



Getting Started In Social Media For Animal Shelters and Rescue Groups

Christie Keith

Is this presentation for you?

Yes, if you are not already using Facebook and Twitter at all, or only use it rarely and as an individual rather than for your organization.



Just the Basics



- This presentation is a very basic how-to for organizations that are not currently using Facebook and/or Twitter.
- It will walk you through how to create a Facebook page for your organization, as well as a Twitter account

All animal shelters and rescue groups need to be on Facebook. Why?

- For the same reason the guy robbed the bank: That's where the money is.
- If Facebook were a country, it would be the third largest nation on earth.
- Facebook is where the people are – adopters, donors, volunteers, foster homes.
- (It's not where the media is; more on that later.)

Facebook



First: Get Personal

To create a Facebook page for your organization, you first have to have a personal profile for yourself on Facebook.

Personal profiles are not the same as Facebook pages.

Why does this matter?



Because...

- Facebook can and will delete profiles that violate this rule
- Facebook puts limits on profiles that make them unsuited for organizations to use

If any of the following create a Facebook profile:

- A band
- A movie
- A company
- An organization
- An animal shelter
- A rescue group
- A person using a fake name
- A brand
- A non-profit....

Facebook can and will delete the profile.



How serious is Facebook about this?

- Increasingly more so all the time.
- They have software monitoring the system for activity it finds “suspicious.”
- That includes an account being logged into from different computers, mobile devices, locations, etc.
- It includes accounts that cross-post to many Facebook pages and/or personal walls.
- It includes profiles with many, many “friends.”



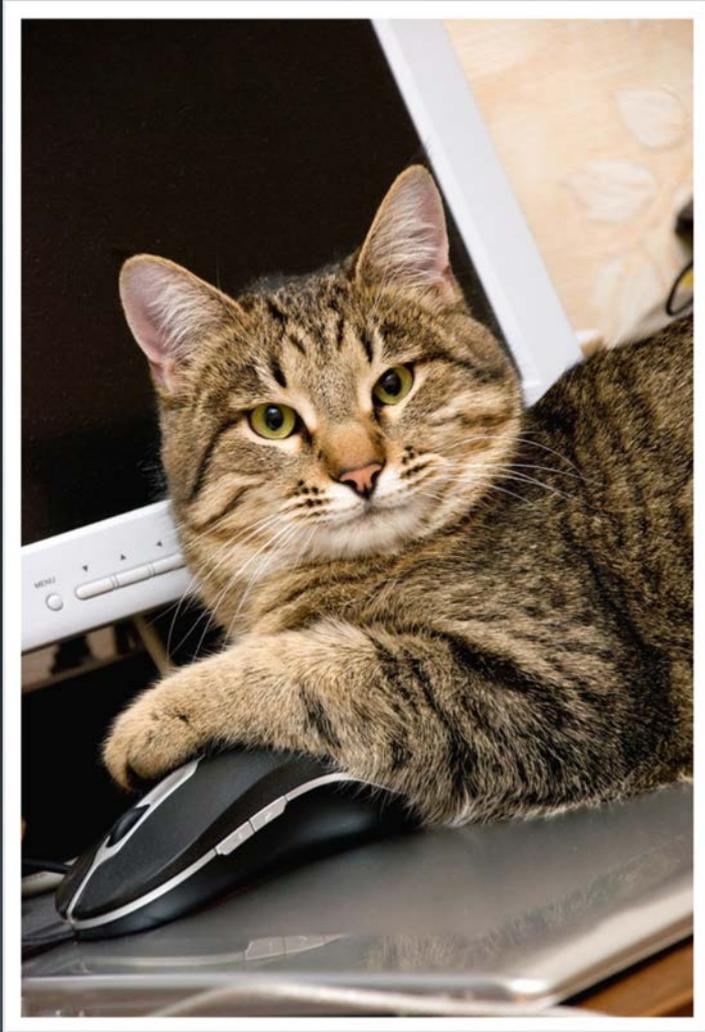
If any of these or other activities trigger their software, the account will be locked.

You won't be able to log in until you have proven to Facebook:

1. that you are a real person
2. that you only have one single account
3. that the name on the profile is your real name

How do they do this?

- They may ask you to provide them with a mobile number that can receive a text message.
- It has to be a mobile number that no other Facebook account is using.
- They may also ask you to upload a scan of your driver's license, with a name matching the name on the profile.
- If you can't do this, you risk losing all your friends, posts, photos, etc.

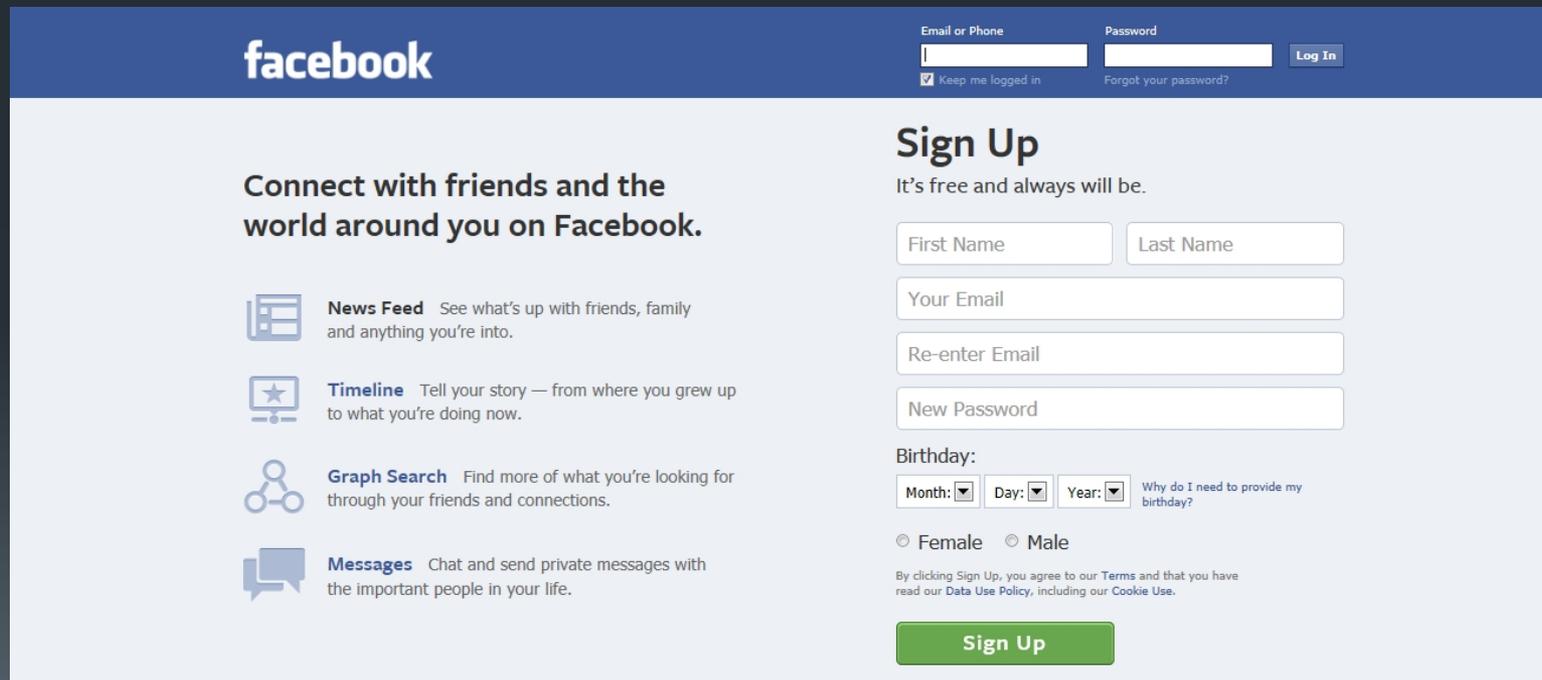


Social media kitteh
assumes you are
convinced...

So how DO you
create a page instead
of a profile?

Keep reading...

1. If you don't already have one, create a personal profile for yourself on Facebook at <http://www.facebook.com>. It's easy and it's free.



