NAVY RECRUITING COMMAND

TWITTER
SOCIAL MEDIA GUIDE

2017
GETTING STARTED

NRC’s nationally managed social media properties (Facebook, Instagram, and Twitter) are meant to generate awareness, support the brand, and drive visitors to navy.com. At the NRD/NTAG level, social media is meant to generate leads and engage prospects with recruiters/sourcers. Everything done on social media should be aimed at making connections between prospects and recruiters.

This guide provides direction for Twitter account maintenance from an administrative point of view. It covers the steps involved with maintaining a Twitter profile, including how to set up your account, how to tweet, and how to comment on others’ tweets and respond to direct messages. The guide will also provide some best practices, as well as do’s and don’ts for Twitter.

Designated admins will have the ability to manage all aspects of the account. Apart from the PAO and other admins at NRC and The Navy Partnership (TNP), it’s recommended that sourcers be given access to their local accounts.

There are no separate levels of access for Twitter accounts. Anyone given access to any official station account may:

• Publish or delete tweets
• Respond to any comments on tweets
• Send and respond to DMs
• View Twitter Analytics
• Administer Twitter Ads
GETTING STARTED

REGARDING PROFILES

Recruiters/sourcers may operate as either representatives of the Navy via professional accounts or from accounts established for the NRD/NTAG they represent.

This document serves as a way to help you set up an account and walk through each step for the first time, and is also a “How To” guide for future reference. Refer to the Table of Contents to find the correct section for help on any issue.
I.

TWITTER OVERVIEW
The PAO, or whomever the NRD/TAOC designates, is responsible for managing the regional Twitter account. This will include creating and sharing content, responding to posts, and responding to Direct Messages.

**TWITTER POSTING / CONTENT SHARE-OUT**

- Receive and post images and text from the field
- Create and post Twitter content for fans
- Share (Retweet)/Repurpose National Navy content

**RESPONDING TO TWEETS**

- Address relevant comments on tweets from the account within 24 hours
- Direct questions to a direct message, email or phone number if inflammatory or needs to be escalated

**RESPONDING TO DIRECT MESSAGES**

- Address within 24 hours
- Don’t ask for confidential information
- Direct individuals to local recruiter when applicable
2.

THE COST OF SOCIAL COLD CALLS

Social Media can be a very useful prospecting tool, but if used improperly, it can be worse than having no presence at all. Twitter is a public forum and, often, users will have personal conversations in this public space. Recruiters/sourcers should feel comfortable addressing issues in this space, particularly those users asking questions concerning recruiting or how to find a recruiter.

However, keep in mind that reaching out to people who have not already made a connection with you requires finesse. Just as you wouldn’t enter a conversation between a group of people in public, you’ll need to look at the context of the entire conversation before determining if your presence would be welcome in that conversation.

These screenshots of Facebook DMs can serve as guidance for reaching out to users on Twitter.
3.

RESPONSE DECISION TREE

Person Replies to a Tweet or Mentions you in a Tweet

Does it Meet Community Guidelines?

NO

Do Not Respond

YES

Is it a general question unrelated to recruiting?

YES

PAO Responds

NO

Is it a recruiting question or directed to a specific recruiter?

YES

Send to DM, alert specific recruiter via email

NO

Ask the individual to send a DM or call to speak to someone

Address all questions in a timely manner; do not ask the recruit to share confidential information
I. OVERVIEW

4.

ENGAGEMENT CRITERIA

Use this to determine when to engage with a user or hide, block or delete comments.

GENERAL

✓ Review your Twitter account at least 3x a day.
✓ Engagements should take place between 8am and 10pm unless urgent.
✓ Always respond to posts as the voice of the Navy, not as yourself (except when/if responding from your professional account).
✓ Engage or acknowledge people speaking positively.

DO NOT ENGAGE WITH

✓ Minors or anyone under age 13
✓ Content that is highly political in nature or generally negative
✓ Users that appear to be spam, robots, or people trying to sell something
✓ Content or profiles that involve illegal activities
✓ Posts or comments that trash another individual, celebrity, or brand

HIDE OR DELETE

✓ Unlike on Facebook or Instagram, users cannot hide or delete others’ comments or posts on Twitter. Simply refrain from engaging with comments or tweets that are inappropriate.
I. OVERVIEW

5. CONTENT CRITERIA

Use this to determine whether or not you should post the content to your Twitter followers.

