

WeTweet.org. Because **we matter.**

AUGUST 2015

In 2014, the National Partnership for Women & Families launched an exciting new social media advocacy tool that allows individual Twitter users to easily tweet directly at their members of Congress. By allowing users to post public messages that target specific elected officials, the tool enables any user with a Twitter account to lobby for and raise public awareness of critical issues and pieces of legislation that affect America's women and working families. In 2015, the National Partnership expanded the tool to include local lawmakers in North Carolina, Ohio, Pennsylvania, Texas and Washington, D.C.

How It Works

An individual user goes to WeTweet.org, selects from a list of issues on the left side of the page and inputs her or his zip code. The names and Twitter handles of the user's member(s) of Congress are then automatically generated – in some cases, state legislators are available too. By then clicking “Send Now” next to a lawmaker's name and handle, the user is automatically taken to Twitter where a tweet is pre-populated with an issue-specific message and the lawmaker's handle. The site enables users to easily pick and choose the topics and elected officials they want to raise awareness of and/or target.

Partnering to Create Custom Pages

In some instances, the National Partnership teams up with other like-minded organizations to create custom WeTweet.org pages to better serve specific populations, or to highlight other issues or legislative activity.

Having a custom page means that:

- ▶ The National Partnership creates a unique, branded link that includes your organization's name (for example, WeTweet.org/AAUW, see screenshot below).
- ▶ You can choose which issues are featured on the page, starting with the issues included on the main WeTweet.org page.
- ▶ You can also add issues that aren't already on the main page – as long as they fall within a women's economic security or women's health framework (and are consistent with the National Partnership's mission).
- ▶ You determine the issue that appears by default on your landing page.
- ▶ Your Twitter handle (and @NPWF) is included in each auto-generated tweet.
- ▶ Space permitting, you can also include specific hashtags and/or a bit.ly link to pages or resources on your organization's website.

The National Partnership does not charge a fee for use of the site or for custom pages. In return, partner groups are asked to send out at least one email to their members or activists to promote the tool. Sample language is available upon request.

Note: The National Partnership does not collect any user information through WeTweet.org, and organizations are required to agree to the site's terms of use before a custom page can be created.

Get Started

For more information or to talk about a custom page for your organization, contact National Partnership Outreach and Field Manager Christine Sloane at csloane@nationalpartnership.org.



← → ↻ www.wetweet.org/AAUW  



WeTweet.org

We tweet because we matter.

Tweet this message to your elected officials:

Support #equalpay and the Paycheck Fairness Act, [official's Twitter handle will be added here]! bit.ly/XTIIt7 WeTweet.org @AAUWPolicy

Zip code

Tweet the issues that matter most to you:

- Contraception
- Fair Pay
- Minimum Wage
- Paid Family and Medical Leave
- Paid Sick Days
- Pregnancy Discrimination

 FOLLOW @NPWF

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Planned Parenthood
@PPFA



Following

Today the Senate is voting to defund PP. Go to WeTweet.org/PPact to tell your senators to #StandwithPP and vote NO! #S1881

RETWEETS 131 FAVORITES 59



11:43 AM - 3 Aug 2015



NWLC
@nwc



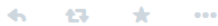
Following

Thanks to @NPWF's new tool, your lawmakers are only a tweet away. Send them a message today at Wetweet.org/NWLC!

RETWEETS 8 FAVORITES 3



9:32 AM - 27 Oct 2014



DC Paid Family Leave
@DCPaidLeave



Following

#TBT How cute was @JUFJ-er @rebnn as a baby?! Tell your Councilmember we need #PaidLeave4DC! wetweet.org/legislator/dc/