The image shows a screenshot of the Facebook sign-up page. At the top, there is a blue header with the Facebook logo on the left and login fields on the right. The login fields include 'Email or Phone' and 'Password' with a 'Log In' button. Below the header, the main content area is white. On the left, there is a section titled 'Connect with friends and the world around you on Facebook.' with four icons and descriptions: 'News Feed', 'Timeline', 'Graph Search', and 'Messages'. On the right, there is a 'Sign Up' section with the text 'It's free and always will be.' followed by several input fields: 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. Below these fields are 'Birthday' dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom of the sign-up section is a green 'Sign Up' button.

facebook

Email or Phone

Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Sign Up

It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthday:

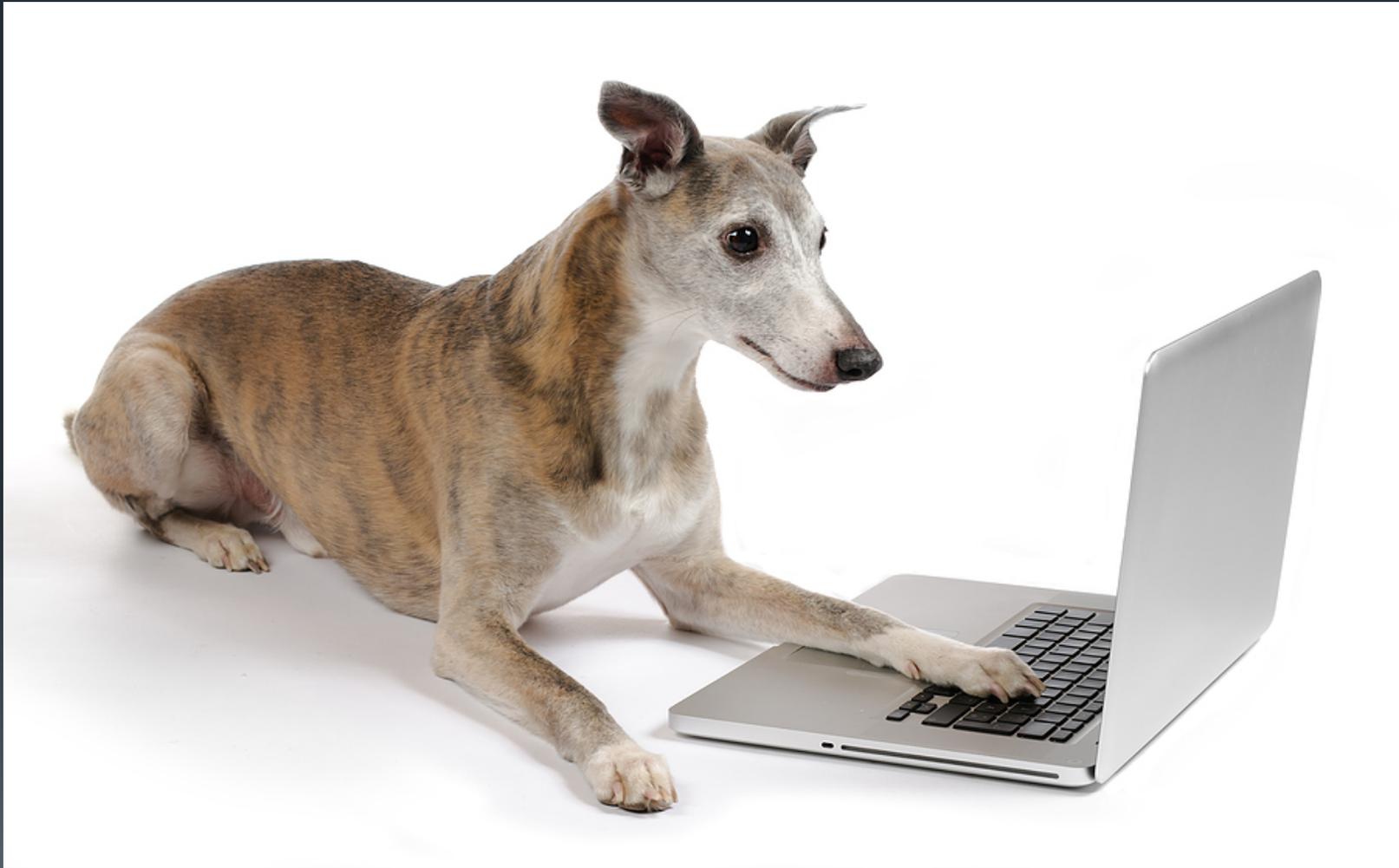
Month: Day: Year: [Why do I need to provide my birthday?](#)

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

[Sign Up](#)

2. After that, or if you already had a personal profile, make sure you are logged into it.



3. Then go to

<http://www.facebook.com/pages/create.php>



4. Select “Company, Organization, or Institution.”

 **Create a Page**

Create a Facebook Page to build a closer relationship with your audience and customers.

[Pages I Like](#) [Pages I Admin](#)

 <p>Local Business or Place</p>	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

[About](#) [Create an Ad](#) [Create a Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

Facebook © 2013 · English (US)

5. Select “non-profit institution.”

The screenshot shows the Facebook 'Create a Page' interface. At the top, the Facebook logo and search bar are visible. The user's name 'Christie Keith' and 'Home' are shown in the top right. Below the search bar, there are buttons for 'Pages I Like' and 'Pages I Admin'. The main content area is titled 'Create a Page' and includes the instruction: 'Create a Facebook Page to build a closer relationship with your audience and customers.'

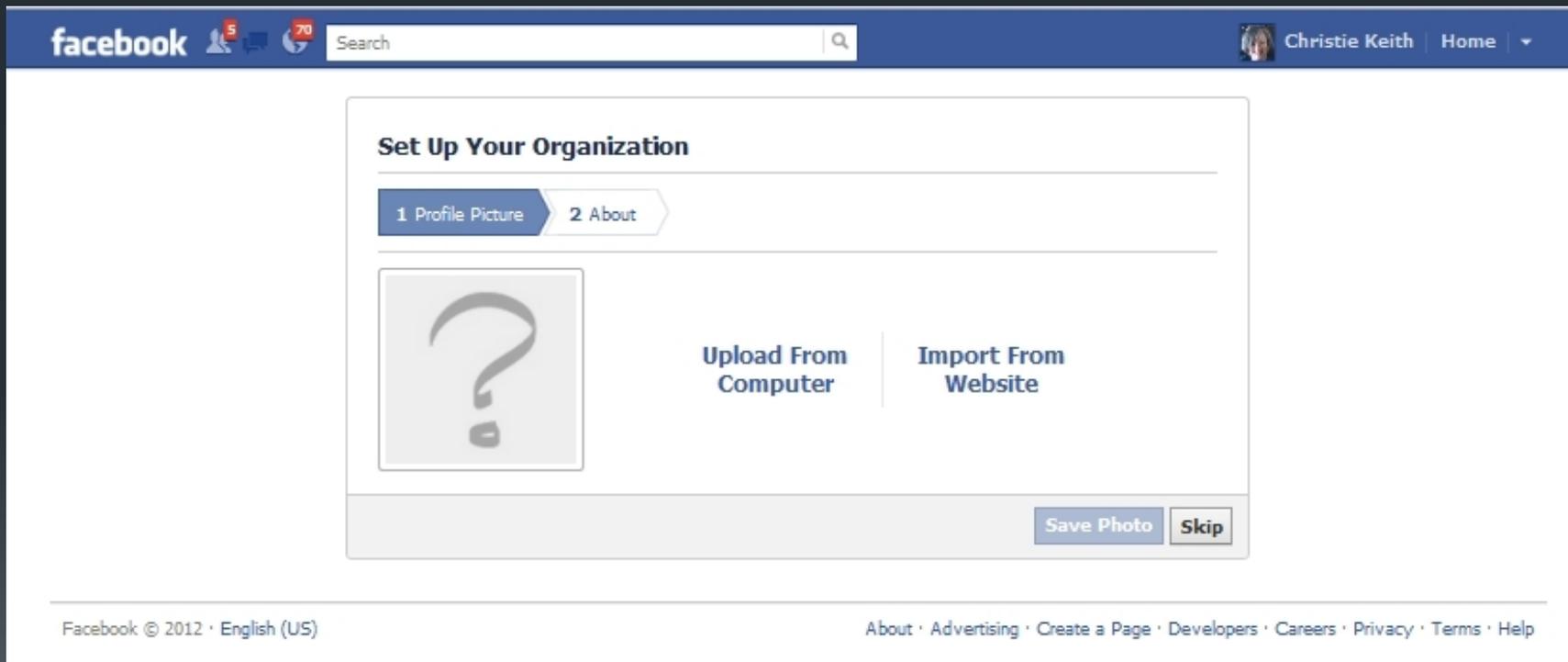
The interface displays six category options, each with an icon and a label:

- Local Business or Place (Icon: Storefront)
- Brand or Product (Icon: High-heeled shoe, beer bottle, and tablet)
- Artist, Band or Public Figure (Icon: Person silhouette with stars)
- Entertainment (Icon: Movie clapperboard)
- Cause or Community (Icon: Protest signs)
- Company, Organization or Institution (Icon: Briefcase and laptop)

A dropdown menu is open for the 'Company, Organization or Institution' category, showing a list of sub-categories. The 'Non-Profit Organization' option is highlighted in blue. A callout box with the text 'Company, Organization or Institution' points to the dropdown menu.

Facebook © 2012 · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

6. Add a profile picture. This image needs to be perfectly square and 180 x 180 pixels.



The screenshot shows the Facebook profile setup interface. At the top, the Facebook logo is on the left, and the user's name "Christie Keith" and "Home" link are on the right. Below the navigation bar, the main content area is titled "Set Up Your Organization". It features a progress indicator with two steps: "1 Profile Picture" (highlighted in blue) and "2 About". Below the progress indicator, there is a large square placeholder with a question mark. To the right of the placeholder are two buttons: "Upload From Computer" and "Import From Website". At the bottom right of the main content area, there are two buttons: "Save Photo" and "Skip". The footer of the page contains the text "Facebook © 2012 · English (US)" on the left and a list of links including "About", "Advertising", "Create a Page", "Developers", "Careers", "Privacy", "Terms", and "Help" on the right.

