Twitter:
Government and Election 2022 handbook

Twitter is what's happening.

Master the Basics
Government and Election 2022 handbook

Twitter name

Your **@username** is your unique identity on Twitter and is always preceded by the **@ symbol**. Make your **@username** something clear, concise, and similar to your real name so your account is easy for users to find.

Twitter bio

Your bio is a short personal description that describes your persona on Twitter. Utilise keywords, account **@usernames**, and hashtags to make your account more searchable.

Profile photo

This is a personal image uploaded to your Twitter profile. Make sure this is a photo of you that is recognisable.

Header photo

This is the personalised background on your Twitter profile. Landscape photographs of your city, you on the campaign trail, or your campaign slogan will immediately help identify your account.

Tweet

Post a Tweet by selecting the compose Tweet icon in the bottom right corner. Type your 280-character message, hit Tweet, and it will be posted to your timeline.

Reply to another user

Select the reply icon in a Tweet, and the **@username** of anyone mentioned in the original Tweet will already appear in your "Reply to" box. If you want to add more **@usernames**, simply type the **@username** of the person you want to mention.

Mention another user

In your Tweet, type the **@username** of the person you want to mention. As you start typing **@usernames**, a list of potential matches will appear. Once you've found the user you're looking for, select the **@username**, and it will be populated in the Tweet.

Include a hashtag

Select the **# symbol** and as you start typing, the list will narrow down to fewer results. Be sure to use the election hashtag **#AusVotes** and the year-round hashtag **#AusPol.**

Twitter
@Twitter

What's happening?!

Everywhere · Joined February 2007

140 Following · 56M Followers

Followed by @TwitterAu and 56M others

Tweets · Tweets & replies · Media · Likes

Twitter Retweeted

Game of Thrones @GameOfThrones
Win or die #ForTheThrone. 🪑
Retweet this Tweet to see who remains in the realm.

Post a photo or video

You can share photos and videos in a Tweet. For photos, select the Camera icon to take a photo, or choose a photo from your gallery. You can also record video using the Camera in app. Tap on the Camera icon and hit record.

Pro photo tip: For photos, you can add up to four pics at once. You can also tag people in your photo(s) by tapping 'Who's in this photo?' Type in the full name or @username and then tap Done.

Post a GIF

You can record and edit your own GIFs. By tapping on the Camera icon, you can capture and share your own personalised GIF. You can also search the Giphy library to find the perfect one! Once a photo or GIF is selected, the image will attach to your Tweet in full size.

