



The Storm: Protecting the Clean Air Act (Spring 2010)

Social Media How To Guide



Facebook:

- Make a Facebook event page 72 hours or less before your event to invite folks to attend your event.
- To make an event, go to your Facebook homepage. You'll see "events" on the right hand side of the screen. Click "see all" and it will take you to the "create event" button. Click "create event" and follow the steps. If you need additional help, here's a link on more information: http://www.ehow.com/how_5035070_make-facebook-event-invitation.html
- [Clean Air Act Fanpage](#) and [1Sky Fanpage](#): Post a link to your event on our fanpages to drum up more participation in your area.

Twitter:

Sample Tweets:

- Show Rep./Senator X that there's a storm brewing in #City: [link to your facebook event] #cleanairact #climate
- Today, we're showing up at Rep./Sen. X's office in city to demand from him/her a commitment to protect the #cleanairact: [link to your facebook event]
- Bringing the storm to Rep./Sen. X's office in city. Join me: [link to your facebook event] #cleanairact #climate

Key Hashtags (#): #climatedesk #dirtyairact #cleanairact

Tips:

- Use [bit.ly](#) to shorten link to your facebook event
- Use [twitpic](#) to share photos live from your event on twitter