



Social Media Toolkit

RISK MANAGEMENT HANDOUTS OF
LAWYERS MUTUAL



**LAWYERS
MUTUAL**

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DISCLAIMER: *This document is written for general information only. It presents some considerations that might be helpful in your practice. It is not intended as legal advice or opinion. It is not intended to establish a standard of care for the practice of law. There is no guarantee that following these guidelines will eliminate mistakes. Law offices have different needs and requirements. Individual cases demand individual treatment. Due diligence, reasonableness and discretion are always necessary. Sound risk management is encouraged in all aspects of practice.*

How to Guide: **Linkedin**



Registering your LinkedIn Account



STEP 1

Already on LinkedIn? [Sign in](#)


To join LinkedIn, sign up below...it's free!

First Name:
Last Name:
Email:
New Password:
6 or more characters

[Join LinkedIn](#) *

Already on LinkedIn? [Sign in](#)

Save time by using your Facebook account to sign up for LinkedIn

 [Sign up with Facebook](#) *

* By joining LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#)

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STEP 2

John, let's start creating your professional profile

* I live in:

* ZIP Code:
e.g. 94043

I am currently: ☒ Employed ☐ Job Seeker ☐ Student

* Job title:

* Company:

[Create my profile](#)

* Indicates required field.

 **A LinkedIn profile helps you...**

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

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Now that your basic profile has been created, LinkedIn will search your email contact list to find people to add to your LinkedIn network. Step 3 is OPTIONAL and can be skipped.

LinkedIn

STEP 3

See Who You Already Know on LinkedIn

Step 2 of 7

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

Your email: johnsmith@gmail.com

Email password:

Continue

We will not store your password or email anyone without your permission.

Skip this step »

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LinkedIn

STEP 4

Confirm Your Google Account

Click below to sign in with Google and verify your email address.

We'll also check your Google contacts to see who you already know on LinkedIn.

Confirm my Google Account

Send a confirmation email instead.»

Use this option if you would like to see which of your email contacts is on LinkedIn.

If you would like to manually find people on LinkedIn, use this option.

After confirming your email address with LinkedIn, you will need to sign in to LinkedIn again.

The next step gives you the option to share your new LinkedIn profile with your other social networks.

STEP 5

Congratulations! You've just created your professional profile. Step 4 of 7

John Smith
Attorney at Lawyers Mutual Liability Insurance Company of N.C.
Raleigh-Durham, North Carolina Area | Insurance

I just joined LinkedIn and created my professional profile. Join my network.
<http://lnkd.in/Ai7Bhb>

Your profile URL: <http://lnkd.in/Ai7Bhb> Count: 98


[Share on Facebook](#) [Share on Twitter](#) [Skip this step »](#)

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To avoid sharing your new profile on Facebook or Twitter, click here

LinkedIn **STEP 6**

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 150 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 150 million users	✓	
	Choose Premium Plans starting from \$24.95	Choose Basic Free

[Click here to choose a FREE LinkedIn account](#) [Skip this step »](#)

This option gives you the chance to upgrade your LinkedIn account to a premium account. The premium account costs money, which is why we recommend trying the basic account before upgrading.

Congratulations! Your LinkedIn account is now registered. Continuing following the LinkedIn prompts to input your personal information to your LinkedIn account. LinkedIn will want the following information:

- Start date of your current position
- Previous work experience
- Education
- Job skills

Make sure your profile is 100% complete

John Smith [Edit](#)
Attorney at Lawyers Mutual Liability Insurance Company of N.C.
Cary, North Carolina | Insurance

[+ Add Photo](#)

[Post an update](#)

Current **Attorney at Lawyers Mutual Liability Insurance Company of N.C.** [Edit](#)
[+ Add a current position](#)

Past [+ Add a past position](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Connections [+ Add connections](#)

Websites [+ Add a website](#)

Twitter [+ Add a Twitter account](#)

Public Profile <http://www.linkedin.com/pub/john-smith/48/991/255> [Edit](#)

[Share](#) [PDF](#) [Print](#)

NEW Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)

Summary [+ Add Summary](#)

Applications [+ Add an application](#)

Experience [+ Add a position](#)

Attorney [Edit](#)
Lawyers Mutual Liability Insurance Company of N.C.
Privately Held; 11-50 employees; Insurance industry
Currently holds this position
[Provide a brief description](#) | [Ask for recommendations](#)

[Improve your Profile](#) [View profile](#)

[Import your résumé](#)
[Ask for recommendations](#)
[Create your profile in another language](#)

30% profile completeness

Complete your profile quickly
[Import your résumé](#) to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

- [+ Add another position \(+15%\)](#)
- [+ Describe your current position \(+5%\)](#)
- [+ Add your skills & expertise \(+5%\)](#)
- [+ Add your education \(+25%\)](#)
- [+ Add a picture \(+5%\)](#)
- [+ Add connections \(+10%\)](#)

The above box tells you what you need to do to make sure your profile is 100% complete.

Twitter Guide

(from Twitter.com)



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Twitter Glossary

#- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

@- The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.

Direct Message- Also called a DM, these Tweets are private between only the sender and recipient.

#FF- stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

Follow- To follow someone on Twitter means to subscribe to their Tweets or updates on the site.

Follower- A follower is another Twitter user who has followed you.

Lists- Curated groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account. Displayed on the right side menu of your homepage.

Mention- Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention". Also refers to Tweets in which your username was included.

Profile- A Twitter page displaying information about a user, as well as all the Tweets they have posted from their account.

Reply- A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

RT- Abbreviated version of "retweet." Placed before the retweeted text when users manually retweet a message.


Timeline- A real-time list of Tweets on Twitter.

Creating a Twitter Account


How to create an account:

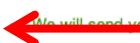
1. Navigate to <http://twitter.com/>, enter your full name and click the **yellow button** on the right hand of your screen, or simply navigate to <https://twitter.com/signup>.
2. Fill in the first field with your **full name**..
3. Enter your **email address**
4. Enter a **password**. *Be tricky!* Make sure your password contains letters, numbers, and symbols.
5. Select a **username** from one of the usernames we've suggested, or create your own. We will automatically suggest available usernames based on the real name and email address you've entered. Try to pick something that describes you - whether it's a nickname, an interest or a hobby.


