

Wondering how to use Twitter effectively? Check out the Twitter best practices below, developed by The Huru International Team.

Tag appropriate users in each tweet, using their Twitter handles: these begin with @

For example re: thanking First Lady Michelle Obama, aka @FLOTUS:

What Not To Do :-)

Thank you, Michelle Obama, for recognizing that #menstruationmatters to #girls #education! Period.

What To Do :-)

Thank you @FLOTUS for recognizing that #menstruationmatters to #girls #education! Period.

When starting a Tweet with someone's Twitter handle, it is best to place a period at the beginning of the Tweet. For example:

.@FLOTUS Thank you for recognizing that #menstruationmatters to #girls #education! Period.

Even better, when possible, place the Twitter handle within the Tweet (rather than at the beginning). For example:

Thank you @FLOTUS for recognizing that #menstruationmatters to #girls #education! Period.

Here is why: When Tweeting directly at someone (by putting their @handle as the beginning of your tweet), that Tweet will only appear in the streams of users who follow both you and the person at whom you are directly Tweeting. This is simply Twitter's way of ensuring that other peoples' streams are not inundated when you and another user are Tweeting back and forth with each other.

Tag other relevant users in any images attached to Tweets.

You can tag up to 10 users in any photo that you attach to a Tweet. For example re: thanking @FLOTUS, feel free to tag each other in the images so that @FLOTUS knows how much support she has for her tweet! To tag other users in an image, simply start a new Tweet and attach the photo; then click on the link below it that says "Who's in this photo?"

Remember to use hashtags #MenstruationMatters #LetGirlsLearn #MHDAY