

## #POstables Twitter Tips for Premier of *Higher Ground* on 2/19

1. All tweets should include **#POstables** (no other hashtags) and if possible **@hallmarkmovie**.
2. What's important is to RE-TWEET and/or QUOTE/RT as many posts as you can. It's especially important to RE-TWEET posts by SSD stars, Hallmark personnel, or hallmark movie. Go back and "like" posts later—they add NO VALUE for trending! **Remember--LIKE=0; POST, RT and QUOTE/RT = TREND points**
3. Tweet information will be collected for social media involvement for **3 hours before the premier of *Higher Ground* and 3 hours after the premier of *Higher Ground***. So by all means tweet during the marathon and keep tweeting after the premier ends (while you're re-watching *Higher Ground* 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.
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 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 2/19. 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 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 "Custom Schedule". Select 2/19 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---ready for re-tweeting--- 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.)
7. You might want to send out a few Buffer messages before the 9pm (ET) 2/19 premier just to get comfortable with it. Perhaps you can practice during the SSD marathon that precedes *Higher Ground*. Schedule a few tweets and see if they release to Twitter as scheduled.

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1. Another program that enables you to schedule tweets ahead of time is **Hootsuite**. This program allows a person to register up to three Twitter accounts (each with a different e-mail). Each account can schedule up to 50 tweets at a

time, but no more quickly than once every 5 minutes; so you can schedule 24 tweets during *Higher Ground* for each registered twitter account.

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. Once the program is installed you can keep track of all your accounts and switch easily between them, if you have more than one.
4. You can schedule 50 tweets a day – but no more than one every five minutes FOR EACH ACCOUNT. (So if you have 3 accounts, you could schedule a tweet from EACH account at the same time. If you are scheduling from more than one account, click on the name of that account in the toolbar under the “compose message” box ) 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 2/19 and hour/minute. Be sure to designate PM (in this case) and hit SCHEDULE. Of course these prepared tweets will be general 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.
5. If you’re using an app on your phone/tablet, start with “Home” screen. Click the pencil at the bottom of the screen. If you have multiple accounts, you will need to click on “Select Social Networks” at the top. Select the desired Social Media Account and then select “DONE” at the top right. 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 2/19, 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 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.
6. 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 24 tweets (on one account) ahead of time we’ll post hundreds of extra tweets--- ready for re-tweeting---without having to type them that night. (In order to thoroughly enjoy the premier of *Higher Ground*, many POstables are going to prepare 24 **Hootsuite** tweets, watch the film without tweeting, and just re-tweet during commercial breaks.)
7. You might want to send out a few **Hootsuite** messages before the 9pm (ET) 2/19 premier just to get comfortable with it. Perhaps you can practice during the SSD marathon that precedes *Higher Ground*. 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 against stiff competition with WCTH at the same time nationwide, and we’ll be all set to use **Buffer** and/or **Hootsuite** again for the next *Signed, Sealed, Delivered* film later in 2017.



If you have trouble, send a tweet to **@MarybethMkprudz** or **@ann\_ridge**; we’ll do what we can to help.