The screenshot shows the Twitter account creation interface. At the top, the Twitter logo and a 'Sign in' link are visible. The main heading is 'It's your turn. Join Twitter.' The form consists of several input fields: a full name field containing 'Johnny Doey', an email field containing 'JohnD@myemail.com', a password field with a strength indicator, a username field with suggestions, and a 'Create my account' button. Red arrows point to each of these fields, labeled 'Step 2' through 'Step 5'. Below the form, there is a section for terms of service and a checkbox for email-based friend discovery.


twitter  Have an account? [Sign in](#)

It's your turn.
Join Twitter.

Johnny Doey  **Step 2**

JohnD@myemail.com  **Step 3**

.....  **Step 4**

Username  **Step 5**

Suggestions: [DoeyD](#) · [doey_d](#) · [d_doey](#) · [doey_john](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, or other materials

[Printable versions: Terms of Service · Privacy Policy](#)

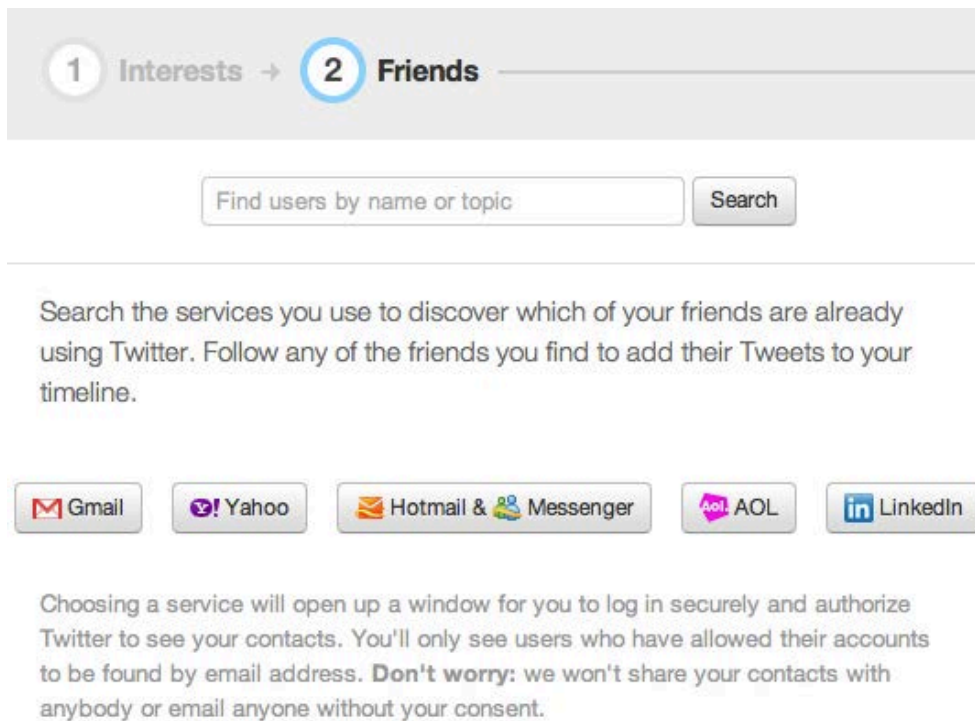
Create my account

Let friends find you by email address? ☒ Yes ☐ No
Your name will always be publicly searchable.

2. Getting Personal: Contact Import

If you choose, Twitter can scan your email address book in order to find contacts that are also using Twitter.

1. Simply type your email address and your email password into the boxes, then hit 'Find friends.' **Twitter does not store your login, and will not use your email address without your permission.**
2. When you see a list of the friends and colleagues found in your address book, follow them!
 - o Follow all of them by selecting the blue 'Follow All' button on the right hand side of the results
 - o Or if you'd like to see updates only from specific people, you can choose to ask to follow your email contacts individually using the grey 'send request' button next to their information.
3. Click the 'Next: others' button at the bottom of your screen.
4. A box will pop-up with your remaining contacts who are not on Twitter. To invite them to join Twitter, check the boxes next to the contacts you wish to invite - or click "select all" at the top.
Please note: if you click 'select all' and proceed, it will invite *all* contacts in your address book.



1 Interests → 2 Friends

Find users by name or topic Search

Search the services you use to discover which of your friends are already using Twitter. Follow any of the friends you find to add their Tweets to your timeline.

Gmail Yahoo Hotmail & Messenger AOL AOL LinkedIn

Choosing a service will open up a window for you to log in securely and authorize Twitter to see your contacts. You'll only see users who have allowed their accounts to be found by email address. **Don't worry:** we won't share your contacts with anybody or email anyone without your consent.

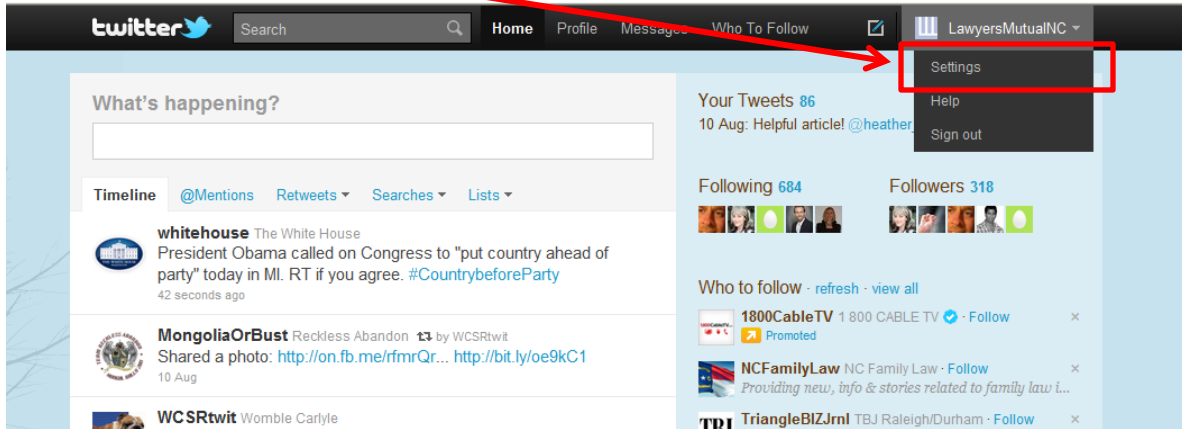
3. Finding Friends with Twitter Search

You can also [search](#) for anyone else you would like to add on Twitter. This example will demonstrate searching for Biz Stone, who did not show up in my contact import.

