

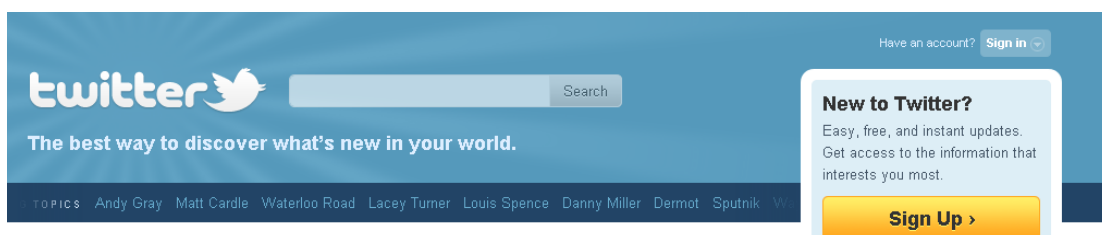


- Using Twitter to Communicate via Text Message -

Through Twitter, people can subscribe via Text Message to a Twitter account and receive updates (tweets) via text message on their phone. Other than the person who maintains the account, followers do not need a Twitter account, nor do they need to visit the Twitter website. This Twitter feature is called "Fast Follow". There is no cost to create and maintain the Twitter account, nor a cost to follow and receive the text messages, other than standard text messaging rates. Updates are received via Text Message in real-time.

Instructions:

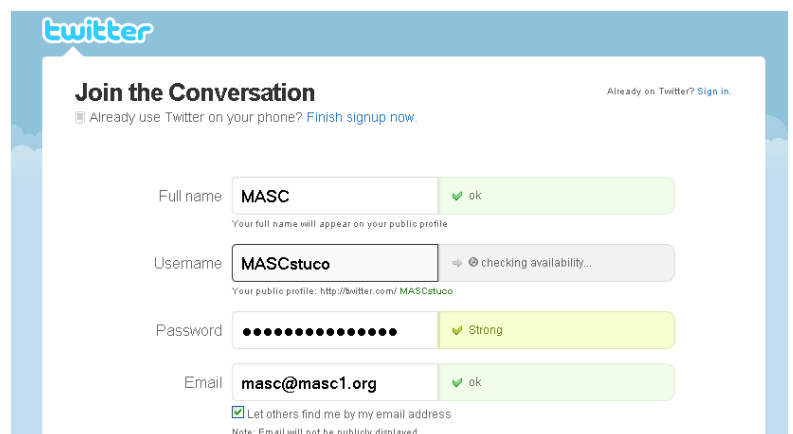
1. The person/organization who wishes to use Twitter and send messages will need to go to www.twitter.com and create an account. Choose "Sign Up".



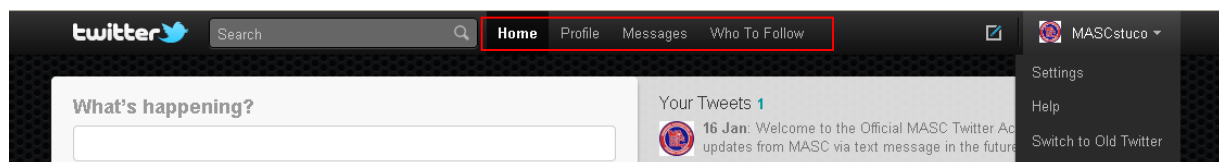
2. While signing up for an account, your "Username" will be your Twitter Name and what people use to follow you. It will also become part of the URL to your Twitter page: www.twitter.com/Username

The username is not case sensitive. However, it will be displayed (lower/upper case) as entered.

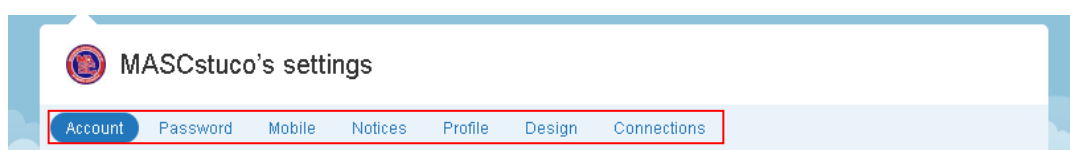
After creating your account, you will receive an email to verify your address.



