



# CEDEC

## How to Participate in a CEDEC Twitter Chat

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## How to participate in a Twitter chat

Assuming you have a Twitter account (if not, go to [www.twitter.com](http://www.twitter.com) and you will be walked through a few easy steps to set one up), log in and type **#CEDECEquality** in the upper right-hand corner search bar and press 'enter'. You will be led to a new page. Along the top you will see a horizontal menu with 'Top' 'Latest' 'People', etc. Click on 'Latest'. This is where you'll see the conversation happen in real-time.

It's a good idea to have a few tabs open: the page mentioned above ('Latest') and another tab with your Twitter Notifications page open so you can view/manage both simultaneously, if you want. (For example, people may reply only to you in which case it will show up in your notifications.)

The questions we'll be discussing are scheduled to appear approximately five minutes apart. It's easiest to draft your answers in a Word doc ahead of time so that you can just copy/paste your answers into Twitter as the questions appear. This not only makes the chat experience easier (less panic of trying to think of something clever on the spot!), it frees you up to watch the rest of the conversation and retweet, comment, or like a tweet.

The first few minutes of the chat consist of tweets that cover 'housekeeping' items: welcome, topic, guests, how to structure your responses, etc.

*How to tweet your answer under the #CEDECEquality hashtag:* From the 'Latest' page, click on the blue 'Tweet' button in the lower left-hand corner of your screen. This will open a box in which you can paste your answer. (Bonus: it will pre-populate the hashtag.)

Questions will appear as follows (example): Q1: What does equality mean? #CEDECEquality

Your answer should be formatted as follows: A1: [ your answer in 280 characters or less ] #CEDECEquality

If you don't use the option mentioned above (where it pre-populates the hashtag for you) don't forget to add it to your tweet. Otherwise, your answer will *not* show up in the live conversation stream. For example, if you happen to be tweeting from your Twitter home page, it will not pre-populate the hashtag.

Feel free to include links to interesting, relevant resources in your tweets. You'll want to use a tool like [bit.ly](http://bit.ly) to shorten up your URLs. (Remember, you only have 280 characters in Twitter.)

The logo for CEDEC, consisting of the letters 'CEDEC' in a bold, blue, sans-serif font. The logo is positioned in the bottom right corner of the page, overlaid on a decorative background of wavy, light green lines that sweep across the bottom of the page.

## How you can engage and spread the word

### *Prior to the chat:*

- Watch CEDEC's [Facebook](#), [LinkedIn](#) and [Twitter](#) feeds (promos will appear more often on Twitter) for promo posts and share with your network.
- Copy/paste the [event page](#) info and URL and share via email with your network.

### *During the chat:*

- If you're not comfortable with tweeting, the next best way you can help amplify the conversation is to retweet any tweets you find interesting and/or would be valuable to your followers. When you retweet, you'll see that you have an option to add a comment of your own. This is the place where you can add a few relevant hashtags even if you have nothing further to add. For example, if you like a tweet that provides a link to a great article with tips on starting a business, you could add the hashtags #startup #smallbiz #smallbusiness #entrepreneur, etc. Your tweet will then show up in the stream of conversations happening on Twitter around that particular hashtag.
- Don't be shy! If you've never participated in a chat before, you'll see how easy and fun it is – and, like many people, you'll probably become hooked! If you are at all unsure, have questions or want me to walk you through any of the above, just give me (April Stewart, CEDEC's Social Media, Communications & Marketing Manager) a call at (888) 641-9912 or email me at [april.stewart@cedec.ca](mailto:april.stewart@cedec.ca).



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