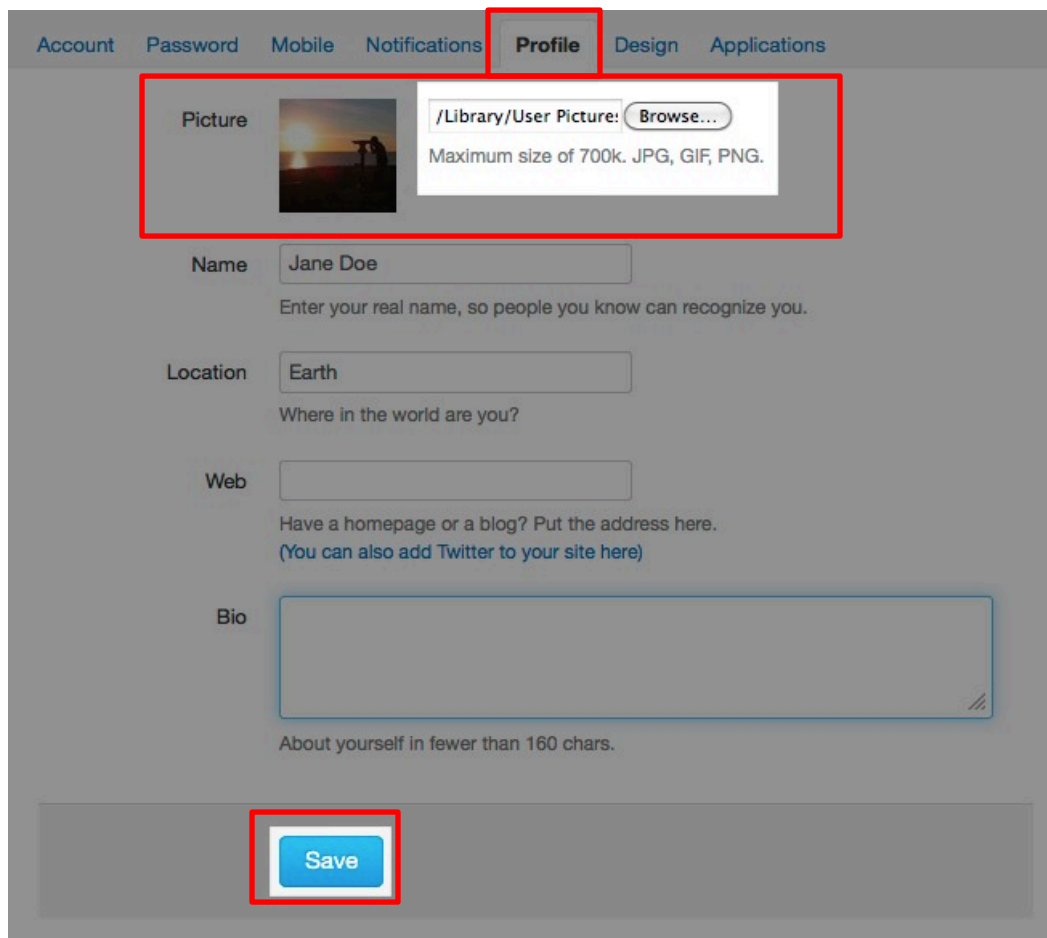
1. Type the name of the person you're searching for into the search box.
2. Tweets related to your query will show in the center of the page. A list of matching accounts will show on the right hand side of your screen.
3. Click the **Follow** button next to any you wish to begin Following. A confirmation message will appear.

How to change your profile picture and information

1. Log in to www.twitter.com
2. Click **Settings**.



3. Click on **Profile** on the fifth tab of your navigation bar.
 4. Click the **Browse** button next to your profile image.
 5. Choose which file to load.
 6. After selecting the file, click **Save** at the bottom of the page. (See image below).
- Note: The thumbnail image chosen will only appear when you click "Save."

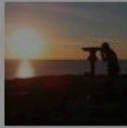


Updating your name, bio, and location info

To change the location, website, picture, or bio listed on your profile, follow these steps:

1. Visit the '**Profile**' tab under **Settings**
2. Make the desired changes
3. Be sure to click '**Save**'!

Account Password Mobile Notifications **Profile** Design Applications

Picture  Maximum size of 700k. JPG, GIF, PNG.