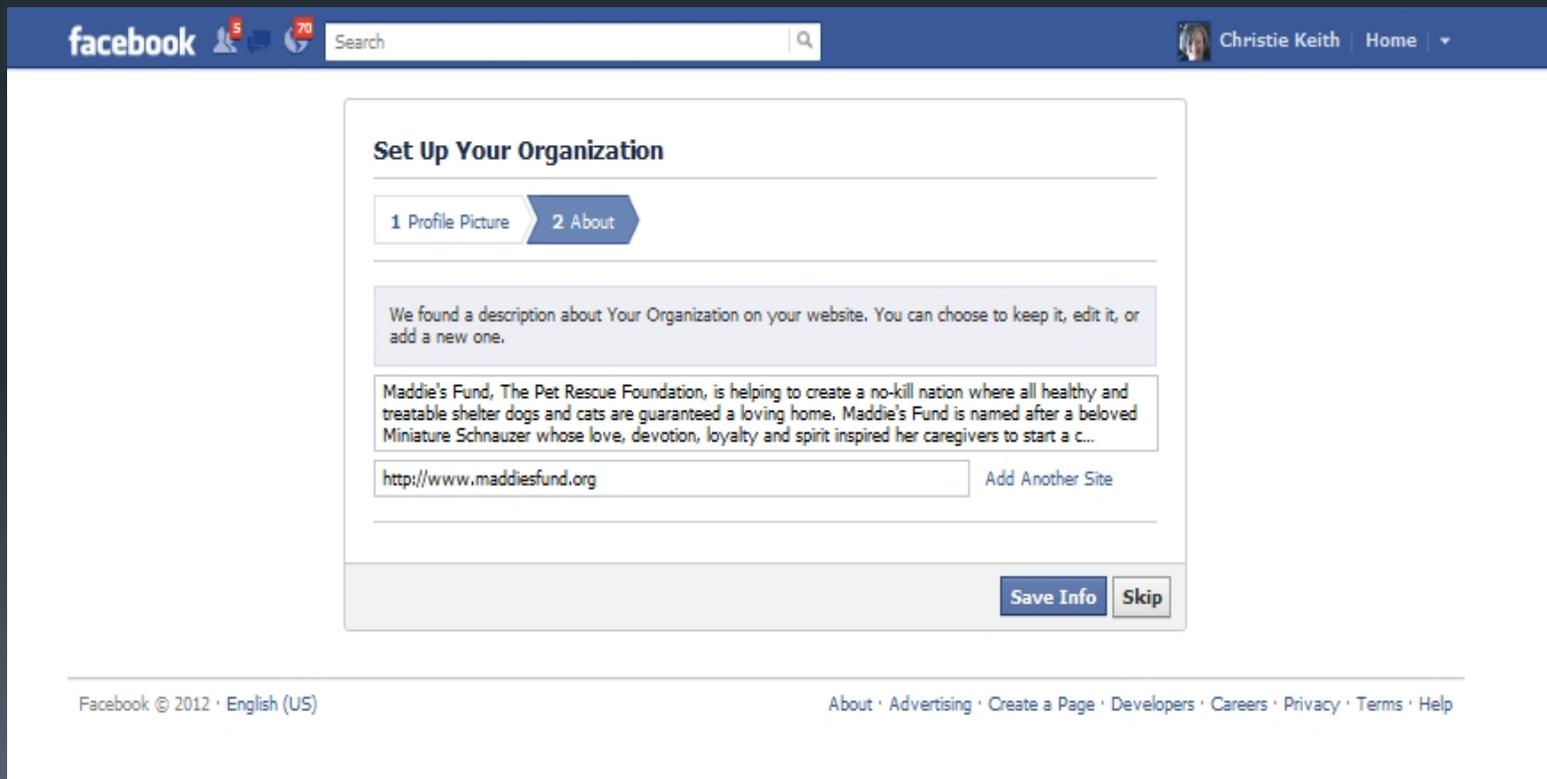
7. More about the profile picture:

You can upload directly from your computer, or you can put in the URL of a website and select an image from the ones it will offer you, but uploading is easier.



The screenshot shows the Facebook interface for setting up an organization page. At the top, the Facebook logo and navigation bar are visible, including the search bar and user profile for Christie Keith. The main content area is titled "Set Up Your Organization" and has two steps: "1 Profile Picture" (active) and "2 About". Below the steps, a message states: "We found 7 images on www.maddiesfund.org. Please choose one to represent your Page." There are seven image thumbnails displayed: a large one on the left showing a boy holding a dog, and six smaller ones in a grid below showing various photos of people and dogs. At the bottom of the selection area, there is a "Back" button, a "Save Photo" button, and a "Skip" button. The footer contains copyright information: "Facebook © 2012 · English (US)" and a list of links: "About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help".

8. If you used an image from a website, it will also offer you some text from that site to use as your organization's description. If it's correct, leave it. If it's blank or you don't like it, write something you do like. Keep it brief, 5 sentences max. Same with the URL of your organization's website, if you have one: If it's filled in and correct, leave it. If not, add it or fix it.



The screenshot shows the Facebook interface for setting up an organization. The top navigation bar includes the Facebook logo, notification icons (5 and 70), a search bar, and the user's name 'Christie Keith' with a 'Home' dropdown menu. The main content area is titled 'Set Up Your Organization' and features two steps: '1 Profile Picture' and '2 About'. A light blue box contains the text: 'We found a description about Your Organization on your website. You can choose to keep it, edit it, or add a new one.' Below this, a text box displays a description: 'Maddie's Fund, The Pet Rescue Foundation, is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home. Maddie's Fund is named after a beloved Miniature Schnauzer whose love, devotion, loyalty and spirit inspired her caregivers to start a c...'. A text input field contains the URL 'http://www.maddiesfund.org' and a link 'Add Another Site'. At the bottom right of the form are two buttons: 'Save Info' and 'Skip'. The footer contains 'Facebook © 2012 · English (US)' on the left and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right.

9. Like your page.



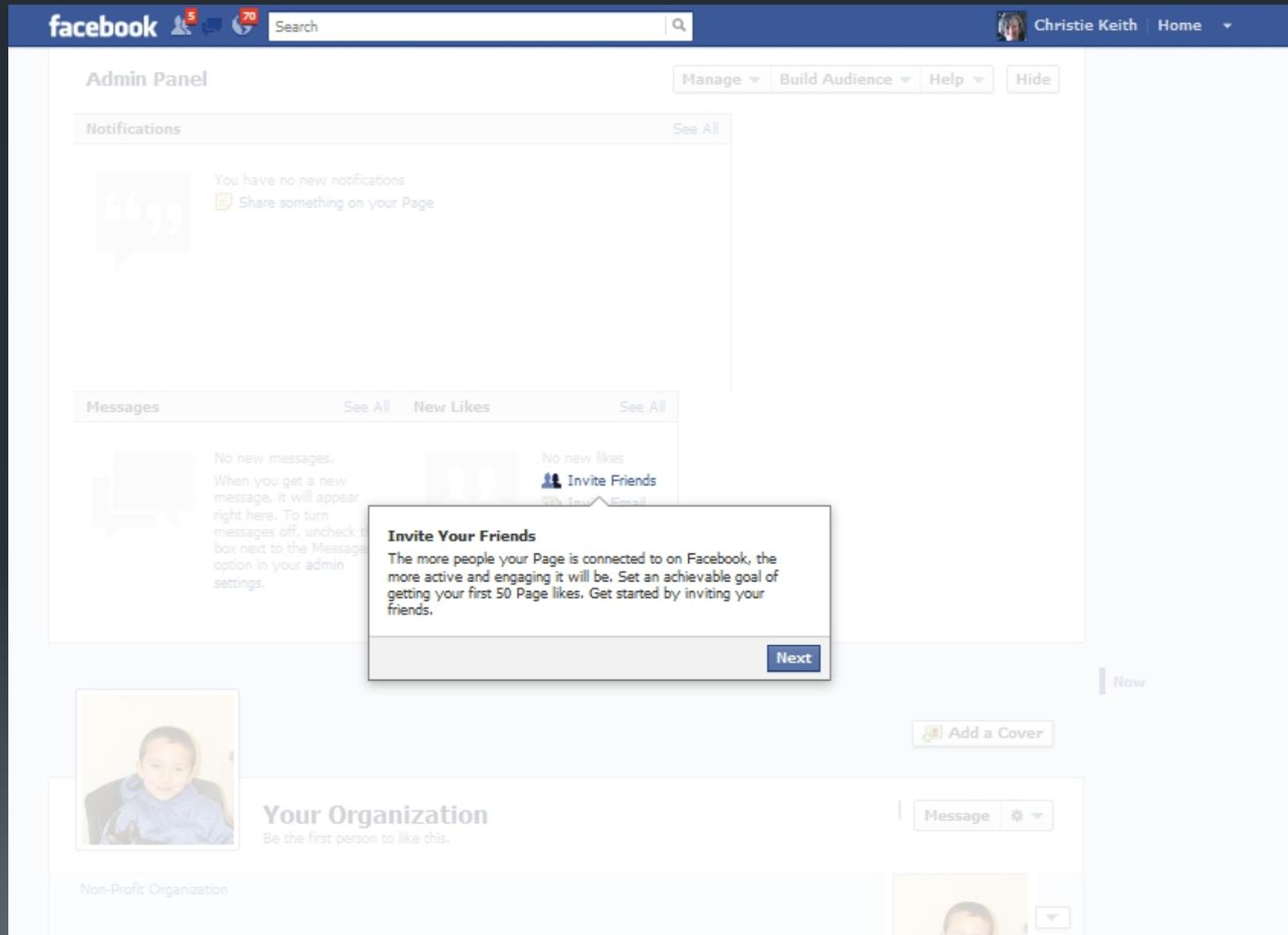
The screenshot shows the Facebook interface for a page named "Your Organization". At the top, the Facebook logo and search bar are visible. The user's name, "Christie Keith", and a "Home" button are in the top right. Below the navigation bar, there are sections for "Messages" and "New Likes". The "Messages" section indicates "No new messages" and provides instructions on how to turn messages off. The "New Likes" section indicates "No new likes" and offers options to "Invite Friends", "Invite Email", and "Contacts".

