



How can I contribute to the USGBC South Florida Chapter's Twitter page?

1. Type “USGBC South Florida” in the search bar and press Enter.
2. Click the “Follow” button on the Chapter’s page.



How to Tweet @ USGBC South Florida

1. On your homepage, type your tweet in the box “Compose new Tweet ...”
2. Be sure to include “@USGBCSF” in your tweet to link the tweet to the Chapter’s page.



How To Use “Hashtags”

The # symbol, also known as a hashtag, is used to mark keywords or topics in a tweet. Using hashtags helps people find interesting tweets based on interests. The following hashtags, for example, would work well with the USGBC South Florida Chapter’s interests:

1. #GreenBuilding
2. #USGBC
3. #LEED

Then, anyone who is searching for tweets about Green Building, USGBC or LEED will see any tweets that are marked with these hashtags.

(cont.)

Other Ways to Contribute

1. Participate via Replying
 - a. On the Chapter's tweets, click "Reply" and type a response in the dropdown box.
2. Participate via Retweeting
 - a. On the Chapter's tweets, click "Retweet" and click "Retweet" again in the popup box.
 - b. Retweeting one of the Chapter's tweets will be seen as one of your tweets on your personal page as well as to all of your followers.
3. Participate via Favoriting
 - a. On the Chapter's tweets, click "Favorite" to indicate interest.

What are the rules for what I can and can't post?

1. No Advertising: Please do NOT post any product endorsements, suggest certain retailers, or advertise any goods or services on the USGBC South Florida Chapter's social-media network. As a nonprofit organization, we are in the education and advocacy business, not the retail business.
2. Use Proper Grammar and Spelling: The rules for posting on social-media sites are more relaxed than most other mediums; however, the lack of proper spelling, punctuation or grammar immediately makes the site look uninviting for further growth.
3. Be Creative and Engaging: Social-media pages for nonprofits or businesses are an extension of their website, sales or marketing engines. While this definitely has a place in the social-media sphere, it should not be the only thing that shows up on our sites. Whenever possible, please try to jazz up your posts with links to interesting articles that build upon your idea, captivating videos, or blog posts that further explain what you're trying to get across. A dab of creativity in each post goes a long way!
4. Encourage Interaction: Social media should not be a one-way conversation. If people aren't commenting on posts, liking links and videos, or posting their own thoughts and ideas on your post, we're not getting the full potential out of the platform. Remember to ask questions, come up with trivia or FAQs, or link to other posts that will start conversations on our Chapter's page. The more interaction, the better! Tag other people in your posts, tag pictures you upload, and encourage people to comment.

Thanks for your participation in helping spread the word about the USGBC South Florida Chapter, the USGBC, and this amazing transformative movement! If you have questions regarding the Chapter or if you would like to join our volunteer family, email info@usgbcsof.org.