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

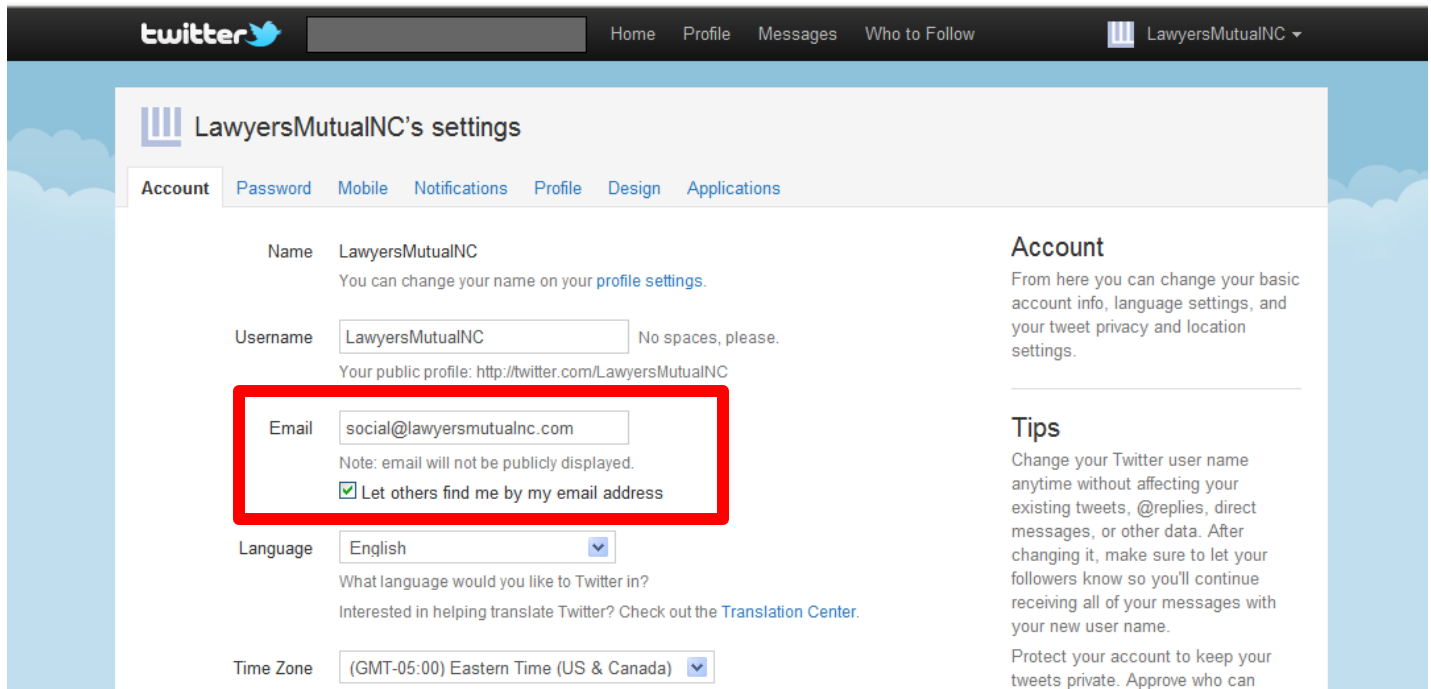
Web
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

Bio
About yourself in fewer than 160 chars.

How to Change Your Email Address:

First, choose a new address:

1. Log in to www.twitter.com and click on your [account settings page](#).
2. Under the "Account" tab, you'll see your real name, username, and email address. Type your new email address into the correct field. (figure 1)
3. When you have entered your new email address in the email field, click 'Save' at the bottom of the page.
4. A dialog box will then appear asking you to confirm your Twitter password. Enter your password in the box and click the 'Save changes' button.
5. You'll see a yellow box asking you to confirm your email change. It will stay there until you complete the steps below. (figure 2)



The screenshot shows the Twitter account settings page for the user 'LawyersMutualNC'. The 'Account' tab is active. The 'Email' field is highlighted with a red box and contains the text 'social@lawyersmutualnc.com'. Below the email field, there is a note: 'Note: email will not be publicly displayed.' and a checked checkbox labeled 'Let others find me by my email address'. Other visible fields include 'Name' (LawyersMutualNC), 'Username' (LawyersMutualNC), 'Language' (English), and 'Time Zone' (GMT-05:00 Eastern Time (US & Canada)).

Then, confirm your change (required):

1. Now, log in to your new email's inbox. You should see a new message from Twitter. Open it.
2. Click on the confirmation link in that email.
3. You should then be directed to your Twitter account. Your change is now complete!

Warning: If you do not complete the confirmation process above, your email will not be changed.

How To Customize Your Twitter Design

To customize your design:

1. Log in to www.twitter.com
2. In the top navigation bar, click **Settings** (or go to <http://twitter.com/account/settings>)
3. Click the furthest tab on the right, labeled **Design**
4. **Select a template** by clicking on it, or upload your own background image by clicking "Change background image." (figure 1)
5. **Save** your changes when done
6. If you want to customize the sidebar and font colors of your page, click "**Change design colors**"
7. Click any of the boxes to change your colors; click **Done** when you're finished. (figure 2)

Figure 1:

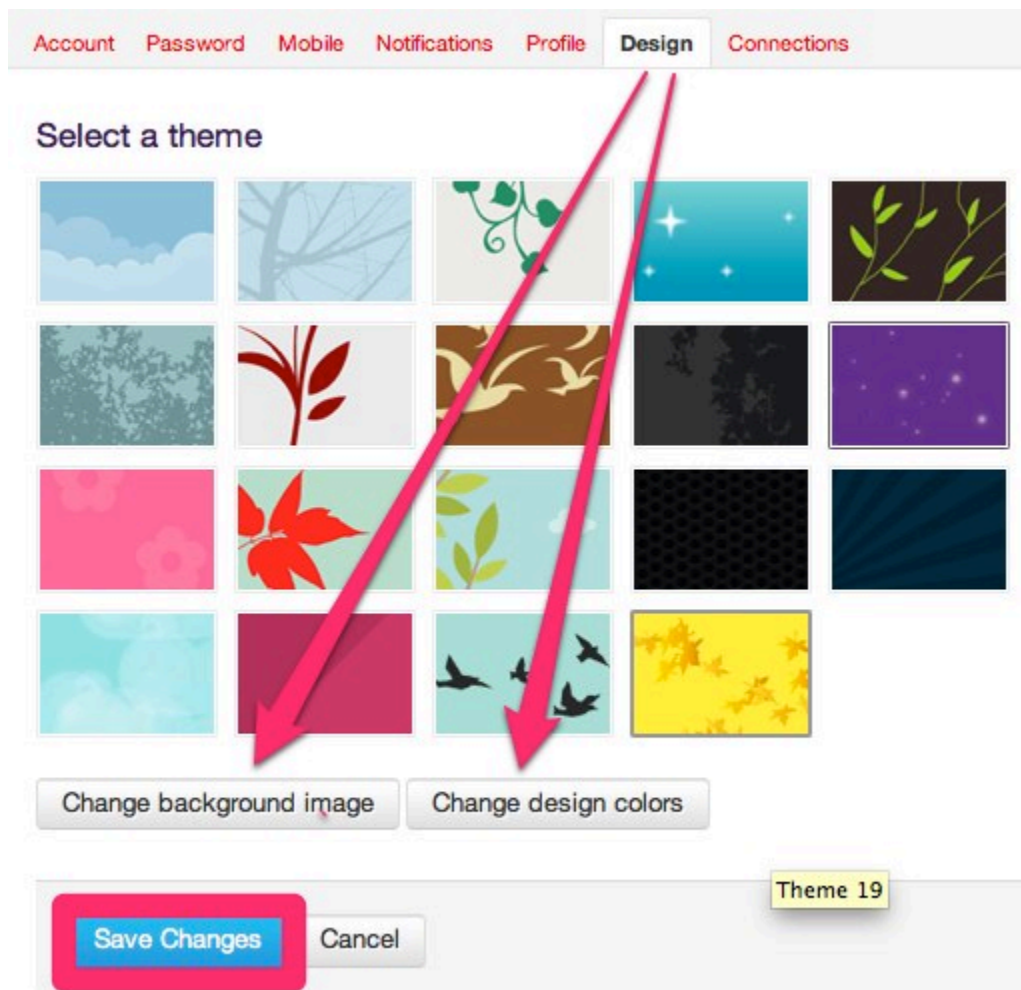
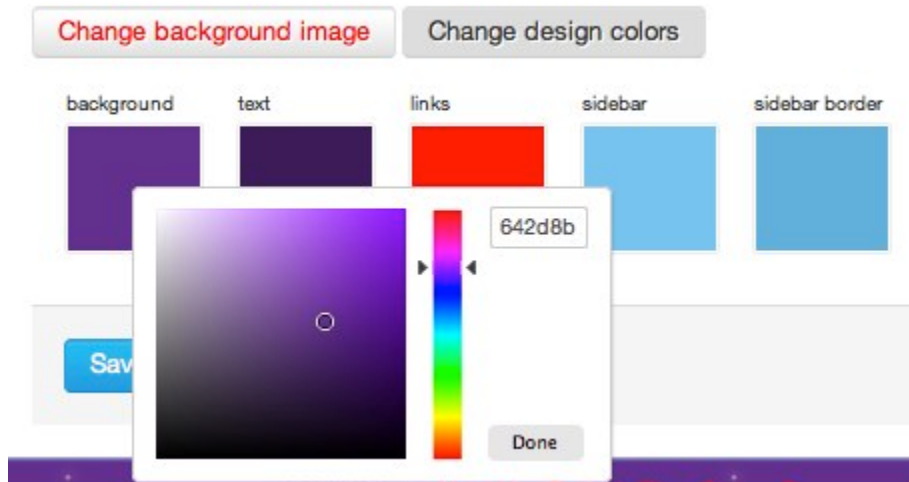


