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Twitter Tactics That Build Relationships With Journalists

BRENDA C. SILER (@BCSCOMM)
ASSOCIATE STATE DIRECTOR-COMMUNICATIONS
AARP DC (@AARPDC)



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Making DC Liveable at Any Age

Posted on 12/1/2014 by [TheAARPBulletin](#) | AARP Blog Author | [Comments](#)



Photo credit: Yellow Dog Productions

The nation's capital is a vibrant city filled with museums, restaurants and things to do.

AARP DC is working with the Age-Friendly DC Task Force to identify ways to ensure the city also has features that promote active aging.

Washington is part of the AARP Network of Age-Friendly Communities, which in turn is part of a World Health Organization effort to address the trends of urbanization and population aging. The task force has developed goals to make the city livable at any age by addressing such factors as outdoor spaces; transportation; housing; social participation; inclusion; civic participation and employment; communication; health services; emergency preparedness; and prevention of elder abuse, neglect and fraud.

To see what makes a place livable, go to aarp.org/livable-communities.

Tagged: [aarp washington dc](#), [age-friendly](#), [liveable communities](#) Share via: [f](#) [t](#) [g+](#)

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AARP DC Facebook Page

The screenshot shows the Facebook profile for AARP DC. At the top, the search bar contains 'AARP DC' and the page name is 'AARP DC'. Navigation tabs include 'Page', 'Activity', 'Insights', and 'Settings'. The cover photo features three men holding a red AARP banner with contact information for Frank Dui. Below the cover photo is the profile picture, a 'DC' logo, and the text 'AARP DC Non-Profit Organization'. The 'Timeline' tab is selected, showing a status post asking 'What have you been up to?'. Below this is a link post from AARP DC about a networking event with Marcus Johnson. The right sidebar shows statistics for 'THIS WEEK' (6 Page Likes, 3,629 Post Reach) and 'UNREAD' (1 Notification, 2 Messages). A 'Recent' list shows years from 2014 to 2010. The 'See Your Ad Here' section features an ad for AARP DC with a 'Boost Post' button.

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@AARPDC Twitter Page

The screenshot shows the Twitter interface for the account @AARPDC. At the top, navigation tabs include Home, Notifications, Messages, and Discover. A search bar and a 'Tweet' button are also visible. The profile header for @AARPDC features a 'Welcome to Washington, DC' sign and shows 5,962 tweets, 1,647 followers, and 1,818 following. The main feed contains several tweets, including one from LaNueva87 about a school evacuation, a retweet by Patti Shea of a tweet by Deadspin about a concussion test, a retweet by Ritu Sharma of a tweet by Peg Fitzpatrick about video content, and tweets from Dr. Gridlock and Post Local about a school evacuation. A 'Who to follow' sidebar on the right lists accounts like New York Life, McNally Jackson, and David Castain. A footer contains copyright and policy information.

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AARP DC Mayoral Forum Blogpost

The screenshot shows the AARP website's blog post for the October 9th Mayoral Candidate Forum. The page features the AARP logo and navigation menu at the top. A prominent banner for MedStar Medicare Choice is displayed. The main content area includes a circular graphic that says "YOUR VOTE COUNTS" and a detailed announcement about the forum. The announcement states that AARP DC is ready to inform its 89,000 members and the general public about priority issues for DC residents aged 50+. It mentions that the forum will be co-moderated by Denise Rolark Barnes and Katherine Shelley Broderick. The event is scheduled for October 9, 2014, at 6:30 pm at Mount Vernon Place UMC in Washington, DC. A sidebar on the right contains a "CATEGORIES" section with a grid of state and region links, a "SELECT A STATE" dropdown menu, and a "Join AARP Today!" promotion.

October 9th Mayoral Candidate Forum Presented by AARP DC
Posted on 10/5/2014 by [Ivan Lanier](#) | [AARP Washington DC](#) | [Comments](#)

YOUR VOTE COUNTS

Hear from the Washington, DC mayoral candidates on **October 9, 2014**. AARP DC is ready to inform its 89,000 members and the general public about priority issues important to DC residents 50+. Muriel Bowser, David Catania and Carol Schwartz have pledged to participate.

