Twitter Guidelines

- Twitter is best used for timely content such as live updates from events, live chats or recent sharing news items. Twitter has a limite of 280 characters and can be more conversational in tone and use more abbreviations.
- Post fresh content regularly: Preferably multiple times per day.
- Retweeting relevant content is an simple way to keep posting consistent. You also have the option to retweet with a comment of your own.
- Typical hashtags the College uses include: #EtownCollege, #BlueJaysAlways, #Etown[ClassYear] e.g. #Etown2019.
- Consult with OMC before sharing anything in an official capacity about emergencies or sensitive situations.
- To mention another Twitter user, include @ followed by their username. Follow and tag the College's account at @etowncollege to be retweeted.

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