Figure 2:

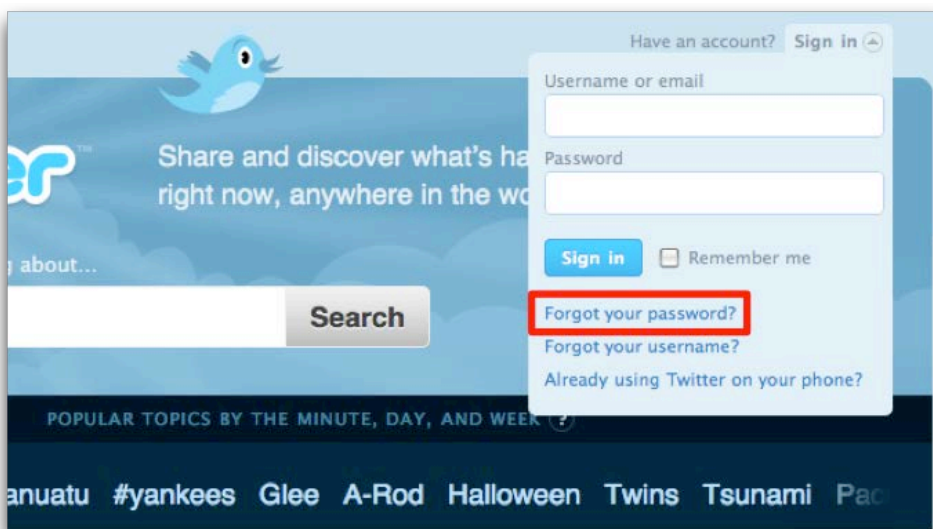


Note: Background images must be in PNG, GIF, or JPG format, smaller than 800k. If your image's file size is too large, the easiest way to get it down is to use an image editing program or web app to shrink the image.

How To Change or Recover Your Password

Send yourself a password reset by following these steps:

1. Click the "Forgot your password?" link underneath the "Sign in" box on our logged-out homepage, as shown below.
2. You'll land on this page: https://twitter.com/account/resend_password
3. Enter your Twitter username or your email address.
4. If you have a phone number attached to your account, you will be asked to enter your phone number too. Enter it in the format suggested.
5. Check your email inbox for the email address attached to your account. Twitter will send you a message right away.
6. Click the reset link in that email, and choose a new password. You'll then be directed to your homepage.
7. Choose a strong password, ideally with letters, numbers, and symbols. Keep your Twitter account secure by choosing strong passwords that no one would guess.

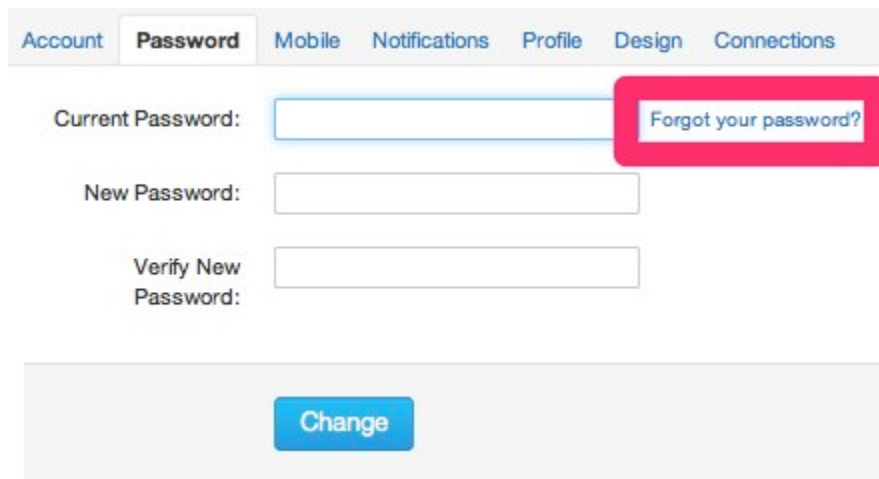


How to Change Your Password:

All account information is editable in your Twitter [account settings](#), and you can make changes to your password in the [password](#) tab.

