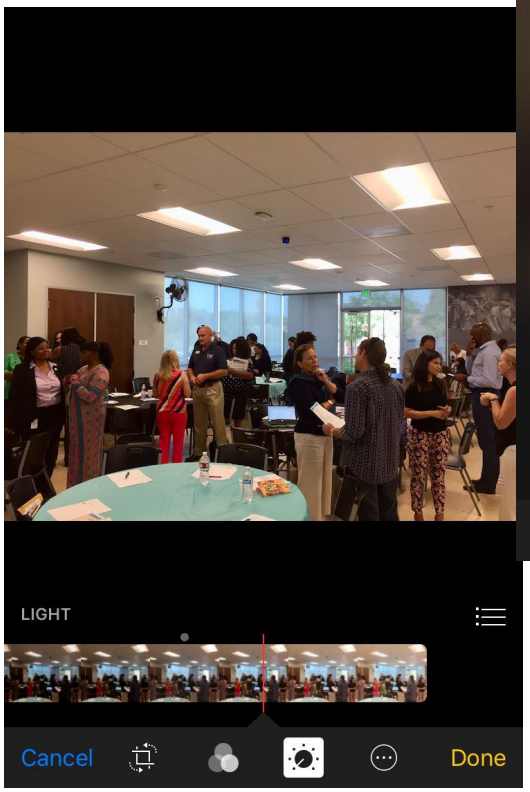
@SDCountyHHSA #HSEC #OEqC

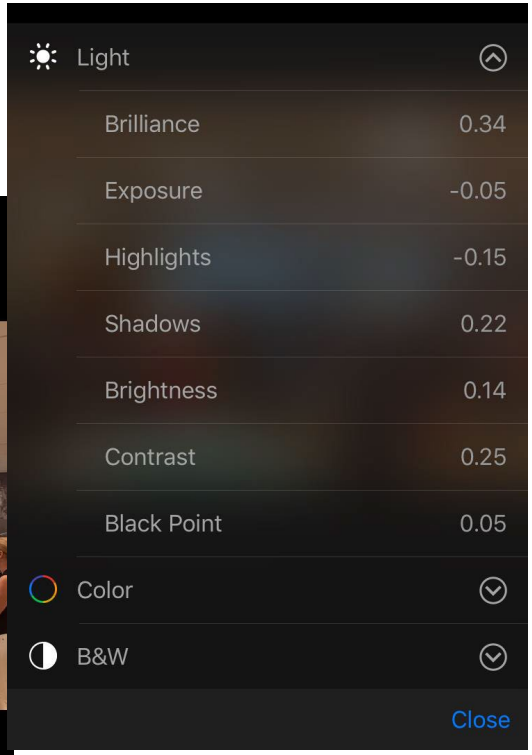
TIPS FOR TWEET PHOTOS

- **CLEAR PHOTOS -** Avoid blurry, dark, overly cropped, edited, and unaligned photos.
- **AVOID ZOOMIG IN-** Walk towards the subject or crop you photo, zooming in can create a blurry photo.
- **COLLAGE -** Use LiveCollage or any other FREE collage app.
- **EDITING -** Use iPhone Photo app for minor edits- *cropping, photo brightness, shadows, and exposure.*
- **DETAILED EDITS -** In the situation that you need additional photo edits use Adobe Lightroom. *(Tip: to remove a subject from the photo, use the healing brush)*

TIPS FOR TWEET PHOTOS

ADJUST LEVELS





For lighting, the best edits to use are **Exposure** and **Shadows**

SENDING THE TWEET

1. Draft the Tweet & Take Photos
2. Review the Tweet- *handles, language, etc.*
3. TEXT the Tweet language & photo collage to manager*
4. Manager sends the Tweet to Rosa or JBK
5. The Tweet is sent to Barbara Jimenez
6. Upload the event photos & numbers to Smartsheets!

*Check in with your manager/supervisor for the appropriate person to send your event tweet to, it will vary per team.

