**#POstables Twitter Tips for Premier of *To The Altar* on7/15 at 9pm(E)**

1. All tweets should include **#POstables** (no other hashtags) and if possible **@hallmarkmovie**.
2. What’s important is to POST Original tweets, QUOTE/RT or make a comment. It’s especially important to respond to posts by SSD cast Hallmark personnel, or HM. Go back and “like” posts later—they add NO VALUE for trending! **Remember--LIKE=0; POST, Post, QUOTE/RT, comment = TREND points**
3. New Twitter rules for trending give little credit to a straight RT. You must “add value to conversation”.
4. Tweet information will be collected for social media involvement for **3 hours before the premier of *To The Altar* and 3 hours after the premier of *To The Altar.*** So by all means tweet before the Premiere and keep tweeting after the premier ends (while you’re re-watching *To TheAltar* again, because you know that’s what you’ll be doing!)

**Something for POstables to consider to support trending**

**Add Buffer/Buffer App (free) and/or Hootsuite/Hootsuite App (free) on computer/device**

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, the individual is free to write a new one, but many viewers will only prepare 10 and spend the rest of the time on twitter responding to the film itself. You could write tweets for *To The Altar* or choose to prepare tweets encouraging those watching Christmas films (esp. *Bramble House* on HM) to stay tuned for #TTA.
2. Sign up at Buffer.com through your twitter account for computer and/or download the Buffer app (free) to your phone and/tablet. It just requires your e-mail and a password
3. If you’re using your computer, you will go to your dashboard. There you will click on “content” and write a post. The prepared tweets must be general writing about *TTA* since you haven’t seen the film yet! Just include **#POstables** and if you have room, **@hallmarkmovie**. To schedule the message, click the arrow in the blue box that says “Add to Queue” and a list will drop down. Pick the bottom choice that says “Schedule Post”. A calendar will appear. Click on 7/15. Then schedule a time you want the tweet to release. Make sure to identify PM in this case. Then click on the blue “Schedule” box to add it to your queue (list). Tweets can be released as often as one a minute, so just scatter the 10 tweets throughout the 2 hours of the film.
4. If you want to compose a tweet using your phone/tablet, click on the plus sign in the center of your screen at the bottom. The prepared tweets must be general for *TTA* since you haven’t seen the film yet! Just include **#POstables** and if you have room, **@hallmarkmovie**. Type your message and hit “Done”. When you are finished writing hit the SHARE button at the bottom of the screen. You will get three options – select “Schedule Post”. Select 7/15 and time (Don’t forget PM in this case). Click “Schedule” in the top right of your screen. Your message is now posted for release.
5. Continue scheduling tweets until you have 10 prepared. THESE MUST ALL BE UNIQUE. Twitter will not allow duplication.
6. Once your first scheduled tweet releases, you’re free to prepare a new one. If you have both the twitter and buffer apps on your devices, you can switch between them. However, if all you do is prepare the 10 tweets ahead of time and never return to fill the Queue again, we’d post hundreds of extra 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 post, Quote/RT &comment during commercial breaks.)
7. You might want to send out a few Buffer messages before the 9pm (ET) 7/15 premier just to get comfortable with it. Perhaps you can practice during the the 1 Per Night Countdown. Schedule a few tweets and see if they release to Twitter as schedule.

Continue Reading to learn about **Hootsuite**

1. Another program that enables you to schedule tweets ahead of time is **Hootsuite**. One can schedule 30 tweets at a time, but no more quickly than once every 5 minutes. If you use the computer, you can compose and save drafts ahead of time and load them after the first 30 have released. Doing just 30, however, will be a big help!
2. Register your computer at <https://hootsuite.com/plans/free>. You can also download a free app for your phone/tablet. The computer and phone/tablets are synced for ease of use.
3. You can schedule 30 tweets at a time – but no more than one every five minutes. To compose a message on the **Hootsuite** Dashboard on your computer, find the box in the toolbar that says COMPOSE. Type your message. You can add links and **Hootsuite** will automatically shorten the URL. You can also add pictures and media. Once your message is ready, click on the calendar icon to schedule tweet for 7/15 and hour/minute. Be sure to designate PM (in this case) and hit SCHEDULE. Of course these prepared tweets will be general for *TTA* since you haven’t seen the film yet. Remember to ALWAYS add **#POstables** to your messages and if possible, **@hallmarkmovie**. Also, each message must be unique; Twitter doesn’t allow duplicate messages.
4. If you’re using an app on your phone/tablet, start with “Home” screen. Click the pencil at the bottom of the screen. Then compose your message. When your message is complete, click NEXT in the top right corner. You will get three options—select “Custom Schedule”. Select 7/15, then select the hour/minutes—don’t forget to designate PM (in this case) and click “OK”. Then click “Done” in the top right. Again, your message will be general for *TTA* when prepared in advance because you haven’t seen the film. Remember to ALWAYS add **#POstables** to your messages and if possible, **@hallmarkmovie**. Also, each message must be unique; Twitter doesn’t allow duplicate messages.
5. Once your tweets are scheduled, you can go into PUBLISHER to make changes or check progress. On computer you access PUBLISHER by selecting the paper airplane icon on the left side of the screen. On an app, you will click the paper airplane icon at the bottom of the screen to the left of the pencil. Remember, if all you do is prepare up to 30 tweets ahead of time we’ll post hundreds of extra tweets just ready for Quote/RT, or comments without having to type them that night. (In order to thoroughly enjoy the premier of *To The Altar*, many POstables are going to prepare up to 24 **Hootsuite** tweets, (use the extra ones for before to entice *Bramble House* viewers to stay tuned for *TTA or after to contribute to trending*) watch the film without tweeting, and just re-tweet during commercial breaks.)
6. You might want to send out a few **Hootsuite** messages before the 9pm (ET) 7/15 premier just to get comfortable with it. Perhaps you can practice during the 1 per Night Countdown. Schedule a few tweets and see if they release to Twitter as scheduled.

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I became comfortable with this fairly quickly and I am a novice techie, so give it a try! It will help us to trend on Twitter.



If you have trouble, send a tweet/DM to @marybethmkprudz or @ann\_ridge and we’ll try to help!