1. Log in to Twitter
2. In the upper right hand top navigation bar, click Settings
3. Click the second tab, "Password"
4. Enter your current password
5. Choose and verify your new password
6. Save your changes by clicking "Change"

If you're able to log in but still can't remember the password, you can send yourself a password reminder from the password settings page as well. You'll get an email as described above.



The screenshot shows a user interface for account settings. At the top, there is a horizontal menu with tabs: 'Account', 'Password', 'Mobile', 'Notifications', 'Profile', 'Design', and 'Connections'. The 'Password' tab is currently selected. Below the menu, there are three input fields: 'Current Password:', 'New Password:', and 'Verify New Password:'. To the right of the 'Current Password:' field, there is a link that says 'Forgot your password?'. This link is enclosed in a red rectangular box. At the bottom of the form, there is a blue button labeled 'Change'.

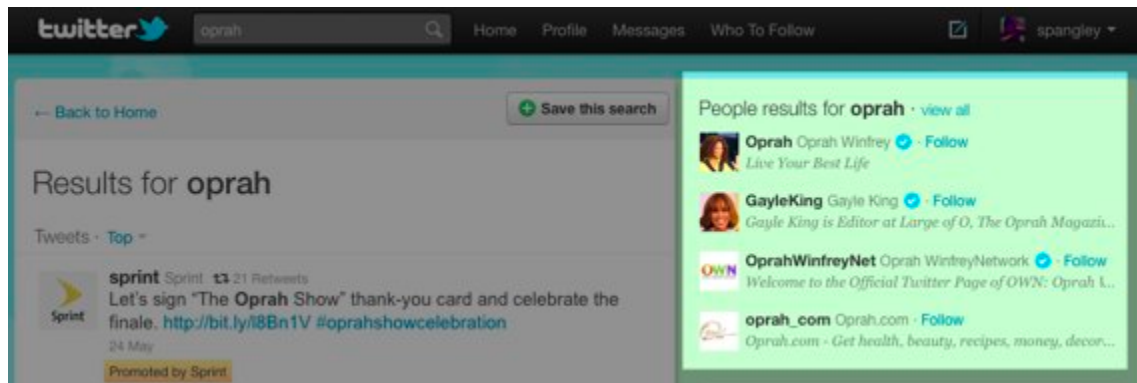
How To Find People on Twitter: Twitter Search!

You can find others on Twitter by:

1. Typing a name into the search box on your homepage
2. Typing a Twitter username directly into your browser (e.g. <http://twitter.com/oprah>)
3. Browsing lists of accounts related to your interests (e.g. Sports, Science, Politics...)
4. Importing contacts from your email address book to see who's on Twitter
5. Browse suggestions we've generated for you

To Find People by Name

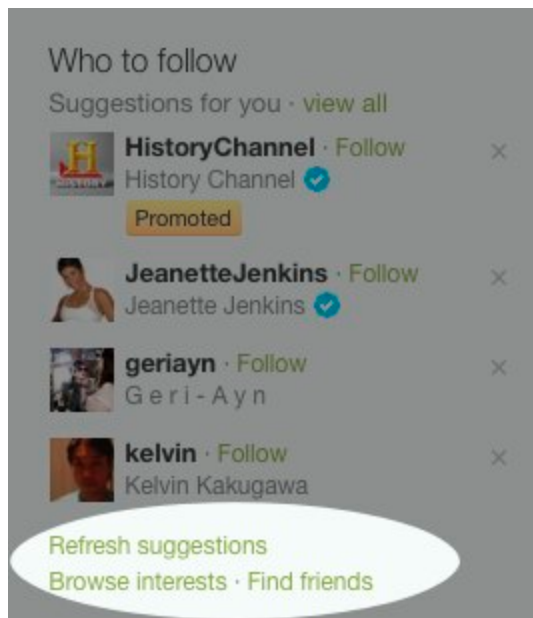
The easiest way to find people is by typing their name into the search box at the top of your Twitter homepage. Results for your search will show up at the top right of your page, followed by a "view all" link, as seen below in a search for Oprah:



To Browse Accounts by Interest

You can also find cool new accounts to follow by browsing lists containing the best accounts related to a subject. To do this:

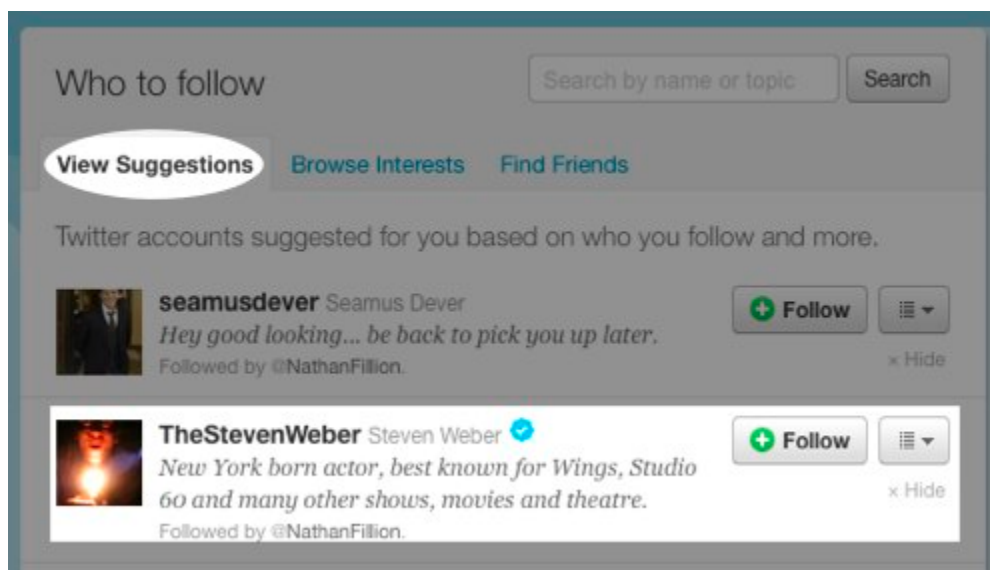
1. At the bottom of the "Who to follow" recommendations, click on "Browse interests".
2. You'll land on a page containing a list of interest, from Entertainment to Sports to Science. Click your interest.
3. If you see an account you think looks interesting, follow directly from that page. They'll be added to your "following" list.



