

# LIBRARY ADVOCACY DAY

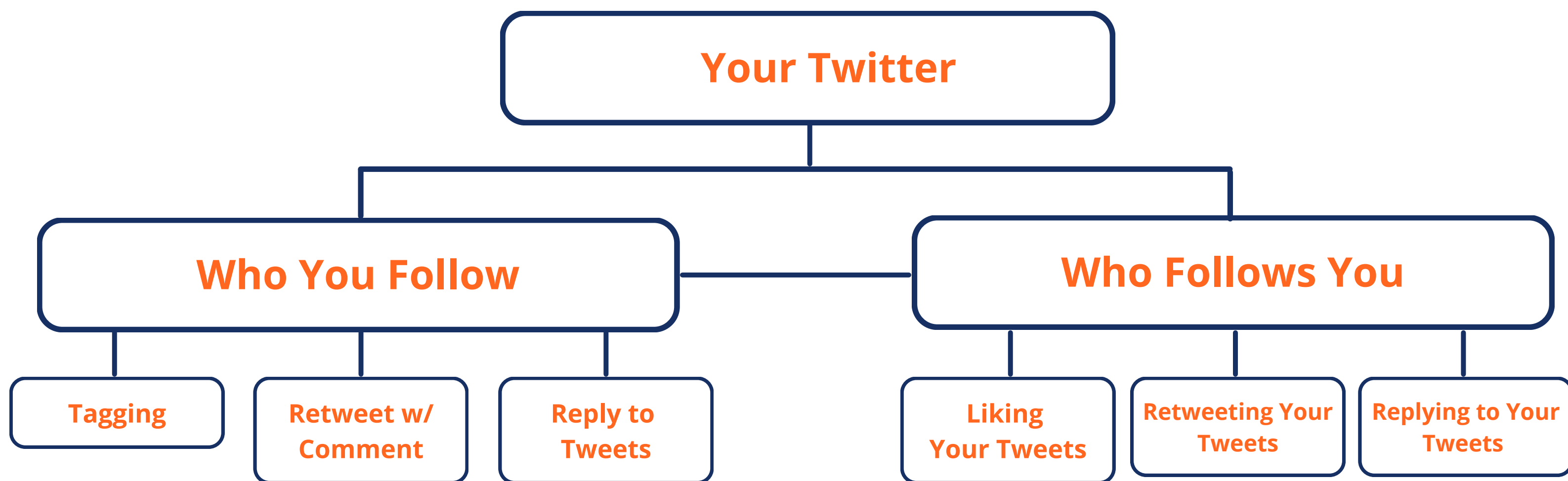


FEBRUARY 28, 2023

#LAD23

## Leveraging Your Network of Influence

You have a Twitter and know your elected officials Twitter handles. But, how do you create a network of influence? Your Twitter has power and we have pulled together a one-pager to help you understand how to leverage your network of influence.



The power of Twitter is in the palm of your hands and it is understanding the ways in which you can communicate with others effectively. It is important to understand that Who You Follow and Who Follows You makes a difference.

We recommend for you to follow your elected officials at every level of government and your fellow #LibraryAdvocates across the state. This will make sure that you are in-the-know with those who matter most in both the "Library World" and the decision-makers who matter most in advancing the issues you care about.

So, how do you leverage your influence whom you follow? The top three ways to engage with whom you are following by tagging them (ex: @'ing them) in your tweets, retweeting their tweets with your own relevant commentary, and replying to their tweets.

Then, what about who follows you? Sure, we can't control how our followers interact with our tweets, but it's good to know how they can leverage your voice. The three key ways that followers can amplify your voice are by liking, retweeting, and replying to your tweets. The more followers interact with you, the more likely your tweets will appear on others' feeds.

Like every social media platform, Twitter is all about reciprocity. Those whom you follow and those who follow you are both relationships you have to maintain and develop. When it comes to becoming a Twitter expert and a social media advocate, make sure you are staying active. You'll get the hang of it in no time!