The main content area features a profile picture of a young boy, the page name "Your Organization", and the tagline "Be the first person to like this." Below this, it identifies the page as a "Non-Profit Organization" and includes an "About" link. To the right of the profile picture is an "Add a Cover" button. Below the profile picture are "Like", "Message", and a settings gear icon.

A tooltip box titled "Like Your Organization" is overlaid on the "Like" button. The tooltip text reads: "Show support for the work you've done setting up your Page by liking it. When people visit your Page, they will see that at least one person has been here before." At the bottom of the tooltip are "Skip" and "Like" buttons.

At the bottom of the page, there is a "Highlights" dropdown menu and a "Write something..." text box with options for "Status", "Photo", "Ask Question", and "Milestone". To the right, an "Activity Recently" section shows a post: "Your Organization joined Facebook. about a minute ago".

10. This step allows you to invite your personal Facebook friends to like the page, if you want to. Otherwise, click "next" and skip it.



The screenshot shows the Facebook Admin Panel interface. At the top, the Facebook logo and search bar are visible. The user's name, Christie Keith, and a Home button are in the top right. The Admin Panel includes tabs for Manage, Build Audience, Help, and Hide. The Notifications section shows "You have no new notifications" and a "Share something on your Page" button. The Messages section shows "No new messages" and a "No new likes" section with an "Invite Friends" button. A modal window titled "Invite Your Friends" is overlaid on the page, containing the text: "The more people your Page is connected to on Facebook, the more active and engaging it will be. Set an achievable goal of getting your first 50 Page likes. Get started by inviting your friends." and a "Next" button. Below the modal, the "Your Organization" section is partially visible, showing a profile picture and a "Message" button.

11. Invite your personal contacts to "like" the page. You should invite anyone from your organization who will have the right to manage the page at this step, as they can't be added as a page "admin" until they like the page.

The screenshot shows the Facebook Admin Panel for a page named "Your Organization". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Christie Keith" with a "Home" link. The main content area is divided into several sections:

- Admin Panel:** Includes links for "Manage", "Build Audience", "Help", and "Hide".
- Notifications:** A section titled "Notifications" with a "See All" link. It displays a message: "You have no new notifications" and a button to "Share something on your Page".
- Messages:** A section titled "Messages" with "See All" and "New Likes" links. It displays a message: "No new messages. When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Message option in your admin settings."
- New Likes:** A section titled "New Likes" with a "See All" link. It displays a message: "No new likes" and two buttons: "Invite Friends" and "Invite Email Contacts".

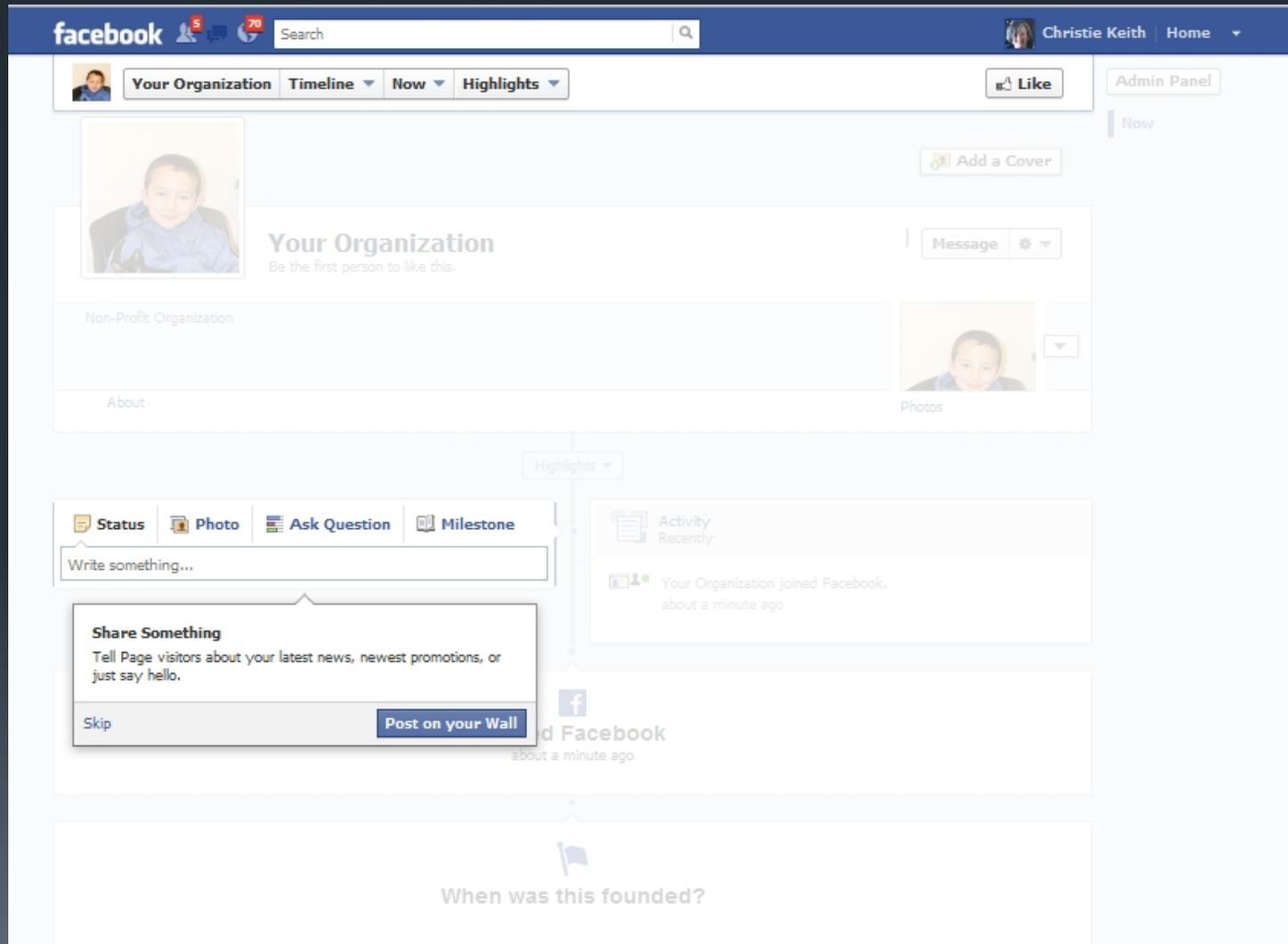
A modal dialog box is open over the "Invite Email Contacts" button, containing the following text:

Invite Your Email Contacts
Make sure everyone on your email contact list knows about Your Organization. If they like your Page, they'll start to see some of your updates in their news feeds. Work on getting your first 50 likes by inviting your email contacts to your Page.

At the bottom of the modal is a "Next" button.

Below the modal, the page name "Your Organization" is visible, along with a profile picture of a young boy and a "Message" button. The page is categorized as a "Non-Profit Organization".

12. It will invite you to post to your page. Skip this for now.



13. See in the upper right hand corner where it says "Add a Cover"? Click it!

The image shows a screenshot of a Facebook page for a page named "Your Organization". The page is set to "Non-Profit Organization". In the upper right corner, there is a "Like" button and an "Admin Panel" link. A dropdown menu is open over the profile picture, showing the option "Add a Cover" with a sub-menu containing "Choose from Photos..." and "Upload Photo...". Below the profile picture, there is a "Photos" section. The main content area features a "Status" box with the prompt "What's on your mind?" and a "Post" button. To the right, there is an "Activity" section showing a recent post: "Your Organization joined Facebook, about a minute ago". At the bottom of the page, there is a "Joined Facebook" notification with the text "about a minute ago". The URL at the bottom of the page is "facebook.com/pages/Your-Organization/420024221345775?skip_nax_wizard=true#".



