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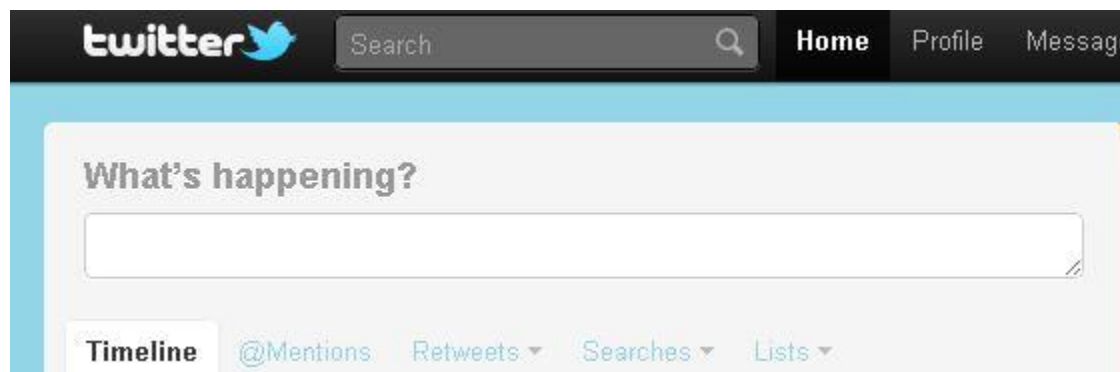
How do I contribute to the USGBC SF Social Media Movement via Twitter?

Here's an easy way to post to USGBC SF's Twitter page.

Sign Into your own Twitter account, Direct Tweet to USGBCSF or Mention USGBCSF in your tweets. Here's how:

1. Sign in to your Twitter Feed
2. In the What's Happening section (where you normally put your tweets) either begin your tweet with "@USGBCSF" (without the quotation marks) and then type your message or end your tweet with #USGBCSF

That's it! Beginning your tweet with @USGBCSF will ensure our Twitter Page sees that message and all of your friends and followers will as well! Using a Hashtag will ensure than everyone who searches for the USGBCSF tags will see your tweet!



Remember to use “Hash Tags” in your post. For more information on Hashtags, scroll to the bottom of this document.

What are Direct Tweets and Hashtags and Why Should I Use Them

Direct Tweets always contain the @ symbol followed by a Twitter User. For example, a tweet with @USGBCSF in the body of the message will be sent directly to USGBCSF’s Twitter Feed and can be seen by all of your followers AND USGBCSF’s followers.

The # symbol, also known as a hashtag, is used to mark keywords or topics in a tweet. Using Hashtags helps people find interesting tweets based on interests. The following hashtags would work well with USGBCSF’s interests:

1. #GreenBuilding
2. #USGBC
3. #LEED

Then, anyone who is searching for tweets about Green Building, LEED or USGBC will see any tweets which are marked with these hashtags!

What are the rules for what I can and can’t post?

Posting to Facebook, Twitter and Linked IN isn’t complicated, but there are some simple rules to follow if you’re looking to get the most out of Social Media for a non-profit organization.

1. No Advertising. Do NOT post any product endorsements, suggest certain retailers, or advertise any goods or services on USGBC’s Social Media network. USGBC SF’s Facebook, Twitter and Linked IN pages are (or will be very soon) extremely popular, highly interactive, and trusted places for our supporters to get the information they’re looking for. However, people are going to want to get free advertisement on the pages. We must guard against this. If you feel that your post may be questionable or in some way related to a for-profit company, Follow Method 2 above and let Out Ahead’s team pass it through the proper channels for approval.

2. Use Proper Grammar and Spelling: The rules for posting on social media sites are more relaxed than most other mediums. However, the lack of proper spelling, punctuation or grammar immediately make the site look sloppy, uncared for, and may turn off people

completely. If you're unsure of your post, simply post it in the Google Docs spreadsheet (details found in Method 2 above) and Out Ahead Marketing will be sure it is properly edited before going out to the web.

3. Be Creative and Engaging: Too often social media pages for non-profits or businesses are an extension of their website, sales, or marketing engines. While this definitely has a place in the social media sphere, it should not be the only thing that shows up on your sites. Whenever possible, jazz up your posts with links to interesting articles that build upon your idea, captivating videos, or blog posts that further explain what you're trying to get across. Just a dab of creativity in each post goes a long way.

4. Encourage Interaction: Social media should not be a one way conversation. If people aren't commenting on posts, liking links and videos, or posting their own thoughts and ideas on your wall/feed, you're not getting the full potential out of the platform. Remember to ask questions, come up with Trivia or FAQs, or link to other posts that will start conversations on your page. The more interaction, the better! Tag other people in your posts, tag pictures you upload, and encourage people to comment.

5. Re Post, Re Tweet, Repeat: There are few better ways to build "digital relationships" than helping spread messages that our supporters, sponsors and friends are posting. So long as it adheres to the rules above, feel free to repost and retweet and encourage others to do the same with our posts. The more people we can reach with our message, the better off we'll all be!