3. Once your account is created, you can choose the "Home" tab to view your page. Clicking on "Profile" will display the messages sent, the accounts you are following, and how many are following your account. Click on "Settings" in the drop-down menu to modify your account settings

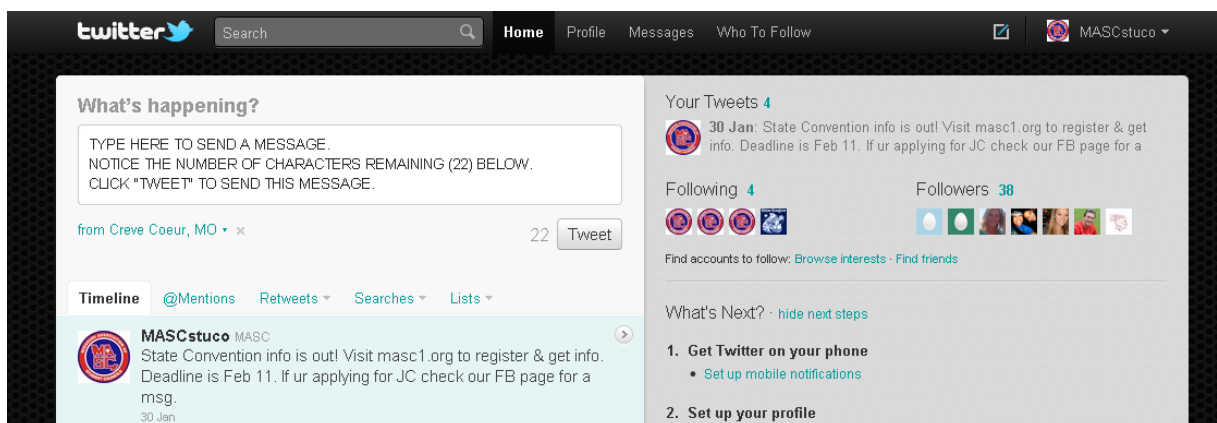


While in settings, choose "Profile" to modify the information on your home page, and "Design" to add/change your logo and background color/image, among other options.



After your Account is set-up, you can also encourage people to follow you online: www.twitter.com/Username

4. Now you're set up! Time to start "tweeting"/sending messages. Click on "Home" on the top. In the "What's happening?" box, type the message you wish to "tweet"/send. Maximum of 140 characters.



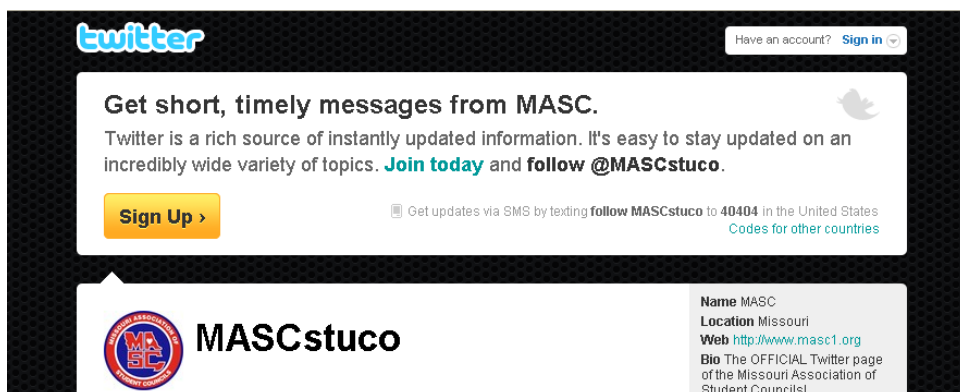
5. Now, encourage people to sign-up to follow you via text message! You will need to advertise people do the following:

Send a text message to: 40404

With a message of: "follow [your twitter name]"

Example to follow MASC: follow MASCstuco

From now on, every message you send on Twitter will be received via text message to all who have subscribed. You can also have people visit your Twitter account online: [www.twitter.com/\[username\]](http://www.twitter.com/[username]) They will see instructions on signing up via text message. Example: www.twitter.com/MASCstuco








Managing your Twitter account and sending messages is also available through apps on many smartphones. Please see these links for additional Twitter information:

Twitter General Help: <http://bit.ly/twitterhelp1>

Twitter Fast Follow Help: <http://bit.ly/twitterhelp2>

Twitter Mobile Help: <http://bit.ly/twitterhelp3>

Follow MASC on Twitter! Visit www.twitter.com/MASCstuco
Text **follow MASCstuco** to **40404** to receive MASC updates via text!

-  masc1.org
-  masc@masc1.org
-  facebook.com/MASCstuco
-  twitter.com/MASCstuco
-  text: **follow MASCstuco** to: **40404**
-  youtube.com/mascvideos
-  schooltube.com/user/mascvideos

Questions can be directed to:

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