You'll be able to add any image on your computer as your "cover" image. This is fun and creative, but a little tricky.

The easiest way is to start out using an image that is exactly 851 pixels wide and 315 pixels high.

Facebook has some strict rules about what can and cannot be in these images:

No ad slogans.

No coupons.

No URL for your organization.

As little text as possible.

No “call to action” such as “like.”

Here are two examples you can look at:

<http://www.facebook.com/MaddiesFund>

<http://www.facebook.com/MaddiesInstitute>

14. Wow, that looks great! Or does it?
Suddenly you may realize that profile picture that
looked just fine until now isn't looking so great.
If so, don't worry; fixing it is easy!

The screenshot shows a Facebook profile page for a non-profit organization. The top navigation bar includes the Facebook logo, notification icons (5 messages, 70 likes), a search bar, and the user's name 'Christie Keith' with a 'Home' link. Below the navigation bar are two notification boxes: 'No new messages' with instructions on how to manage message notifications, and 'No new likes' with options to 'Invite Friends', 'Invite Email', or 'Contacts'. The main content area features a large photo collage with four images: a dog in a costume, a vet examining a dog, a white dog with a red collar, and a woman holding a kitten next to an older man. A smaller profile picture of a young boy is visible in the bottom left of the collage with an 'Edit Profile Picture' button. Below the collage, the profile name 'Your Organization' is displayed with the tagline 'Be the first person to like this.' and a 'Message' button. The page is categorized as a 'Non-Profit Organization' and includes links for 'About' and 'Photos'.

15. Time to make your first post. It can be as simple as "Welcome to our Facebook page!"

The image shows a screenshot of a Facebook page for a non-profit organization named "Your Organization". The page header includes the Facebook logo, a search bar, and the user's name "Christie Keith" with a "Home" link. Below the header, there are navigation tabs for "Your Organization", "Timeline", "Now", and "Highlights". A "Like" button and an "Admin Panel" link are also visible. The organization's profile picture is a circular logo with a dog's face and the word "FUND". The page type is listed as "Non-Profit Organization".

The main content area shows a post creation interface with options for "Status", "Photo", "Ask Question", and "Milestone". The text input field contains "You did it". The privacy setting is set to "Public", and there is a "Post" button. To the right, the "Activity Recently" section shows a notification: "Your Organization joined Facebook. about a minute ago". Below this, a "Joined Facebook" notification is displayed with the Facebook logo and the text "Joined Facebook about a minute ago". At the bottom, there is a section titled "When was this founded?" with a flag icon.



After all that... you're still not done setting up your organization's Facebook page.

Stressed out? Here, look at
a kitten...



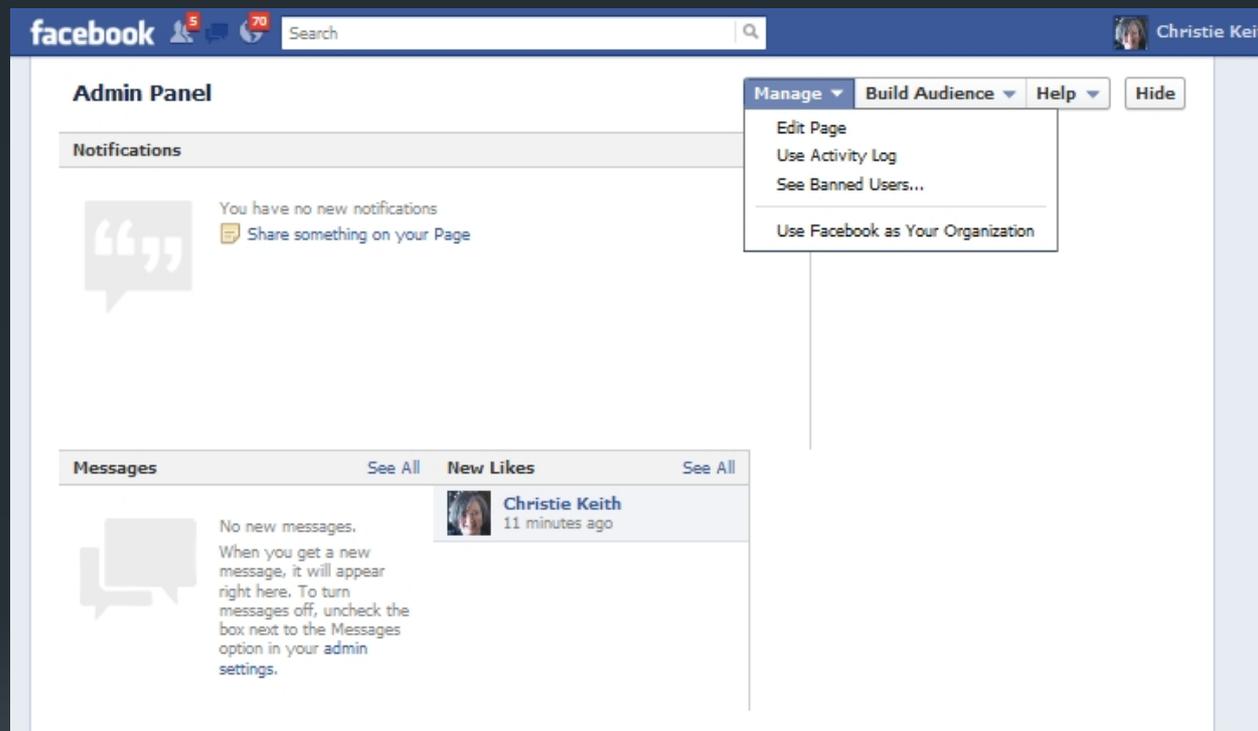
16. When you go to your page, you'll see a bar that says "Admin Panel." Click on it.

The image shows a screenshot of a Facebook page for a non-profit organization named "Your Organization". The page header includes the Facebook logo, a search bar, and the user's name "Christie Keith" with a "Home" dropdown menu. The main content area features a large banner with four photos: a dog in a costume, a vet examining a dog, a small dog, and a couple with a kitten. Below the banner is the organization's profile picture, a circular logo with a dog's face and the text "MADDIE'S FUND". To the right of the profile picture is the text "Your Organization" and "Be the first person to like this.", along with a "Message" button. Below this is a "Non-Profit Organization" label and an "About" section. On the right side of the page, there is a vertical "Admin Panel" button, with a large black arrow pointing upwards towards it. Below the "Admin Panel" button is a "Now" section. At the bottom of the page, there is a "Highlights" dropdown menu, a "Status" section with a "Post" button, and an "Activity" section showing a recent post: "Your Organization joined Facebook, about a minute ago".

17. You can do a number of things here; start with "Manage."

The screenshot shows the Facebook Admin Panel for a page named "Your Organization". At the top, the Facebook logo is on the left, and the user's name "Christie Keith" and "Home" are on the right. Below the search bar, there are four tabs: "Manage", "Build Audience", "Help", and "Hide". The "Manage" tab is selected. The main content area is divided into sections: "Notifications" (with a "See All" link), "Messages" (with a "See All" link), and "New Likes" (with a "See All" link). The "Notifications" section shows "You have no new notifications" and a "Share something on your Page" button. The "Messages" section shows "No new messages." and instructions on how to turn messages off. The "New Likes" section shows a notification from "Christie Keith" 11 minutes ago. A large black arrow points from the bottom right towards the "Manage" tab. At the bottom of the page, there is a "Now" section with four photos: a dog, a woman with a dog, a dog, and a woman and a man with a cat. The URL at the bottom is "ok.com/pages/Your-Organization/420024221345775?skip_nax_wizard=true#".

