# Social Media Toolkit



Look no further to learn how to join the ongoing social conversation about Zika, pollinators and overall pest prevention.

#### How do I join the Twitter conversation?

- 1. Go to twitter.com or download the Twitter app for your phone through the app store.
- 2. Log in to your existing account, or create an account.
- 3. Follow @DebugtheMyths, @PestFacts, @KReardon202 and @AhobbsRISE.

## What Are Twitter tips should I know?

 Remember that tweets have to be fewer than 140 characters. Twitter will let you know if it's too many!

#### **How do I join the Facebook conversation?**

- 1. Go to <u>facebook.com</u> and log in to your account.
- 2. Like Debug the Myths Facebook and stay tuned for updates.

## What kind of content should I post?

- Tailor your posts towards your expertise. If you are a turf manager, we want to hear your expert opinion. If you are an entomologist, let us know your thoughts on Zika and West Nile.
- A few sample links you can share:
  - Debug the Myths: Zika information: <a href="http://bit.ly/2bPp8J2">http://bit.ly/2bPp8J2</a>
  - Abby Wambach's blog post: <a href="http://bit.ly/2aS4M1C">http://bit.ly/2aS4M1C</a>
  - Zika prevention tips from Brit + Co: http://go.brit.co/2bvgqV6
  - Karen Reardon's Op-ed in the *Tallahassee Democrat*: <a href="http://on.tdo.com/2bkQjHx">http://on.tdo.com/2bkQjHx</a>