**DO**

- Confirm that the image, text, and/or link is relevant to your Twitter followers.
- Secure permission to use the image from the individual who took it.
- Confirm content being posted is unbiased and does not include personal opinion.
- Use content that appropriately reflects America’s Navy.
- Retweet posted content from fans.

**DON’T**

- Use an image, text, or link that has been taken or copied from any other brand, person, artist, etc.
- Use images, photos, or logos that are altered or misrepresented.
- Use photographs that feature minors, unless you have their parents’ or guardian’s written permission.
II. NAVIGATING TWITTER
II. NAVIGATING TWITTER

1. DEFINITIONS

- **Tweet**: A 280-character message (including spaces and punctuation). Links in a tweet will be altered to 23 characters.
- **Handle**: Your username. It starts with an @ (@AmericasNavy)
- **Retweet**: Resharing someone else’s tweet. This goes into your timeline.
- **Quote Tweet**: Resharing another account’s tweet with comments added before Retweeting.
- **Hashtag (#)**: A way to signal a topic or participate in a larger conversation (#AmericasNavy, #NBA, #GameofThrones). Twitter users use hashtags as a discovery tool to find tweets based on topic. When you search for or click on a hashtag, you can see every tweet that mentions it, whether or not you follow the users.
- **Feed/Timeline (TL)**: The stream of tweets you see from your homepage. These are updates from accounts you follow. Tweets you are likely to care about most will show up first.
- **Mention (@)**: A way to reference another user in a tweet (@USNavy). The users mentioned will receive a notification.
- **Direct Message**: A private message between two accounts. You can choose to accept or decline messages from users you don’t follow. You can also choose to allow messages from either users you follow or from any Twitter user. (See the section on direct messaging for more info on this).
- **Media**: Any image, video, gif that you’ve shared on Twitter will be saved to this section of your profile, similar to a photo album on Facebook.
- Find more at the Twitter glossary: https://support.twitter.com/articles/166337
2. NAVIGATING THE TOOLBAR: DESKTOP

Main Page Navigation

On desktop, the tool bar will remain the same regardless of which page you are on (your profile, another user’s profile, or your timeline).

Notifications:
Signaled by the bell symbol, the Notifications timeline displays your interactions with other Twitter accounts, as well as mentions, likes, Retweets and new followers.

Messages:
The Messages tab in the tool bar include all private messages sent between your account and other accounts. Messages can be one-on-one private conversations or between groups.

Your Own Profile:
You can navigate to your own profile by clicking on the circle in the top right. You will see your profile image in this circle.
II. NAVIGATING TWITTER

2. NAVIGATING THE TOOLBAR: MOBILE

Your Own Profile:
To navigate to your own profile, tap your profile picture in the upper left hand corner.
On the next screen, you can either tap on your profile picture or on “Profile” in order to navigate to your personal timeline.

Main Page Navigation:
On the mobile apps, you will find the tool bar along the bottom of the screen.

Notifications:
Signaled by the bell symbol, this tab displays the timeline of interactions with other accounts.

Messages:
Signaled by the envelope symbol, the Messages tab in the tool bar includes all private messages sent between your account and other accounts.

Recommendation:
On Mobile, utilize the Search feature to look for conversations, or to browse current trending topics and Moments.
3. CREATING A PROFILE

Create your profile by visiting www.twitter.com or by downloading the Twitter app.

To join, you will need to register with your full name, phone number or email address, and choose a password.

After you sign up, you can choose your username. You will then be prompted to choose a few interests to help make suggestions on which accounts you should begin following.

Recommendation:

You should choose a username and description that clearly identifies you as a recruiter or recruiting station for the U.S. Navy.
3. CREATING A PROFILE

Once you’ve completed those first steps, you will see your Twitter feed for the first time. From there, you can upload your profile picture.

**Recommendation**

**Recruiter Accounts:** Choose an engaging photo that reflects your life in the Navy; perhaps a casual shot of you in uniform rather than an official headshot.