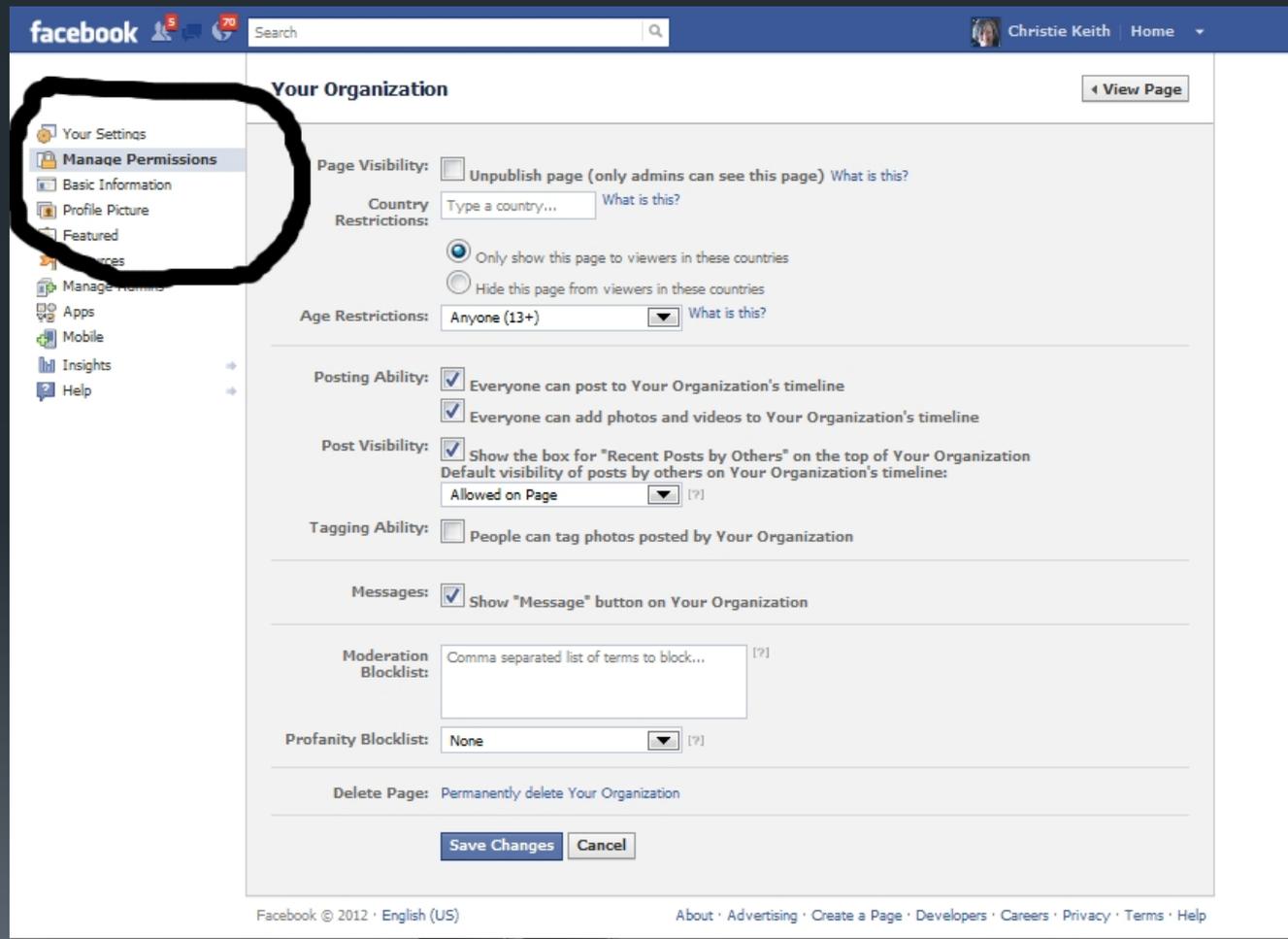
18. Click on "Edit Page."



The screenshot shows the Facebook Admin Panel interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and the user's name 'Christie Keith'. Below this, the 'Admin Panel' is visible, featuring a 'Notifications' section with a message 'You have no new notifications' and a 'Messages' section with a message 'No new messages.' A dropdown menu is open under the 'Manage' tab, showing options: 'Edit Page', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as Your Organization'. A thin line connects the 'Edit Page' option to the 'Edit Page' button in the top navigation bar.



19. In the left-hand column, click on "Manage Permissions." Review the fields to make sure you are happy with the default settings. (They're usually fine.)



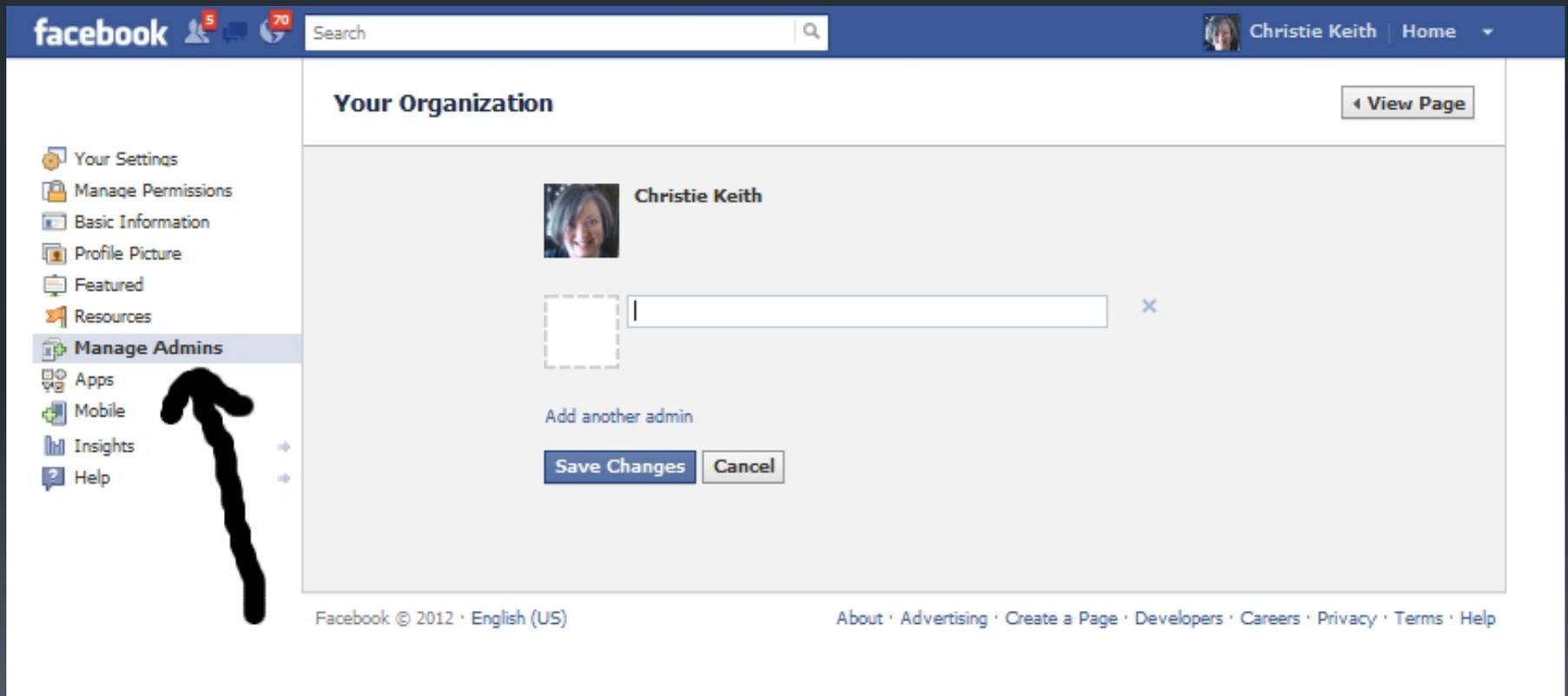
The screenshot shows the Facebook interface for managing a page's settings. The left-hand navigation menu is visible, with "Manage Permissions" highlighted and circled in black. The main content area is titled "Your Organization" and contains several settings sections:

- Page Visibility:** Unpublish page (only admins can see this page) [What is this?](#)
- Country Restrictions:** [What is this?](#)
 - Only show this page to viewers in these countries
 - Hide this page from viewers in these countries
- Age Restrictions:** [What is this?](#)
- Posting Ability:**
 - Everyone can post to Your Organization's timeline
 - Everyone can add photos and videos to Your Organization's timeline
- Post Visibility:**
 - Show the box for "Recent Posts by Others" on the top of Your Organization
 - Default visibility of posts by others on Your Organization's timeline: [\[?\]](#)
- Tagging Ability:** People can tag photos posted by Your Organization
- Messages:** Show "Message" button on Your Organization
- Moderation Blocklist:** [\[?\]](#)
- Profanity Blocklist:** [\[?\]](#)
- Delete Page:** Permanently delete Your Organization

At the bottom of the settings area are two buttons: "Save Changes" and "Cancel".

