**POstables Twitter Tips for Premier of *Lost Without You* on Sunday 9/25**

1. All tweets should include **#POstables** (no other hashtags) and if possible **@hallmarkmovie**.
2. What’s important is to **re-tweet** as many messages as you can. It’s especially important to **re-tweet** posts by SSD stars, Hallmark personnel, or hallmark movie. You can go back and “like” posts later.

**Something for POstables to consider if you want to join Buffer (free)**

1. Buffer is a program that allows an individual to prepare 10 tweets ahead of time and release each at a specific time. Once one tweet releases, you are free to write a new one. This keeps a tweeter ahead of the game so you can actually enjoy the movie and **re-tweet** as often as possible. Once in twitter, you can also write tweets the way you usually would even if you’re using Buffer, and enjoy tweets from others. We POstables are quite witty and observant and we want to ENJOY this evening, stress-free (even if a supply of YooHoo is available at your house).
2. Sign up at Buffer.com through your twitter account. It just requires your e-mail and a password. You can download the Twitter app (free) to your i-phone and/or i-pad for easy access.
3. Once you’re a member, you will go to your dashboard. There you will click on “content” and write a post. It’s ok if the prepared tweets are rather general since you haven’t seen the film yet! Just include **#POstables** and, if you have room, **@hallmarkmovie**.
4. Now it’s time to schedule the message. Click the arrow and a list will drop down. Pick the bottom choice that says “Schedule Post”. A calendar will appear in some form depending on the device you’re using. Click on 9/25. Then schedule a time you want the tweet to release. Make sure to identify PM. Then click on the blue “Schedule” box to add it to your queue (list). Tweets can be released as often as one a minute. I suggest you schedule them every 5-10 minutes.
5. Continue scheduling tweets until you have 10 prepared. THESE MUST ALL BE UNIQUE. Exact wording will not work – (something to do with Twitter rules).
6. Once your first scheduled tweet releases, you’re free to prepare a new one if you want to. If you have both the twitter and buffer apps on your devices, you can switch between them. However, if all we do is prepare the 10 tweets ahead of time and never return to fill the Queue again, we’d post hundreds of extra posts just ready for **re-tweets** without having to type them that night. (In order to thoroughly enjoy the premier of this beautiful film, many POstables are going to prepare 10 buffer tweets, watch the film without tweeting, and just

**re-tweet** during commercial breaks. Of course, most of us will DVR or re-wind and re-watch *Lost Without You* immediately after premier, uninterrupted!)

1. You might want to send out a few Buffer messages before the 9pm (ET) 9/25 premier just to get comfortable with it. Perhaps you can practice during the SSD marathon that precedes *Lost Without You*. Schedule a few tweets and see if they release to Twitter as scheduled.
2. I became comfortable with this fairly quickly, so give it a try! Then we’ll be all set to use Buffer again for the next *Signed, Sealed, Delivered* film in early 2017.
3. If you have trouble, send a tweet or DM to @MarybethMkprudz **or** @ann\_ridge; we’ll do what we can to help.

**But above all - have fun! We #POstables know how to do that, and we are sure to be delighted with this treasured new installment in our beloved SSD series.**