Tweet with your location

Enable location services under Settings and Privacy and select Privacy and Safety. Then whenever you Tweet, you have the option to tap the location icon to add your location to your Tweet.
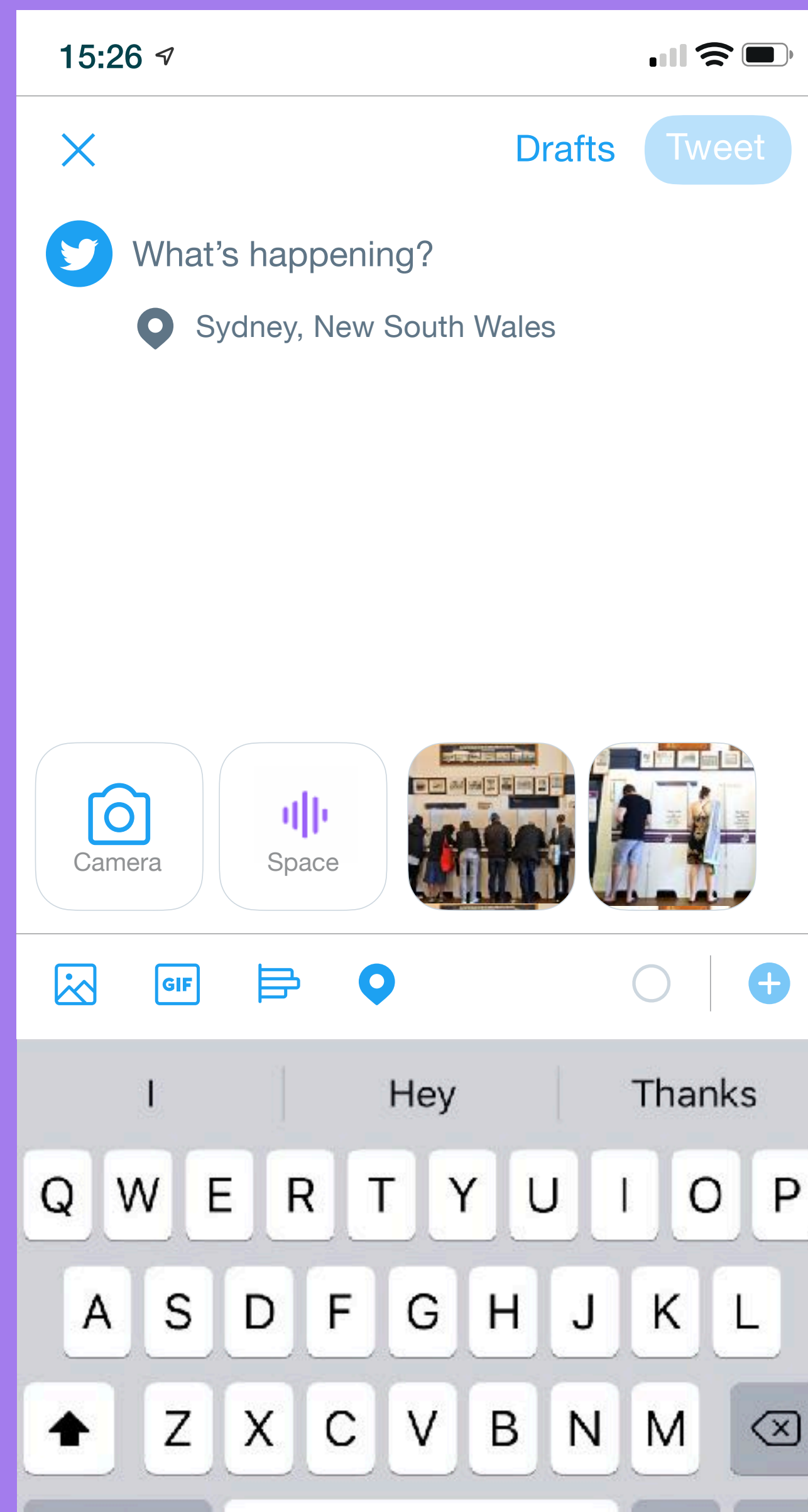
Create a poll

Twitter Polls allow you to easily gauge public opinion and see the results instantly. Select the compose Tweet icon and click the Add poll icon. Type your poll questions into the compose box and have your poll run for anywhere from five minutes to seven days!

Pro poll tip: All votes from Twitter users will be private, and if you reply to your poll with the results, it will drive engagement from people that voted

Delete a Tweet

Select the Tweet you'd like to delete, and then select the drop-down icon in the upper right-hand corner. Once you hit "Delete Tweet," the Tweet will be removed from your profile.

15:26

Drafts Tweet

What's happening?

Sydney, New South Wales

Camera Space

I Hey Thanks

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

The fast facts

- **#ContinueTheConversation:** Put your Twitter **@handle** on all your materials
- **#KeepItConsistent:** Use a unique hashtag throughout your campaign
- **#PlanItRight:** Live-Tweet your events or schedule Tweets ahead of time
- **#ItsWhatsHappening:** Watch trending topics to reach users as they're talking about issues in real time

Twitter Camera

See it? Tweet it! Our updated camera is just a click away so you get the shot fast, and it's easier to send short clips, GIFs, and picture on the go. Select the Camera icon when you're ready to Tweet get started. For a quick how-to, visit **https://help.twitter.com/en/using-twitter/tweeting-gifs-and-pictures**.

Media Studio

Media Studio serves as a one-stop shop to manage your content by uploading and sharing videos, GIFs, and photos to Twitter. You can plan ahead by composing and scheduling Tweets to be sent in the future. You can also add additional people to your Media Studio account as a contributor, publisher, or analyst. Find out more at studio.twitter.com or on our Help Centre page at **https://help.twitter.com/en/using-twitter/media-studio**.

