**@National\_SBEAP “X” (formerly Twitter) Guidelines**

The “X” (formally Twitter) content is posted and managed by the website manager, but any SBEAPs or affiliates are welcome to assist with gathering content for the feed.

**How do I develop and send a draft content for X?**

All programs are encouraged to share draft content to [info@nationalsbeap.org.](mailto:info@nationalsbeap.org) Content should be up to 280 characters, include a link to the resource (not hyperlink), and an image the program has permission to use. Example images may come from the state’s own photo files or from “free image” website. Do not send a [copyright image](https://belmont.libguides.com/copyright/images) or licensed image. When possible, include “#SBEAP” as part of the 280-word count. Hashtags (#) connect social media content to a specific topic, so in this case, users searching for “SBEAP” will see all of our messages.

**What type of content is good for X?**

Use X to promote your program and trainings or resources that are of interest to our audience, such as:

* A planned event or recent one with archived resources on your website (provide the link)
* Basic information about your program
* Features on one of your small businesses or staff
* Resources your program has created

Remember, our primary target audience is small business, but many of our followers (people who will see the Tweet) are state environmental departments, SBA and other SBEAP agency or service partners. Some of these partners will “retweet” our information if it fits their audiences’ needs. Try to link the National SBEAP website whenever reasonable.

**Can @National\_SBEAP retweet my department release?**

Yes, send [nlarson@ksu.edu](mailto:nlarson@ksu.edu) an email about your tweet and assuming we can find it in our feed, we will retweet and like your tweet, possibly turn it into a separate tweet and tag or “@” your handle to draw our followers to your account.

***General information about our X Account***

National SBEAP

* X handle is @National\_SBEAP
* A X button is posted on the website, [www.nationalsbeap.org](http://www.nationalsbeap.org), just below the “What’s new” box which rotates the news feed and X content.
* The National SBEAP X will try to follow all state SBEAP X accounts
* The @National\_SBEAP team is currently responsible for managing all aspects of the X account. This includes re-posts, proofing content for release and the scheduling of tweets via a scheduling app called [OneUp](http://www.oneupapp.io/).
* All content from the X account should include the #SBEAP hashtag

State SBEAP X accounts

* All state X accounts should FOLLOW the National SBEAP
* All tweets should include the #SBEAP hashtag
* Let the National SBEAP X manager know about your X account (give them your X handle) so they can follow you
* Re-tweet National SBEAP tweets

SBEAP Content

Target Audience: Small Business

Goal: Three posts each week

* Re-post SBO Bulletin and EPA ASBO
* Grant opportunities for small businesses, ex. SB Innovation Grant
* New rule changes/requirements
* NSC comment letters
* National reporting deadlines
* Webinars/Trainings/Conferences
* Website updates
* Award program/winners