

## Twitter Town Halls

For those with active Twitter handles, we recommend hosting a Twitter town hall or twitter chat to engage your followers and interested parties to increase awareness about your Summer Food Service Program. A town hall is an event where agencies invite public engagement for a scheduled time period during which users can ask questions or find out more information about a topic via Twitter, much like a webinar. The questions are tagged with a pre-designated hashtag (we recommend #SummerFoodRocks) and the host organization and participants respond to questions using that hashtag. You could develop about 6-8 questions for the audience to engage and you or your partners could then respond to these inquiries and inquiries from the public, adding important resources for your followers. Here are some others tips:

- Promote your Twitter chat through your existing social media channels. Ensure enough time for followers to prepare posts and build into their busy schedules.
- Use partners' twitter handles to create momentum and promote RTs
- Create and stick to an agenda. Pinpoint several messages to get across and design the conversation so those topics are covered.
- Whatever the topic, your host needs someone on hand who knows the subject matter in detail and can pull up related content to share with the audience.
- During the twitter chat welcome attendees and thank them for participating. Explain the main purpose for the gathering. As needed, remind people of the ground rules.
- Make sure as many people as possible have the opportunity to have their voice heard.
- External/technical support – it's a good idea to have a few people with Twitter accounts logged in either from their offices to monitor the conversation and catch comments or questions that the team may have missed. And while your IT folks do not need to be in the room, it's a good idea to have them available in case the WI-FI or laptops experience issues.
- A best practice is to always follow-up your Twitter chat with a blog post, such as a [Storify](#), that curates the questions and answers from the chat, and also answers additional questions asked before, during or after the event.