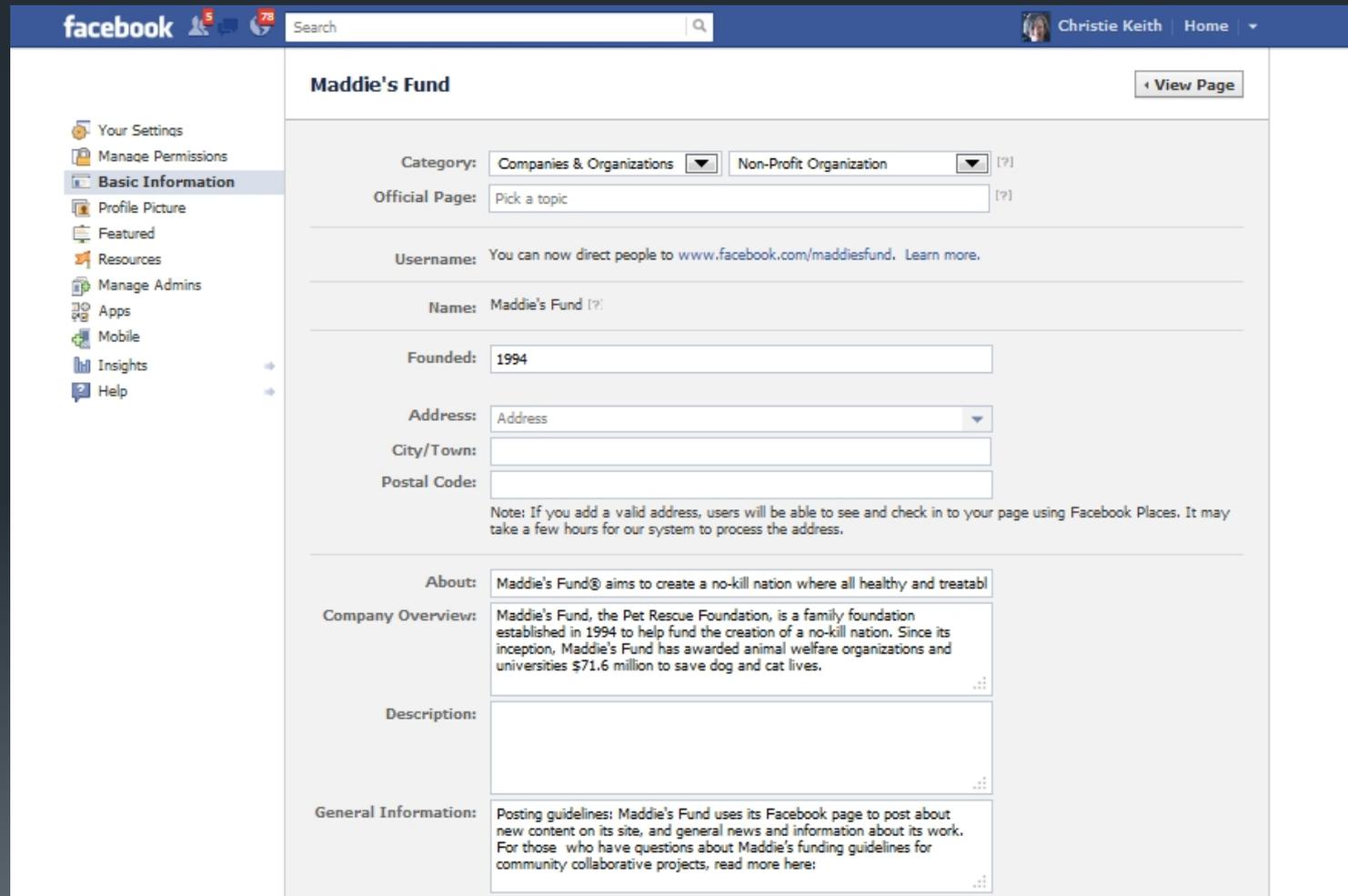
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20. Next, click on "Manage Admins." Type in the names of the other members of your group who will be managing the page, if any. They must have already "liked" the page.



The screenshot shows the Facebook interface for a page's settings. The top navigation bar includes the Facebook logo, notification icons (5 and 70), a search bar, and the user's name 'Christie Keith' with a 'Home' dropdown. The main content area is titled 'Your Organization' and features a 'View Page' button. On the left, a sidebar lists various settings: 'Your Settings', 'Manage Permissions', 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Manage Admins' (highlighted with a blue bar and a black arrow), 'Apps', 'Mobile', 'Insights', and 'Help'. The 'Manage Admins' section displays a profile picture of 'Christie Keith' and a text input field with a dashed border and a small 'x' icon. Below the input field is the text 'Add another admin' and two buttons: 'Save Changes' and 'Cancel'. The footer contains the text 'Facebook © 2012 · English (US)' and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help'.

21. Click on "Basic Information." Fill in any fields you want to; the only one you have to fill in is "About." It should be one sentence.



The screenshot shows the Facebook 'Basic Information' page for 'Maddie's Fund'. The page is set to 'Non-Profit Organization' and 'Founded' in 1994. The 'About' section is filled with the text: 'Maddie's Fund® aims to create a no-kill nation where all healthy and treatabl'. The 'Company Overview' and 'Description' sections are empty. The 'General Information' section contains posting guidelines.

facebook Search Christie Keith Home

Maddie's Fund View Page

Basic Information

Category: Companies & Organizations Non-Profit Organization [?]

Official Page: Pick a topic [?]

Username: You can now direct people to www.facebook.com/maddiesfund. Learn more.

Name: Maddie's Fund [?]

Founded: 1994

Address: Address

City/Town:

Postal Code:

Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

About: Maddie's Fund® aims to create a no-kill nation where all healthy and treatabl

Company Overview: Maddie's Fund, the Pet Rescue Foundation, is a family foundation established in 1994 to help fund the creation of a no-kill nation. Since its inception, Maddie's Fund has awarded animal welfare organizations and universities \$71.6 million to save dog and cat lives.

Description:

General Information: Posting guidelines: Maddie's Fund uses its Facebook page to post about new content on its site, and general news and information about its work. For those who have questions about Maddie's funding guidelines for community collaborative projects, read more here:



More discussion of what to post to your page, when to post, how to get the most benefit from posting, and all the rest, can be found in the Maddie's Fund[®] webcast

[Social Media for Pet Adoption and Adoption Events.](#)

Next step...

Twitter.

Which you'll be glad to know is much, much easier to set up than a Facebook page!

First, ask yourself if your organization **NEEDS** to be on Twitter...





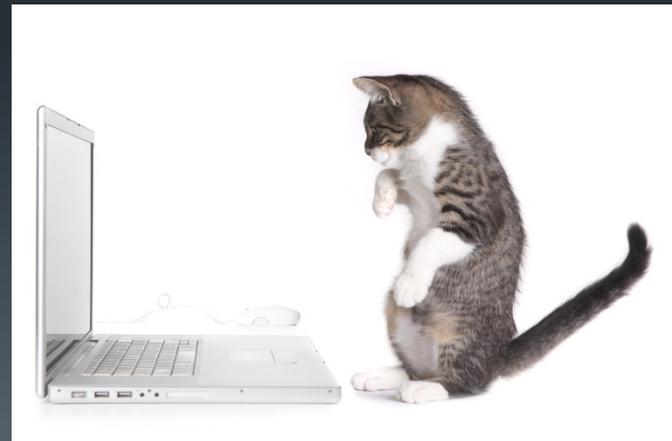
Yes or no?

If you have an enthusiastic staffer or volunteer who is already using Twitter or very excited about it, then yes, it's a great way to connect with your supporters.

And if you want to connect with your local media and bloggers, then yes, you need to be on Twitter.

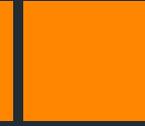


But if time and resources are running low, shelters and rescue groups are better off spending their time on Facebook than Twitter.



Want to try Twitter?

It only takes a few easy
steps to get started!





Twitter has fewer rules than Facebook.

For instance, you can create as many accounts as you want, as long as each one has its own email address.



Twitter lets you create an account in the name of an organization, or your dog, or a made-up, fake, or screen name, as long as you're not trying to impersonate someone famous.



You can only use 15 characters in your Twitter name.

That means if you represent The Greater North Plateau Humane Society of the Rockies and Points West, you're likely to be in trouble.

- 
- Be creative, but be professional.
 - Many organizations now regret using "cute" names, and wish they'd kept it simple.
 - Fortunately, you can change a Twitter username, but it's easier to just do it right from the start.

Getting started on Twitter

1. Go to <http://www.twitter.com>
2. Fill in the fields in the "New to Twitter?" box – using your desired organization username, even if it's just an acronym or one word -- and then click on "Sign Up for Twitter."
3. You'll get an email confirming your account; click on the link in it.

The system will walk you through the steps to get going on Twitter.

These steps are not the same every time someone signs up, but you can usually skip any you aren't interested in.

You're probably not ready to start following anyone yet, for example.