**Station Accounts:** For your profile image, consider using either your official NRD/NTAG logo or a current photo of your team.
3. CREATING A PROFILE

You can edit or add new information at any time by tapping **Edit profile** in the top right hand corner of your profile.

Finish creating your profile by filling in the rest of the information outlined here, including a detailed bio and URL if relevant.

**Recommendation**

You should choose a username and description that clearly identifies you as a recruiter or recruiting station for the U.S. Navy.

Your bio should be clear and concise about who you are and what you offer. Refer to America’s Navy’s Twitter account for guidance on language. As a local recruiter or recruiting station, you’ll also want to add your location.
To modify Settings for your account, navigate to your profile by tapping your profile image on the top right.

Once there, tap **Settings and privacy**.
4. MANAGING SETTINGS

From Settings, you can find friends, see words or accounts you’ve blocked or muted, update your Privacy settings, and adjust your notifications.
III.

TWEETS & TWEETING

As a standard rule, only a portion of your followers will ever see your tweets. This is due to Twitter algorithms and the likelihood of a majority of your followers being active on the platform at any given time. Consistent posting, aligning your content with trending topics, and engaging with influencers can help impact total reach.
III. TWEETS AND TWEETING

1. HOW TO TWEET

To tweet, tap Tweet in the upper right hand of the page. A Compose new Tweet box will pop out. You can type your tweet into the box; the circle in the bottom right hand side of the box reflects how many characters you have remaining. To post a text-only tweet, tap Tweet when you’ve finished.

All Twitter accounts can now post up to 280 characters (up from 140). This provides more room to deliver your message, but brevity is still a central feature of the platform.

Recommendation

It’s important to take part in larger conversations on Twitter to increase your potential reach. Use hashtags and mentions that are relevant to your tweet, such as @AmericasNavy.
Tap the **Tweet** icon in the top right corner. Tap the photo icon to take a photo, or to choose a photo or GIF from your gallery. You may also add a GIF from the GIF library by tapping the GIF icon. You may add multiple photos at a time, but only one GIF.

Tap **Tweet** to post.
3. **TEXT & VIDEO TWEETS**

Tap the **Tweet** icon. Tap the photo/video icon to select your video.

You can trim the length of your selected video by dragging either side of the bar at the bottom. Max length of video is 2 minutes and 20 seconds and max size is 512MB.

Tap **Tweet** to share your message and video.
Twitter does not allow you edit a tweet once you've posted it. The only option is to delete it by clicking the down arrow and choosing **Delete Tweet**. Then you may rewrite and publish it.

Keep in mind that screenshots of the deleted tweet may still exist, and it may be cached or cross-posted on third-party websites, applications, or search engines.

When you delete a tweet:

- The tweet is removed from your account, the timeline of any of your followers, and Twitter search results
- Any retweets of the deleted tweet are also deleted
- If others have Quote Tweeted your tweet, their tweets will not be removed
III. TWEETS AND TWEETING

5. REPLYING TO TWEETS

The reply is an important part of Twitter; it's a way to take part in larger conversations.

Reply by clicking or tapping the reply icon from a tweet.
III. TWEETS AND TWEETING

5. REPLYING TO TWEETS

Your reply tweet will show the message "Replaying to..." when viewed in your profile page timeline. When someone replies to one of your tweets you will see Replaying to you above the tweet and you will receive a notification in your Notifications tab.

When two people are replying to one another, only relevant people, such as those who follow both people in the conversation, will see the reply in their timeline.

Replies from people with protected tweets will only be visible to their followers.

If someone sends you a reply and you are not following them, the reply will not appear in your Home timeline. Instead, the reply will appear in your Notifications tab.
Sharing another account’s content is called a retweet. You want to share content that your followers will enjoy or find valuable.

The Navy Partnership’s social media team moderates and regularly adds content to an NRC-maintained Twitter account that you should feel free to share out to your followers: www.twitter.com/americasnavy
6. RETWEETING

You can simply share the tweet by tapping **Retweet**, or you can turn it into a Quote Tweet by adding a comment of your own. Quote tweets count as an original tweet and analytics will be recorded on them (impressions, engagement numbers, etc).
• A mention is a tweet that contains another person’s @username anywhere in the body of the tweet.

• These messages, as well as all of your replies, are collected in your Notifications tab.

