What is Twitter?

• Social network
• People “tweet” bursts of information in 140 characters. Tweets can include links to websites, photos, videos as well as hashtags
• Twitter allows people to communicate in real time – a cross between text messaging and blogging
• Everything is public unless you have a protected account or use a Direct Message (DM)
Our Newsfeed and tweets from people we’re following

People we’re following

People following us

Our Newsfeed and tweets from people we’re following

American Kennel Club

Who to follow: Refresh · View all

Penn Foster @PennFoster
Follow

Big City Pot @BigCityPot
Follow

karen frieseczke @doggieslylish
Follow

United States trends: Change

#UltrabookHunt Promoted
#50ThingsILove
#America

Trends, i.e. what people are talking about the most at a certain point in time
How AKC Uses Twitter

Three types of tweets: We post our own messages, reply to messages from other people and retweet interesting thoughts and ideas from others.

• Share AKC news & updates – new events, titles, programs, etc.
• Provide helpful tips to dog owners
• Interact with customers – answer questions about AKC events/services, congratulate people on new titles
• Share entertaining, cute and/or fun items like photos and videos
AKC Profile Page

Our tweets show up in our follower’s newsfeeds

We retweeted a follower

Images we’ve shared

AKC News about ACE

Event congratulations
Interacting with Followers

People can send public messages to us by including @akcdoglovers in their tweet.

They retweeted, or shared, the ACE news with their followers.

An example of a question we’ve replied to.
Hashtags

• Tweets with a hashtag (#) help you track specific conversations.
  • Example: For the AKC/Eukanuba National Championship, everyone who tweeted at/about the show used #AKCEukShow to make it easier to search for information about the event.

• You can follow a specific hashtag via Twitter search
• We can make up a hashtag to use for any kind of AKC event or program
You can look for a specific hashtag or conversation through Twitter search.

Anyone talking about dogs on “Woof Wednesday” will pop-up.
Setting Up Your Club Profile

Create an account at [www.twitter.com](http://www.twitter.com) and follow Twitter’s prompts to set-up your profile.
Start Tweeting!

Just type your message into the “Compose new Tweet...” box and you’re off!
What should your club tweet about? Who should you follow?

Tweets:
• Upcoming club events – shows, trials, training classes, CGC testing, fun days, Responsible Dog Ownership Day activities and more
• Fun photos or videos of club member dogs
• Congrats to those who have done well at your events

Follow:
• Local dog-friendly businesses
• Reporters who have written about your club or may do so
• Dog lovers in and around your city or town!
• Follow us! @akcdoglovers
Turning Information into Tweets

Here’s an example of how to turn information into a 140-character tweet:

The AKC Companion Animal Recovery (AKC CAR) Canine Support and Relief Fund has awarded $258,000 to K-9 Search and Rescue (SAR) teams. AKC CAR has supported the crucial role these volunteers play during natural disasters and other emergencies since 2002.

Examples of K-9 SAR team grants include funding for:

- Human Remains Detection seminars
- Rattlesnake proofing
- Cooling vests, safety vests & repelling harnesses
- Radios, kennels, crates, leashes & toys
- Sonar system for water search and safety training
- K9 First Aid Kits
- Rubble Pile, Agility, Obedience and Control training to achieve FEMA standards

Grants are going to more than 100 SAR groups in 40 states and AKC-affiliated kennel clubs across America are holding local presentation ceremonies in their communities where grant recipients are located.

The 2012 AKC CAR SAR Grant recipients are listed here: [http://www.akccar.org/givingback/](http://www.akccar.org/givingback/)

- Tweet: AKC CAR awarded $258,000 to more than 100 search & rescue groups to help w/ vital training. Congrats to the recipients! [http://www.akccar.org/givingback/](http://www.akccar.org/givingback/)
Contact AKC Club Communications at communications@akc.org or 212-696-8228 for any Twitter, social media or PR assistance.

Additional Twitter guides:
• [http://www.slideshare.net/Griner/the-twitter-tutorial](http://www.slideshare.net/Griner/the-twitter-tutorial)