Twitter Spaces

Spaces is a new way to have live audio conversations on Twitter. We are early in our launch but growing. Anyone can join, listen, and speak in a Space on Twitter for iOS and Android. Currently you can listen in a Space on web. We are working on building out more functionality on twitter.com. For more info, visit **https://help.twitter.com/en/using-twitter/spaces**

Twitter Spaces
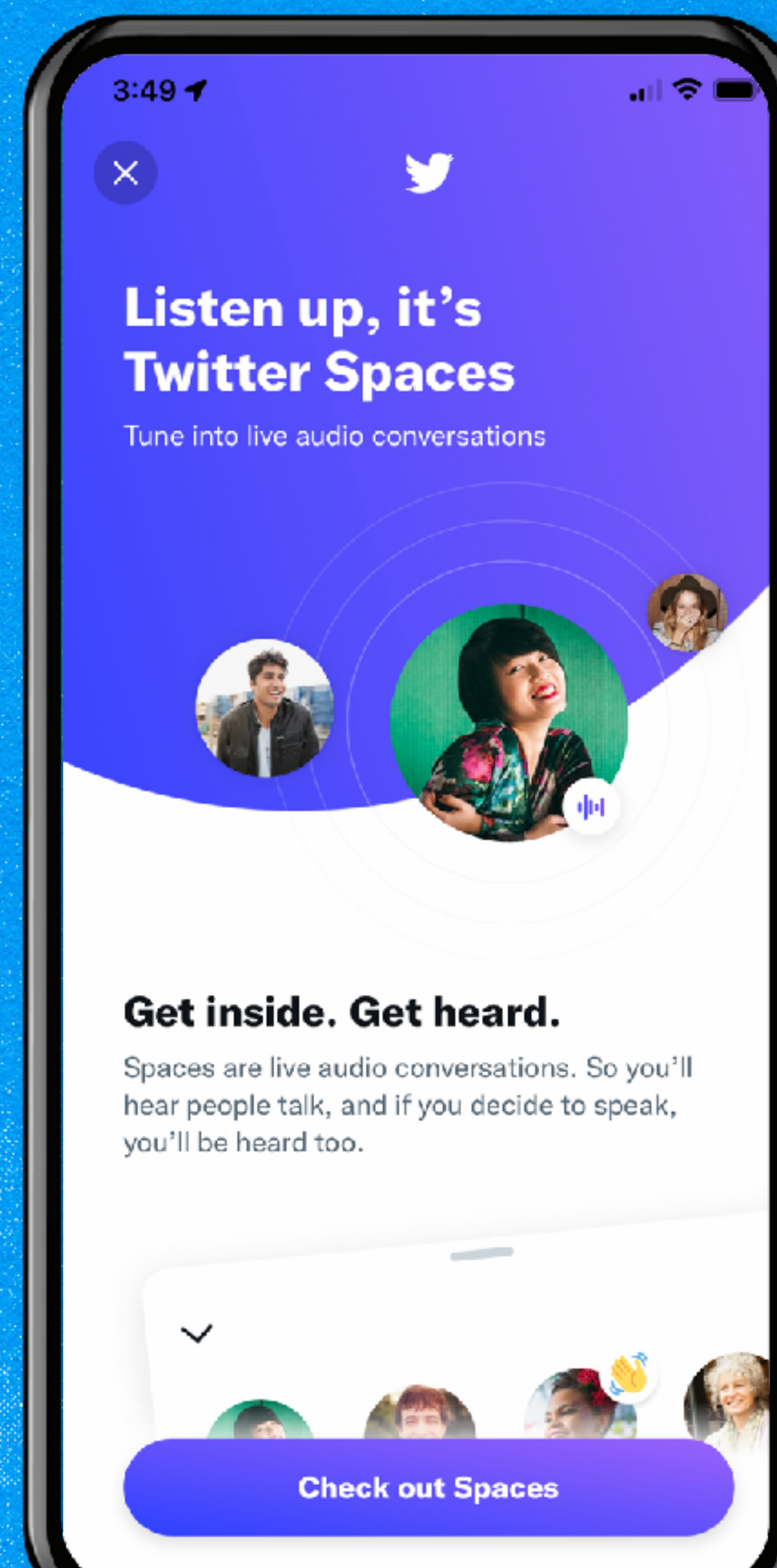
Twitter Camera
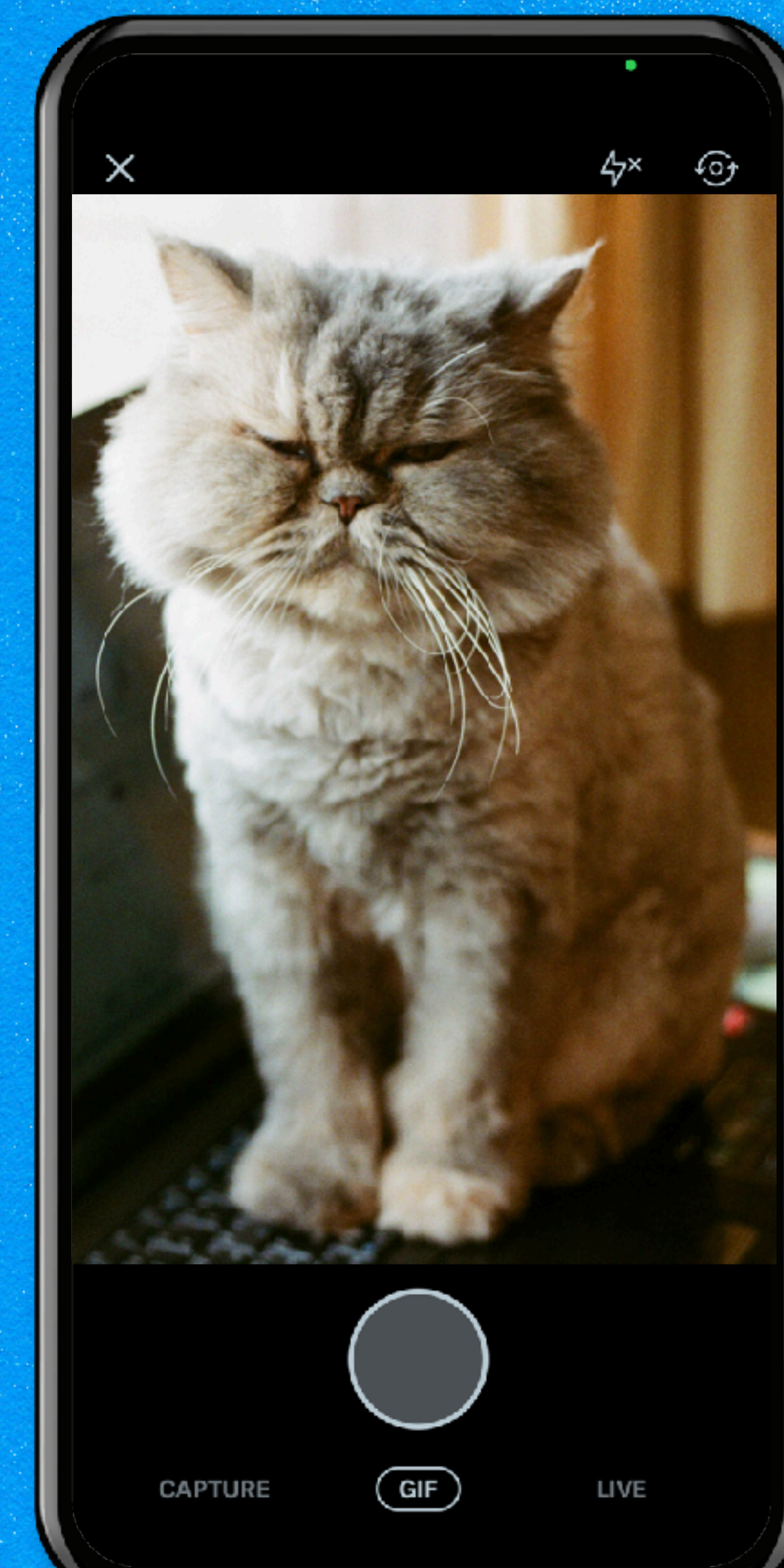
Hidden Replies

