**@National\_SBEAP TWITTER Guidelines**

*updated March 2021*

The Twitter content is posted and managed by the Website manager, but the Promotion Subcommittee assists with gathering content for the feed.

**How do I develop and send a draft Tweet?**

All programs are encouraged to share draft tweets to [nlarson@ksu.edu](mailto:nlarson@ksu.edu). Tweets 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 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 Twitter?**

Use Twitter 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 e-mail 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 Twitter Account***

National SBEAP

* Twitter handle is @National\_SBEAP
* A Twitter 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 twitter content.
* The National SBEAP Twitter will try to follow all state SBEAP twitter accounts
* The @National\_SBEAP team is currently responsible for managing all aspects of the Twitter account. This includes: retweets, proofing content for release and the scheduling of tweets via a scheduling app called Hootsuite.
* All tweets from the Twitter account should include the #SBEAP hashtag

State SBEAP Twitter accounts

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

SBEAP Content

Target Audience: Small Business

Goal: Three tweet/re-tweet / week

* Re-tweet 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
* Promotion subcommittee—4 tweets/month
* Website updates
* Award program / winners