• If you include multiple @usernames in your tweet, all of those people will see your tweet in their Notifications tab.

• If you want to see all of an account’s mentions, you can search Twitter for tweets mentioning their @username.
MESSAGING

Direct Messages, or DMs, are private messages between Twitter users. They can be one-on-one messages, or a group conversation. Prospects will want to reach out to you via DM looking for specific information, including contact information. You may also ask a prospective recruit who messages you publically to reach out to you via DM for more information.
1. OPTING IN

Private conversations can occur between any Twitter users who follow each other. Possible recruits may want to reach out to you directly. If you have not opted in to receive Direct Messages from everyone, you may miss out on this valuable way to connect with prospects.

OPTING IN TO DIRECT MESSAGES

- In the top menu, tap your profile icon
- Select Settings and privacy
IV. MESSAGING

1. OPT IN

OPTING IN TO DIRECT MESSAGES

- Select **Privacy and safety** and scroll to the bottom of the page

- Tap **Receive Direct Messages from anyone**

- Save Changes
IV. MESSAGING

2. READ & RESPOND TO DMs

- Navigate to your direct messages in the top menu.
- Messages in your Inbox are from people you follow; Requests are from accounts you do not follow.
- To reply, simply click on the message you want to read or respond to.
- Type your message in the box provided, and tap Send.
IV. MESSAGING

3. SEND DMs TO OTHERS

- Tap the message icon to create a new message.
- In the address box that pops out, enter the name(s) or @username(s) of the people you wish to send a message to. A group message can include up to 50 people.
3. **SEND DMs TO OTHERS**

You can also message a user directly by tapping the *Message* button on his or her profile.

On mobile, this is indicated by an envelope icon on their profile page.
Tweetdeck is a free, customizable tool that allows you to manage multiple timelines and accounts in one interface. You use it within a web browser.
TWEETDECK OVERVIEW

1. Manage multiple Twitter accounts
2. Schedule tweets for posting in the future
3. Build tweet collections
4. Create lists
5. Send new tweets
6. Reply, retweet, and favorite other users’ tweets
7. Send Direct Messages
8. Follow accounts, or mute or block them
9. View Twitter profiles
2. HOW TO SET UP COLUMNS

Instead of a single timeline, TweetDeck allows you to add columns to display specific content that interests you and view them side by side. Add columns that show all your mentions, the results of a search query, a list of likes, the latest tweets from a hashtag or trend, etc.
2. **HOW TO SET UP COLUMNS**

To add a column:

- From the navigation bar, tap the plus icon.
2. **HOW TO SET UP COLUMNS**

Select the type of column you would like to add.

**Recommendation**

To begin with, we recommend adding columns for Mentions, Notifications, and Messages.

Add **Search** columns for topics relevant to your audience and your area. For example, you may include “navy recruiter [town/city]” or search for hashtags, places, or subjects.
2. HOW TO SET UP COLUMNS

You will likely want to filter the tweets that populate in your columns. You can do this by tapping the filter icon in the top of the column.

NOTE: Only unprotected tweets that are geotagged with a location will appear in search results when that filter is applied.
3. **REPLYING**

Replying in Tweetdeck works much like in Twitter.

- Tap the reply icon.
- The Tweet box in the left hand column will begin populating a reply.
- Type your message and tap **Tweet**.
- To cancel it, tap **X** in the top left corner.
4. SCHEDULING POSTS

You may want tweets to go up at a time when you are not in the office. Tweetdeck gives you the opportunity to schedule out posts in advance. These will go live even if Tweetdeck is not open.

To schedule a tweet for a later date and time, tap Schedule Tweet.

Type your message and schedule the date and time you want it to go live. The time reflected is your location’s time.

**NOTE:** You may add images, but there is a 5MB limit on attachments.
To View and edit your scheduled tweets, you must first add a Scheduled column (see Section 5.2).

In your Scheduled column, you can tap “Edit” or “Delete.” If you choose to delete, a dialog box will ask you to confirm.

You can edit a tweet only before it’s published. You cannot edit any tweets after they’ve been published; you can only delete them.
VI.

WHO TO CONTACT
If you come up against any issues on Twitter, or feel you should escalate a conversation or comment, please reach out to the following

**LT Shannon Bencs**  
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