Conversation Settings

👓 Hide replies

Hiding replies to your Tweets to help drive a focused and healthy conversation. Tweet authors have the option to hide replies to their Tweets. Everyone can still access hidden replies through the hidden reply icon, which shows up on the original Tweet when there are hidden replies. Learn more at - https://help.twitter.com/en/using-twitter/mentions-and-replies

Conversation settings

· **Choose who can reply to your Tweets:** Engage and interact with an audience of your choice by making replies open to everyone, only people you follow, or only people you @ mention

· **#Have a private conversation in public:** Get the visibility without the interruptions

· **Take the discussion in new directions:** Host a panel or conduct an interview
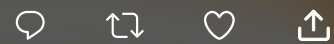
· Learn more at - https://help.twitter.com/en/using-twitter/twitter-conversations
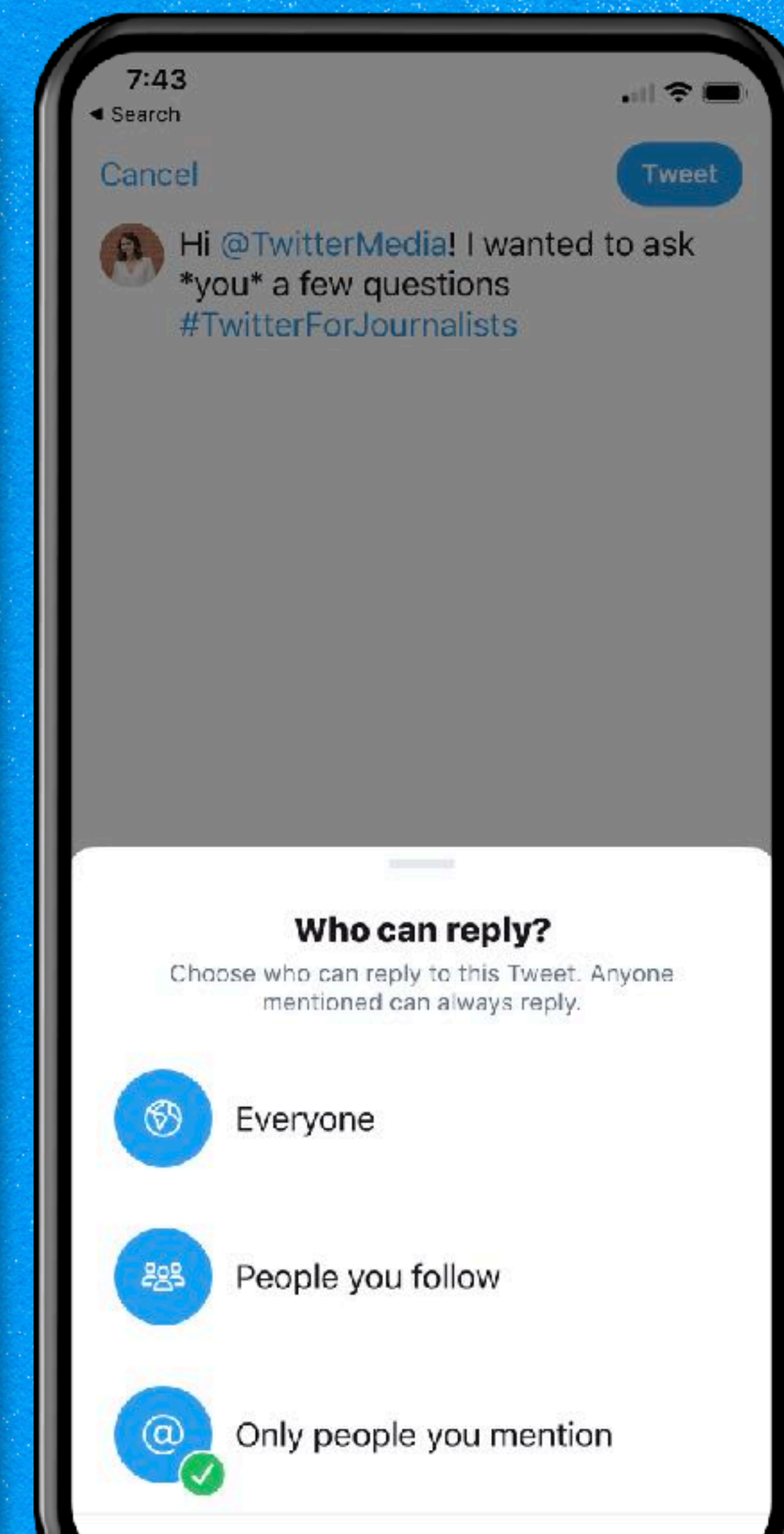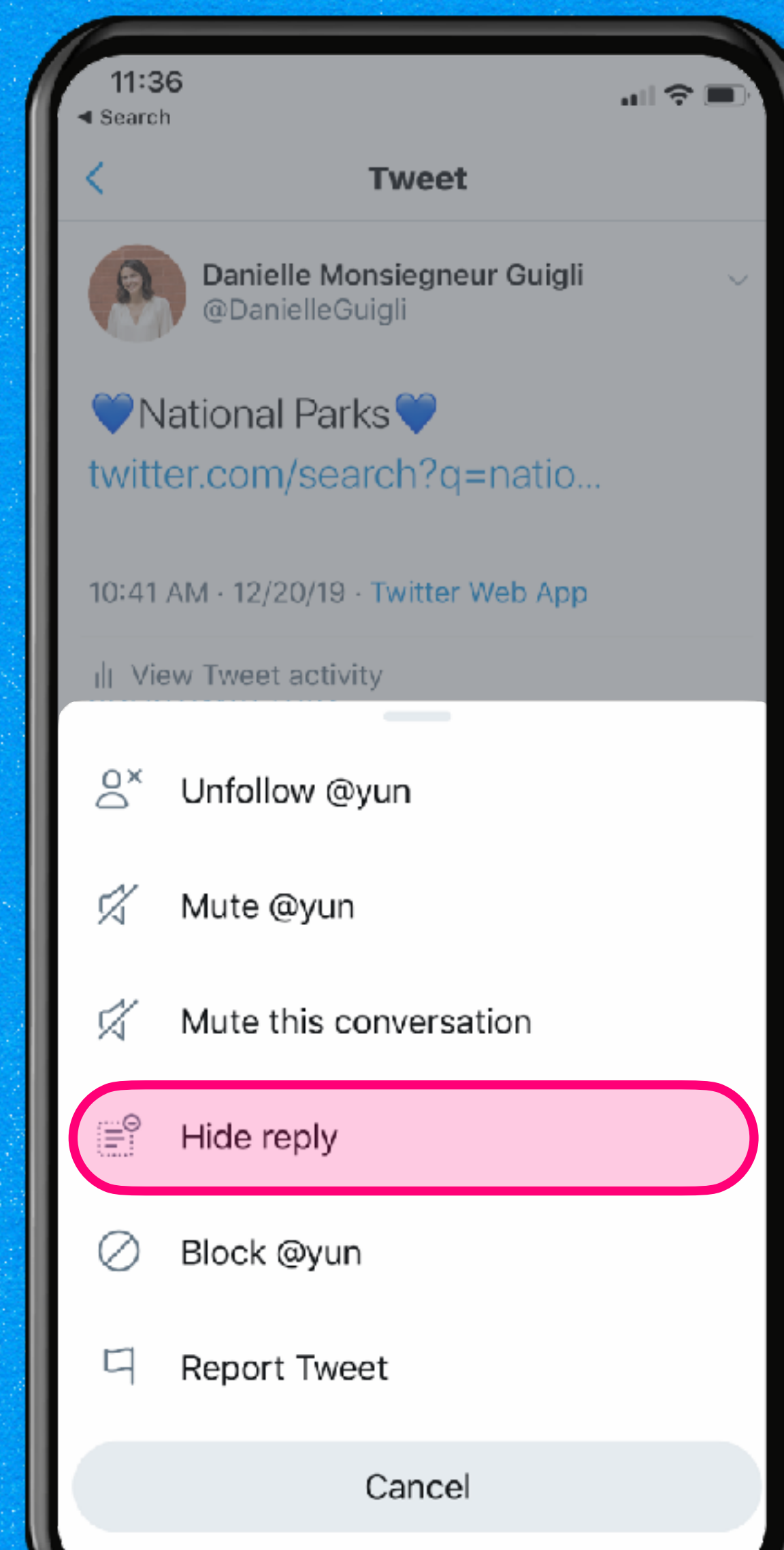
ELECTION
DAY

Twitter ✔
@Twitter

Use the #AusVotes 🥪 hashtag (and add it to your Twitter bio)

May 2019

Twitter ✔
@Twitter

Encourage activation by communicating with your supporters about their voting day and encourage people to get to the polls.
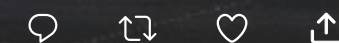
May 2019

Twitter ✔
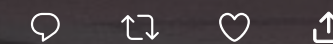@Twitter

Thank your supporters and bring people into your campaign HQ by using Twitter across election night speeches.