SENDING YOUR PHOTOS

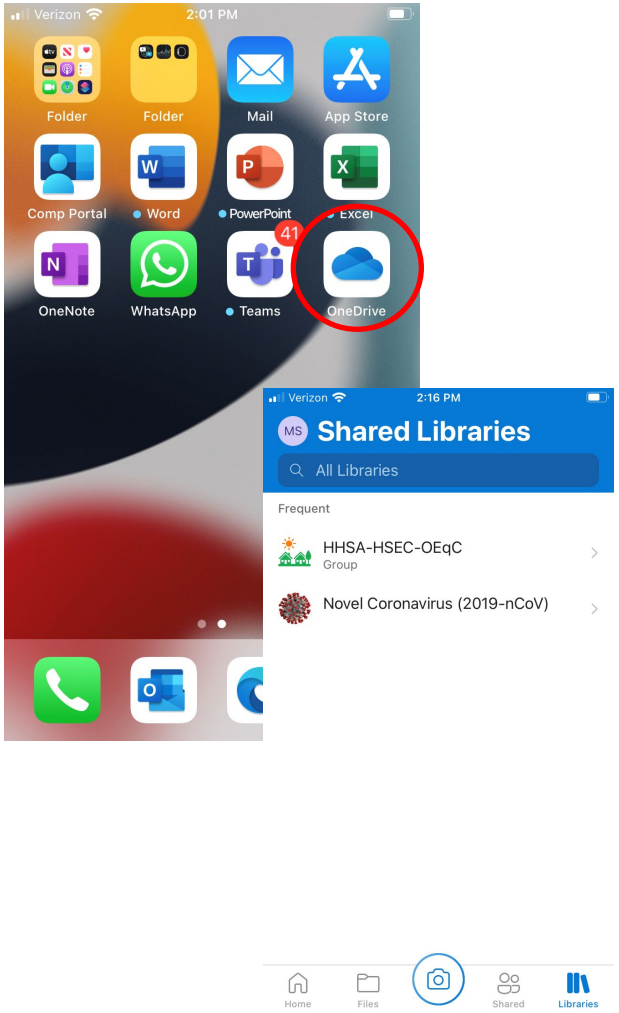
- **EMAIL** photos to yourself

  or

- **Upload** by phone to OneDrive or bookmark the CHET Sharepoint

Start a personal photos folder or a folder for your team!

Photos are in your folder and can be uploaded to Smartsheet when on a desktop.



TWEET EXAMPLES

Action Photos

Barbara Jiménez @bjimenez_cosd · May 7

We're excited to join @SUHSD for the 3rd Annual Parent Symposium! The @SDCountyHHSA HSEC OEqC team shared mental health resources & provided a nutrition education workshop to support student learning and socio-emotional needs. Learn more at bit.ly/3LTC8df!

Event Theme

Barbara Jiménez @bjimenez_cosd · Oct 8

In honor of #BreastCancerAwarenessMonth, @SDCountyHHSA #HSEC #OEqC is at Sweetwater Community Church until 5PM w/ Ladies of Solida Car Club & Marty's Trust Foundation supporting awareness efforts & providing information on resources available to our community in San Diego.

TWEET EXAMPLES

Mentioning Partners

Barbara Jiménez @bjimenez_cosd · May 23

What a beautiful day! The @SDCountyHHSA Homeless Solutions and Equitable Communities is honored to partner with @SanYsidroHealth @NorthgateGlzMrk @cwacardenas @SupNoraVargas for #WomensHealthMonth. The team hosted a charla & shared resources for #MentalHealthAwarenessMonth

Tagging Partners

Barbara Jiménez @bjimenez_cosd · Oct 10

The @SDCountyHHSA #HSEC #OIRA @lucerochavezb21 & #OEqC team honored to join @SupNoraVargas for unveiling of new Immigrant & Refugee Welcome Center! Together w/partners we are committed to creating a strong connection of resources & services for the diverse communities of SD.

San Ysidro Health and 3 others

TWEET EXAMPLES

Adding RCCs

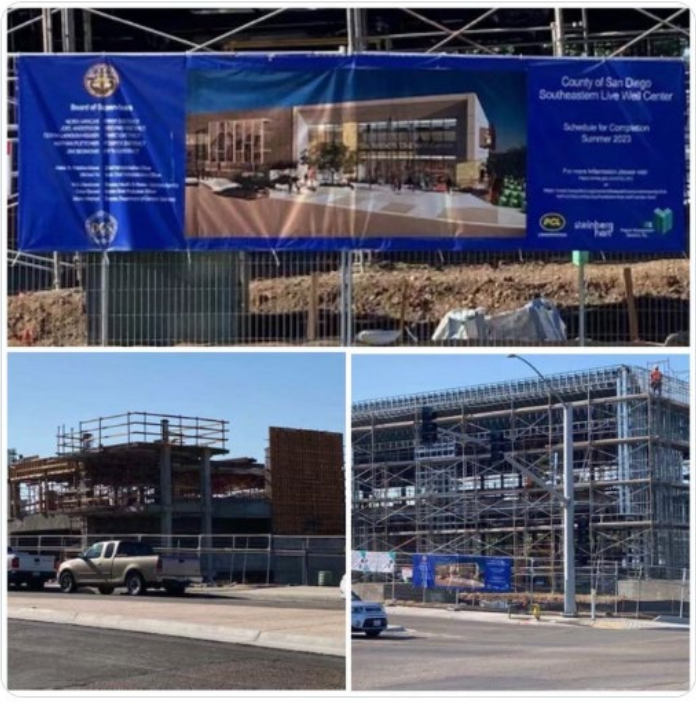
Barbara Jiménez @bjimenez_cosd · Oct 6

.@SDcountyHHSA #HSEC #OEqC North Coastal RCC @ramirezhermircc visited @carlsbadlibrary Learning Center. An amazing community gem in @carlsbadcagov. This month you can see art & books that highlight #hispanicheritage. Come grab a book, use a computer, or enroll in FREE programs!

Adding a Link

Barbara Jiménez @bjimenez_cosd · Jun 28

On behalf of the @SDCountyHHSA HSEC team I'm excited to share that new banners are on display with details on the services and resources that will be available at the upcoming Southeastern Live Well Center! Learn more about the development at bit.ly/3ytc58z #LiveWellSD



#THANKYOU!

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