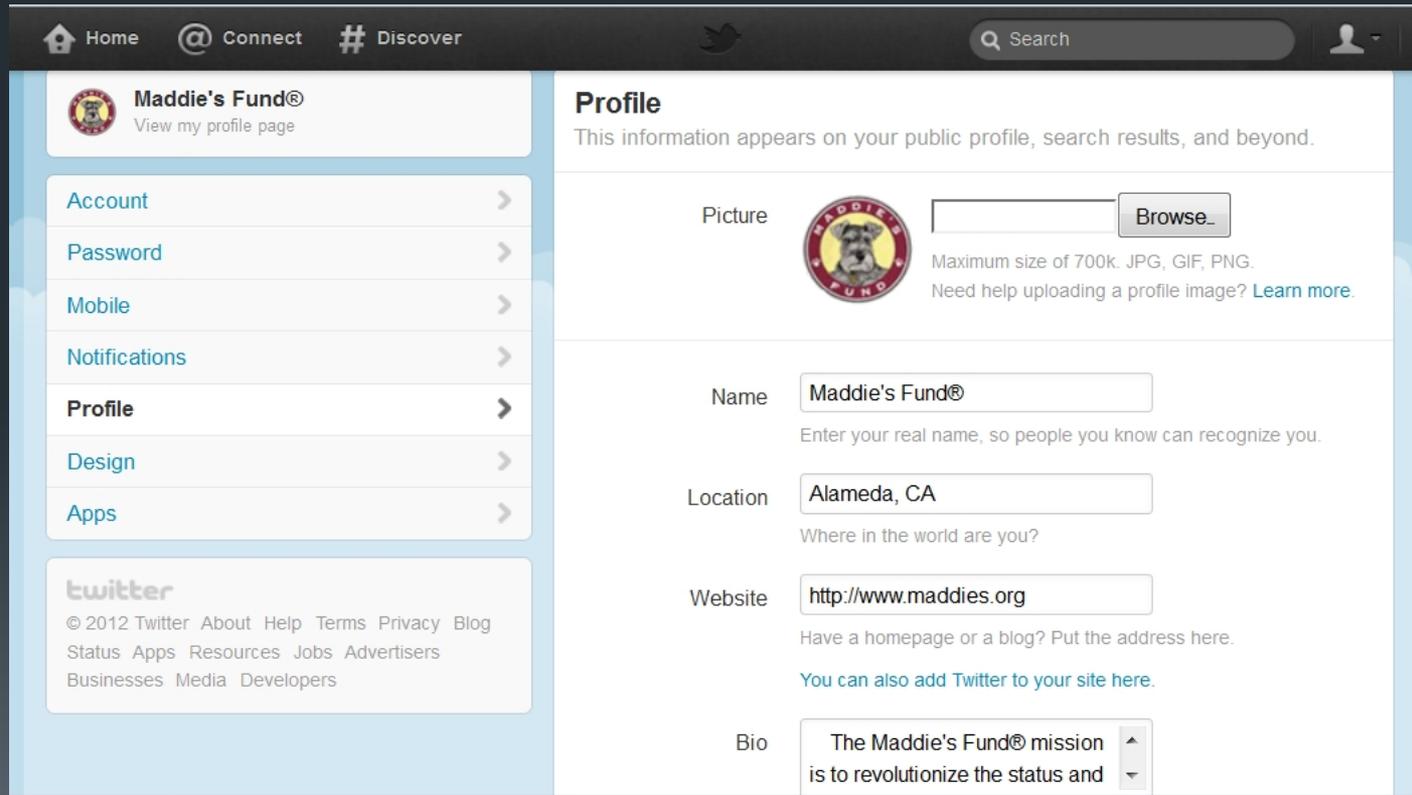
At some point in the process, it will ask you to create your profile.

4. Your Twitter Profile

- Use a square 81 x 81 pixel image as your profile picture and a 1252 x 626 pixel image as your header photo.
- You can skip the header photo, but you **NEED** a profile photo!

Next...

- Fill in your location, website, and a one-line bio.



The screenshot shows the Twitter profile page for 'Maddie's Fund'. The top navigation bar includes 'Home', 'Connect', 'Discover', a search bar, and a user icon. The profile header shows the account name 'Maddie's Fund' with a circular profile picture and a 'View my profile page' link. A left-hand menu lists 'Account', 'Password', 'Mobile', 'Notifications', 'Profile', 'Design', and 'Apps'. The main profile section is titled 'Profile' and contains a description: 'This information appears on your public profile, search results, and beyond.' Below this are several fields: 'Picture' with a circular profile picture and a 'Browse...' button; 'Name' with the text 'Maddie's Fund'; 'Location' with the text 'Alameda, CA'; 'Website' with the text 'http://www.maddies.org'; and 'Bio' with the text 'The Maddie's Fund mission is to revolutionize the status and'. The footer includes the Twitter logo and copyright information: '© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers'.

WARNING:

Do NOT click on the link to send your Tweets to Facebook. It's very annoying, and Facebook will penalize your account for it by hiding most of your posts from your followers' feeds.

5. Click on “home” at the top of the page.

The screenshot shows the Twitter interface for the user 'Maddie's Fund'. At the top, there are navigation tabs: 'Home' (with a house icon), '@ Connect', and '# Discover'. A hand-drawn black arrow points from the 'Home' tab towards the profile header. The profile header includes the user's name 'Maddie's Fund®' and a 'View my profile page' link. Below the header is a left-hand navigation menu with items: 'Account', 'Password', 'Mobile', 'Notifications', 'Profile', 'Design', and 'Apps'. The main content area is titled 'Profile' and contains a description: 'This information appears on your public profile, search results, and beyond.' Below this are several form fields: 'Picture' (with a circular profile picture and a 'Browse...' button), 'Name' (containing 'Maddie's Fund®'), 'Location' (containing 'Alameda, CA'), 'Website' (containing 'http://www.maddies.org'), and 'Bio' (containing 'The Maddie's Fund® mission is to revolutionize the status and').

6. In the upper left hand corner, in the field where it says "Compose new Tweet," you can do just that.

Home @ Connect # Discover Search

Shelter Pet Project
View my profile page

976 TWEETS 1,896 FOLLOWING 10,532 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- Banfield** @Banfield
Followed by Humane Society Tamp...
Promoted · Follow
- Peggy Adams ARL** @PeggyAdam...
Followed by Dbn Animal Shelter an...
Follow
- Anthony Holloway** @k9cuisine
Follow

United States trends · Change

#Bracketsbysixyearolds Promoted

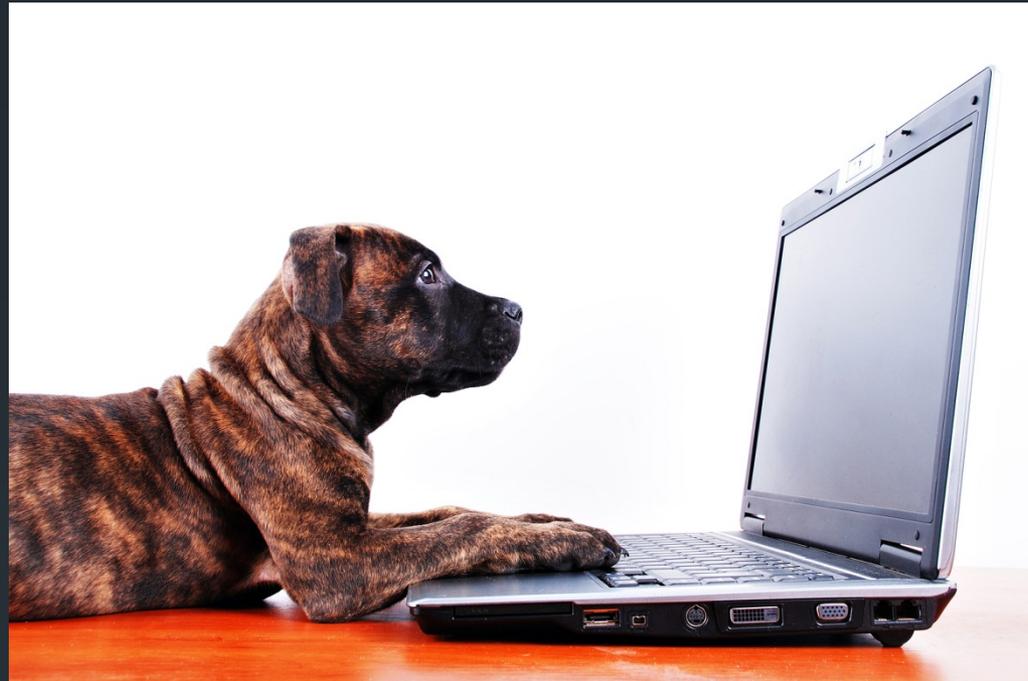
Tweets

- Boris Kitty** @BorisKitty 11s
Wots da passwerd? pinterest.com/pin/2666272404...
- Toronto News** @newstoronto 12s
Toronto Public Library workers were needing for a deal Wednesday with a knit-in in Nathan Phillips Square. dld.bz/bj6u4
- Dogs Training** @Dogs_Training 34s
Service Dog Kicked Out Of School By Mistake -- Grace White
bit.ly/HgOLq4
- Nerd Delle Donne** @NerdAtCoolTable 40s
Be Great ~~~> nerdatthecooltable.com/advertise/
- WITN Headlines** @WITN 39s
Pros & Cons Of Night Hunting For Coyotes Debated: Dozens of people spoke out at Wednesday night's public hearin... bit.ly/HfJpl4
- Mary E Haight** @dancingdogblog 51s



There is more information on what to Tweet,
when, and more advanced tips on using
Twitter in the webcast

*Social Media for Pet Adoption and
Adoption Events*



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Facebook: <http://www.facebook.com/ByChristieKeith>

Twitter: [@christiekeith](https://twitter.com/christiekeith)

Pinterest: <http://www.pinterest.com/christiekeith>

Google+: <http://tiny.cc/christiekeith>