To Browse Our Suggestions

Based on your friends and interests, we suggest accounts we think you would like to follow. To peruse these suggestions, follow these steps:

1. At the top of the "Who to follow" recommendations, click the "view all" button next to "Suggestions for you".
2. On the next page, you'll see a list of suggestions we've generated for you. Click to follow any of these users, or click their username to learn more about them.



How to Follow or Unfollow People on Twitter:

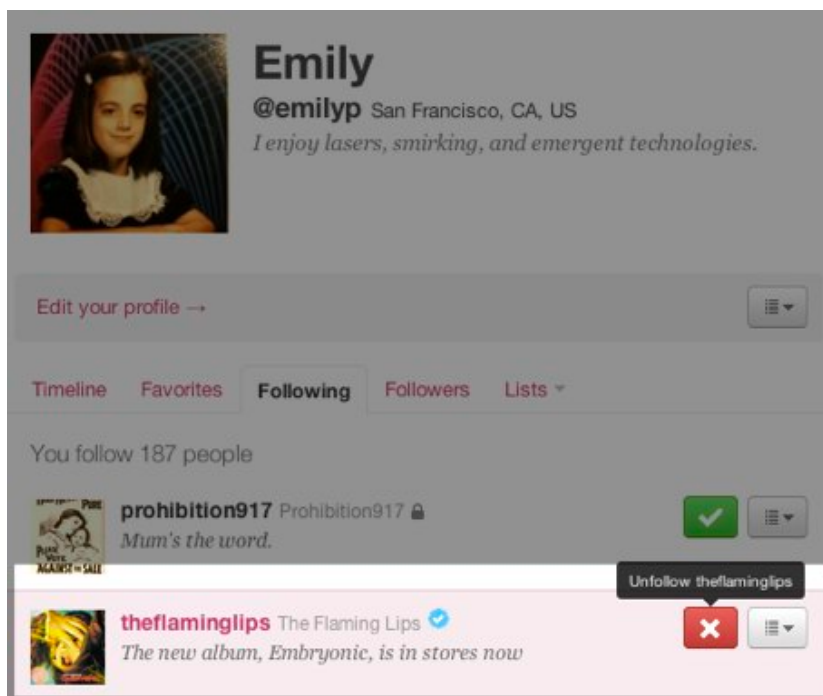
Click "follow" under any profile picture on Twitter.



Unfollowing from your following page

To trim down your list:

1. Click the [following](#) link near your username
2. From the Followers tab, simply hover over the green checkmark, which will turn to a red 'X'.
3. Clicking this button will unfollow the desired user.



Unfollowing from the profile page

You can unfollow a specific person by clicking the **green follow** button beneath their photo on their profile page. As shown in the image below, the button will turn red and read '**unfollow**' when you hover over it. Clicking the button will complete the process and unfollow the user.



How To Use Twitter Lists

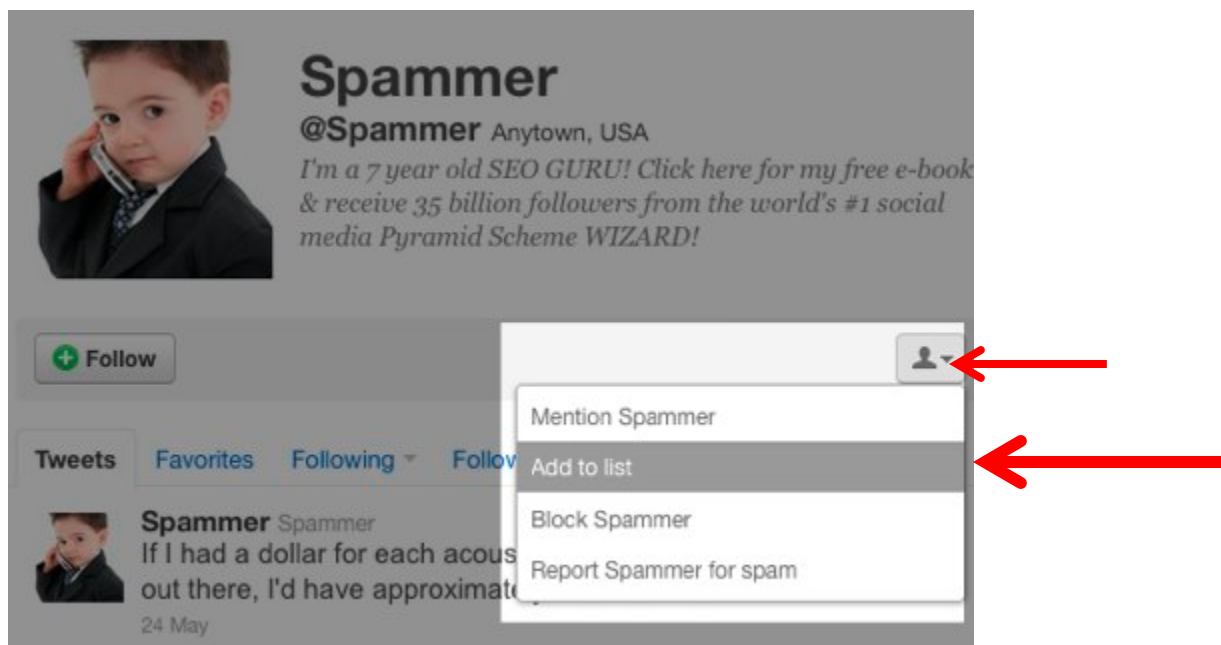
Twitter users can organize others into groups, or “lists”. When you click to view a list, you'll see a stream of Tweets from all the users included in that group. This article will help you get started with some lists basics.

Note: you don't need to follow another user to add them to a list; if you want to read a user's Tweets but not see their messages in your main timeline every day, lists allow you to do that. Similarly, following someone else's list does not mean you follow all users in that list. Rather, you follow the list itself.

