

## The Basics

- Tweets can be seen by anyone that runs a search for a keyword/hashtag in your tweet; not just your friends or those that are already part of your social network
- Tweet: Message can only be 140 characters of text and can contain photos, videos & links
- Retweet: A tweet that you forward to your followers
- Twitter handle: A user name (e.g. @NCWWI)
- Followers: Those subscribed to your Twitter updates
- Following: Means you've chosen to subscribe to their Twitter updates
- Reply: A public message that begins with @username
- Direct message: A private message sent from one Twitter user to another
- Hashtag
  - Use of a # sign immediately followed by a string of words (e.g. #childwelfare)
  - Indicates topic or keyword, organizes a conversation and/or can explain contents of a tweet
  - Ideally use hashtag already trending/popular to bring you RTs & new followers
- Uses: peer relationships, advocacy, communication, outreach, recruitment, dissemination, continuing education

## Child Welfare & Social Work Hashtags

- #NCWWI
- #MyNCWWI
- #LAMM
- #childwelfare
- #socialwork
- #socialworker
- #marcosw
- #socialjustice
- #swtech
- #homevisiting
- #CQI
- #participatoryevaluation
- #youthvoice
- #familyinvolvement
- #familyengagement
- #familygroupdecisionmaking
- #traumainformed
- #evidencebasedpractice
- #differentialresponse
- #disproportionality
- #racialequity
- #college(s)
- #highereducation
- #scholarship
- #academic
- #academia
- #postsecondary
- #ICWA
- #tribalcourt



## Foster Care & Adoption Hashtags

- #fostercare
- #fosteryouth
- #guardianship
- #FosterCareMonth
- #fosterchildren
- #grouphomes
- #permanency
- #recruitment
- #kinship
- #familyfinding
- #childadoption
- #adoption
- #postadoption
- #adoptee
- #adoptiveparents
- #nationaladoptionday
- #onedayproject
- #foreverfamily
- #nationaladoptionmonth

## Health/Well Being Hashtags

- #wellbeing
- #selfcare
- #stress
- #aging
- #secondarytraumatictstress
- #sleep
- #resilience
- #fatigue
- #eatingdisorders
- #depression
- #stigma
- #addiction
- #substanceuse
- #teensuicide
- #PTSD
- #mentalhealthstigma
- #mentalhealth
- #mentalhealthmatters
- #behavioralhealth
- #healthcare
- #medicaid
- #specialeducation

## Identity Hashtags

- #transracial
- #LGBTQyouth
- #LGBTpridemonth
- #americanindian
- #nativeamerican
- #tribal
- #native
- #tribalcommunities

## Workplace Hashtags

- #workforce
- #workforcedevelopment
- #workforcedata
- #diversityinworkplace
- #customerservice
- #strategicplanning
- #leaders
- #leadership
- #management
- #employeewellbeing
- #engagement
- #EmployeeEngagement
- #employeemotivation
- #morale
- #turnover
- #retention
- #credibility
- #ethics

- #coaching
- #mentoring
- #internship
- #technology
- #promisingpractice

## Abuse Hashtags

- #humantrafficking
- #sextrafficking
- #sexualabuse
- #traumatherapy
- #neglect
- #childabuse
- #ChildAbusePreventionMonth
- #childmaltreatment
- #childhoodtrauma
- #NOMORE
- #domesticviolence
- #domesticviolencemonth
- #violenceintervention
- #violence
- #DV
- #bullying
- #trafficking
- #firstresponders
- #MandatedReporters

## Miscellaneous Hashtags

- #Congress
- #TANF
- #SNAP
- #LIHEAP
- #juvenilejustice
- #justicedepartment
- #childsupport
- #childcare
- #childdevelopment
- #earlychildhood
- #parents
- #parenting
- #positiveparenting
- #family
- #positivechange
- #socialmedia
- #smartphone
- #mobiletechnology
- #blogging
- #poverty
- #homelesschildren
- #socialchange
- #happiness

## Helpful Twitter Handles for Content Curation

- @ACFHHS
- @AdoptUSKids
- @AECFNews
- @AspenInstitute
- @BCGSSW
- @BrookingsInst
- @buffalostate
- @CalSWEC
- @CASCW\_MN
- @CaseyPrograms
- @cbsnews
- @CCAIInstitute
- @CCFL\_UNL
- @ChildTrends
- @ChildWelfare411
- @ChildWelfareHub
- @ChronicleSC
- @COFCCA
- @cpshr
- @crosscut
- @CrossKnowledge
- @CUDeptofPeds

- @CWLAUpdates
- @DIYtoolkit
- @DukeChildPol
- @DukeLaw
- @energy\_project
- @EPIS\_Center
- @Forbes
- @FosteringMC
- @Gallup
- @GallupJournal
- @GOVERNING
- @GovExec
- @HarvardBiz
- @HFRP
- @HHSGov
- @HuffingtonPos
- @HuffPostImpact
- @HuffPostPol
- @IdealistCareers
- @Inc
- @JBS\_Inc
- @KempeFoundation
- @mashable
- @McKinsey
- @Mind\_Tools
- @MSWatUSC
- @NationalFFCMH
- @NativeChildren
- @NBCNews
- @NCJFCJ
- @NCTSN
- @NewsHour
- @newsocialworker
- @newswise
- @npr
- @NRCYD
- @nytimes
- @pewtrusts
- @RANDCorporation
- @ReadRiseMag
- @RFutures
- @robertjedward
- @samhsagov
- @sciam
- @SDSUSocialWork
- @SocialWorkTech
- @socworkpodcast
- @speakyourmindtx
- @swhelpercom
- @TEDTalks
- @TempleUniv
- @TheForumCorp
- @TheNSWM
- @tnr
- @UBSSW
- @UCalgary\_FSW
- @UISchoolofSW
- @UNDswk
- @UNHSocialWork
- @urbaninstitute
- @uscsocialwork
- @USOPM
- @VeolaGreen
- @WheelockCollege
- @whitehouse
- @wrcommission