This AARP DC "Candidate Forum" will be co-moderated by [Denise Rolark Barnes](#), Publisher of the *Washington Informer* and [Katherine Shelley Broderick](#), Dean of the University of the District of Columbia David A. Clarke School of Law. Each candidate will have an individual conversation on key issues. Voters will hear the "real deal" on where the candidates stand on the topics of caregiving, financial security, healthcare access, and how to make DC an "age-friendly" city. View the [AARP DC Voters Guide](#) to learn about view the Mayoral candidates' thoughts on issues affecting D.C. residents who are age 50-plus. [aarp.org/yourvote](#)

Please join AARP DC and fellow DC voters for this important "Candidate Forum". Follow this event on social media by using [#AARPDVote](#)

WHERE:
October 9, 2014

TIME:
6:30 pm – 8:30 pm

LOCATION:
Mount Vernon Place UMC
900 Massachusetts Avenue NE W
Washington, DC 20001

General Information Contact:
[Ivan K. Lanier](#)

CATEGORIES

AARP Home	Alabama	Alaska	Arizona
Arkansas	California	Caregiving	Colorado
Connecticut	Delaware	Florida	Georgia
Hawaii	Idaho	Illinois	Indiana
Iowa	Kansas	Kentucky	Louisiana
Maine	Maryland	Massachusetts	Michigan
Minnesota	Mississippi	Missouri	Montana
Nebraska	Nevada	New Hampshire	New Jersey
New Mexico	New York	North Carolina	North Dakota
Ohio	Oklahoma	Oregon	Pennsylvania
Puerto Rico	Rhode Island	South Carolina	South Dakota
Tennessee	Texas	Uncategorized	Utah
Vermont	Virgin Islands	Virginia	Washington
Washington DC	West Virginia	Wisconsin	Wyoming

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- Subscription to AARP The Magazine
- A voice in Washington and in your community

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Forum Blogpost Structure

October 9th Mayoral Candidate Forum Presented by AARP DC
Posted on 10/6/2014 by [Ivan Lanier](#) | AARP Washington DC | [Comments](#)

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Hear from the Washington, DC mayoral candidates on **October 9, 2014**. AARP DC is ready to inform its 89,000 members and the general public about priority issues important to DC residents 50+. Muriel Bowser ([@MurielBowser](#)), David Catania ([@DavidCataniaDC](#)) and Carol Schwartz ([@DCCarolSchwartz](#)) have pledged to participate.

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Please join AARP DC and fellow DC voters for this important "Candidate Forum". Follow this event on social media by using [#AARPCVote](#)

states.aarp.org/category/hawaii/ **WHEN:**

CATEGORIES

- AARP Home
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Caregiving
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
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- Texas
- Uncategorized
- Utah
- Vermont
- Virgin Islands
- Virginia
- Washington
- Washington DC
- West Virginia
- Wisconsin
- Wyoming

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Select a State

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Event Logistics in Blogpost

The screenshot shows a web browser window displaying a blog post on the AARP website. The browser's address bar shows the URL states.aarp.org/hear-from-the-mayoral-candidates/. The page content includes:

- Text:** "Please join AARP DC and fellow DC voters for this important 'Candidate Forum'. Follow this event on social media by using [#AARPDCVote](#)"
- WHEN:** October 9, 2014
- TIME:** 6:30 pm – 8:30 pm
- LOCATION:** Mount Vernon Place UMC, 900 Massachusetts Avenue N.W., Washington, DC 20001
- General Information Contact:** Ivan K. Lanier, ilanier@aarp.org, Office: (202) 434-7715, Cell: (202) 351-9862
- Media Inquiries:** Brenda C. Siler, bsiler@aarp.org, Office: (202) 434-7711, Cell: (202) 297-1630
- Tagged:** [AARP DC](#), [candidate forum](#), [candidate forums](#), [DC](#), [dc seniors](#), [mayor](#), [mayoral](#), [mayoral race](#), [voting](#), [Washington](#), [Washington DC](#)

On the right side of the page, there are three promotional sections:

- stay CONNECTED:** Includes icons for RSS, Twitter, Facebook, YouTube, and a family icon.
- Join AARP Today!** A red banner with a "JOIN NOW" button. Below it, text says "Join for Just \$16 A Year" followed by a list of benefits: "Discounts on travel and everyday savings", "Subscription to AARP The Magazine", "A voice in Washington and in your community", and "Free membership for your spouse or partner".
- SIGN-UP:** Includes "Emails from AARP" with an envelope icon and "Webinars" with a calendar icon.

At the bottom of the page, there are sections for "ALSO ON AARP" and "FROM AROUND THE WEB", and a section for "upcoming EVENTS". The Windows taskbar at the bottom shows the date and time as 1:51 PM on 11/30/2014.