May 2019

Twitter ✔
@Twitter

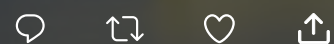Engage with your party and fellow candidates to amplify your message to a greater audience.

May 2019

Twitter ✔
@Twitter

Watch trending topics to reach users as they're talking about results #SeeItFirstHere

May 2019

Twitter ✔
@Twitter

Tweet a photo of you voting.

May 2019

Twitter ✔
@Twitter

Amplify messages of support by Retweeting them or Tweeting with Comment.
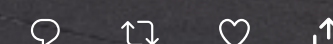
May 2019

AFTER THE
ELECTION

The conversation doesn't end on Election Day. Twitter lets you bring your constituents with you every day as an elected Member of Parliament or Senator. Whether you win or lose, Twitter can be a vital tool to maintain your public persona through statements, Q&As, and behind-the-scenes photo and video.

Election Security on Twitter

⚙ Strengthen your security settings

Instead of relying on just a password, two-factor authentication introduces a second check to make sure that you and only you can access your Twitter account. After you enable this feature, you will need both your password and a linked designated mobile device or Google Authenticator app to log in to your account.

✏ Choose a strong password

We recommend using a alpha-numeric password containing at least 20 characters. It should be either randomly generated or consist of a random string of words. Don't use words like Twitter or your name or your birthday in the password, and choose a unique password for each password-protected website and device you're using.

🔒 Use a secure email address

Use a campaign or other privately-managed email address rather than a public service such as Gmail or Yahoo! Mail to reduce the risk of emails being intercepted and your security compromised. If you do use a widely available free email provider, use precautions such as login authentication.

🌐 Mindful of location settings & photo tagging

Be mindful of photo tagging and your location settings. You can turn off photo tagging in Settings and Privacy. You can also set your location on a Tweet level. Tap the location icon to open the dropdown list of locations, and you current location will be highlighted. Tap the "X" in the top left to remove your location information from the Tweet.

Reporting on Twitter

01 Twitter Help Center

Twitter remains fully committed to supporting your political outreach and constituent engagement initiatives. We recognise there will be instances where you need to reach out for escalations and support. Visit the official Twitter Help Center at help.twitter.com to report content on Twitter and access all the Twitter Rules that are designed to protect all users.

02 Legal Request Submissions

Submit legal request(s) (e.g. subpoena or court order) for account information or content removal by visiting legalrequests.twitter.com. We also accept emergency disclosure requests from law enforcement through the legal requests site. Please note that an official email account is needed to submit a legal request.

03 Reporting Abuse

In order to facilitate healthy dialogue on the platform and empower individuals to express diverse opinions and beliefs, we prohibit behaviour that harasses or intimidates, or is otherwise intended to shame or degrade others. In addition to posing risks to people's safety, abusive behaviour may also lead to physical and emotional hardship for those affected. If you encounter online abuse or harassment, visit **help.twitter.com/forms/abusiveuser to report any such instances**.

04 Selecting and Submitting Twitter Reporting Forms

Visit **help.twitter.com/forms** to file a troubleshooting ticket if you need assistance with: (1) Login & Account Issues (Deactivated account, Hacked account, Suspended or locked account, Account restoration); (2) Features & Settings (Notifications, Emails, Direct Messages, Photos, Videos, Search, Tweets and timelines, Followers, Profile, TweetDeck); and (3) Reporting a Violation (Impersonation, Trademarks, Copyright, Harassment, Privacy, Private Information, Spam, Report Self Harm, Report an Ad).

Thank you.

Further Reading

Using Twitter
https://help.twitter.com/en/using-twitter

Managing your Account
https://help.twitter.com/en/managing-your-account

Safety and Security
https://help.twitter.com/en/safety-and-security

Rules and Policies
https://help.twitter.com/en/rules-and-policies