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Target Reporters and Groups



AARP DC @AARPDC · Oct 6

.@ABC7News DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPDC #AARPSERCS #AARPDCVote bit.ly/1xVRTqE



AARP DC @AARPDC · Oct 6

.@tomsherwood DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPDC #AARPSERCS #AARPDCVote bit.ly/1rRDo2l



AARP DC @AARPDC · Oct 6

.@drolarkb DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPDC #AARPSERCS #AARPDCVote bit.ly/1s2N6BD



AARP DC @AARPDC · Oct 6

.@UDCLaw DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPDC #AARPSERCS #AARPDCVote bit.ly/10Elnuj



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Retweets for Mayoral Forum

The screenshot shows a Twitter notification feed with the following items:

- Home** | **Notifications** | **Messages** | **# Discover** | **Search Twitt**
- Carol Schwartz** retweeted you Oct 9
Oct 9: .@AARPCDC DC Mayoral Candidate Forum tonight 10/9 at 6:30 pm @DavidCataniaDC @MurielBowser @CarolForDC #AARPCDCVote bit.ly/1sftvgc
- John Sigmon** favorited your Tweet Oct 8
Oct 7: .@AARPCDC loves this! "@WinQuinnPhD: Ms Elita Christiansen shares at the #LifeReimagined event at Discover HQ. "
- Jacqueline Jordan** favorited your Tweet Oct 8
Oct 8: Come to the DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPCDC #AARPCDC #AARPCDCVote bit.ly/1t3r9Dw
- Jacqueline Jordan** retweeted you Oct 8
Oct 8: Come to the DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPCDC #AARPCDC #AARPCDCVote bit.ly/1t3r9Dw
- Alejandro Negron** retweeted you Oct 8
Oct 8: .@alejandronegrom DC Mayoral Candidate Forum on October 9 at 6:30 pm presented by @AARPCDC #AARPCDC #AARPCDCVote bit.ly/1t3g5pX

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Mayoral Media Outreach Results

- Attendance by seven reporters and photographers (A cross-section of mainstream, ethnic & neighborhood media.)
- Pre-event announcements on local ABC and NBC affiliates
- Photo in Washington Post
- Article in DC Chronicle (neighborhood newspaper)

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Pre-event Coverage (NewsChannel 8 and NBCWashington)



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Washington Post



Muriel Bowser's D.C. mayoral ambitions come from her dad, not Adrian Fenty



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interact in the world," Young said.



Mayoral candidates Muriel E. Bowser, left, and Carol Schwartz prepare to participate in an AARP D.C. candidates forum at the Mount Vernon Place United Methodist Church on Oct. 9. (Sammy Dallal/For the Washington Post)

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@AARPDC/
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District Chronicles (Neighborhood Newspaper)



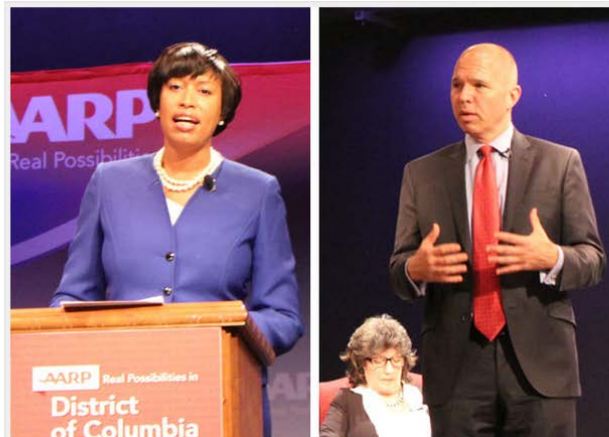
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Mayoral candidates spar on making DC livable for seniors

By Glynn A. Hill/Howard University News Service On October 20, 2014





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District mayoral candidates Bowser and Catania share their visions for DC at AARP sponsored debate. Credit: Glynn Hill/Howard University News Service

In a calmer, less-heated forum than their previous debate, mayoral candidates Muriel Bowser, David Catania and Carol Schwartz took turns speaking about their respective plans and platforms to a small crowd during an election event sponsored by AARP at Mount Vernon Place United Methodist Church in northwest Washington.

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Tips to Remember

- Research Twitter handles for implementing your social communications strategy
- Remember to create a unique Hashtag for your program/event
- Create a blogpost before Facebook and Twitter posts; connect to blog URL
- Some media contacts/outlets require “old school” media pitching

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More Tips to Remember

- Do not forget the newspaper photo editors
- Media are monitoring each other and key newsmakers
- Make Twitter handles and hashtags available at your activity/event

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Twitter “Cheat Sheet”

Twitter Handle/Hashtag	Full Name	Notes
@AARPDC	AARP DC State Office	
#AARPDCVote	AARP DC State Office election activities	
@MurielBowser	Bowser Campaign	Not to be confused with @TeamMuriel, handle used for Bowser’s City Council role
@DavidCataniaDC	Catania Campaign	
@CarolForDC	Schwartz Campaign	
#AARPSERCS	Indicator for S.E. Region activities	

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What I Learned

- Media will contact you, even if you have not reached out to them
- When you direct tweet to a media contact/outlet, they will retweet
- When reporters and photojournalists attend your event, they share information
- Use interns and volunteers to assist with research

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