How to Create a List

To **create a new list**, follow these instructions:

1. Visit the profile of the first user you would like to add to your list
2. Click the person icon. This brings up a drop-down Actions menu.
3. Select "Add to list"
4. Enter the credentials of your list and choose whether others can see it or whether it is private
5. Check to see if the user you wanted to add was successfully included in that list: to do this, click the person icon and select "Add to list". A checkmark will be added next to lists in which that user is included (shown below under "Adding or Removing People").

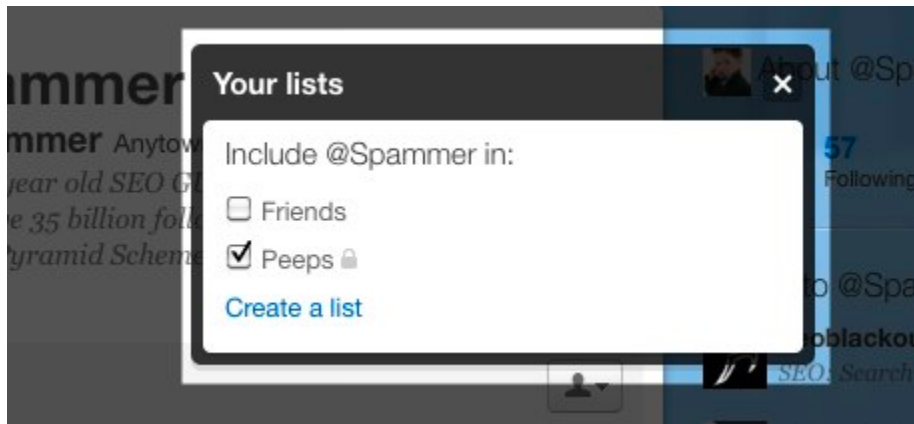


Adding or Removing People From Your Lists

You can **add users** from anywhere you see the list drop-down on someone's profile. This includes the following:

- People searches
- Profile pages (including your own)
- Yours and other users followers and following lists

Check the boxes of lists you want to include that person in. **Uncheck** the box if you want to remove them from the list.



Checking out your Lists stats

On your Twitter Profile page, clicking on the “listed” number (which is next to your “followers” number) will bring up a page all about what lists you are on. Click it to see yours!

Viewing List Content

To view the stream of Tweets from any group of people in lists you follow or have created, follow these steps:

1. Go to your "Home" page
2. Click the "Lists" tab on the left panel of the screen
3. Choose which list you'd like to view
4. Right away, you'll see a stream of Tweets from the users included in that list

Editing or Deleting Lists

To edit or delete a list, follow these steps:

1. Go to your Profile page
2. Click the "Lists" tab on the left panel of the screen

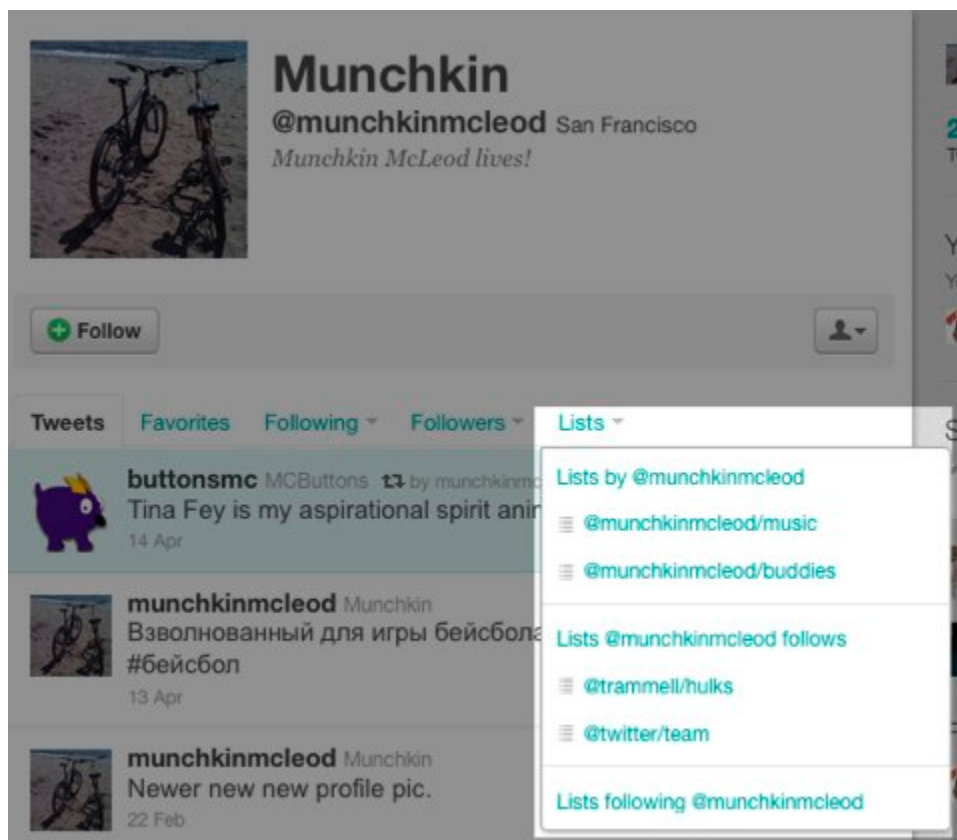
3. You will see lists you've created, lists you're in, or other people's lists you follow
4. Select which list you'd like to edit or delete from lists you've created. Click edit to update your list credentials or click delete to remove the list entirely.
5. You cannot add or remove people from your list on this page – you must do that from the profile pages of each individual you wish to add or delete. See above.

Subscribing to/Following Other People's Lists

Following a list is as simple as following any other Twitter user. Simply click on the Lists tab when viewing their profile, and select which lists options you want to see. Click the follow button to follow one of their lists.

You can also consequently remove yourself from a list by blocking the creator of the list.

Note: If the owner of a list that you're following includes a public user that you've blocked, you will still see the updates of the blocked user. This behavior is similar to visiting the profile page of a public user that you've blocked: you're still able to read their tweets.



How To Block Users on Twitter

Blocking users on Twitter

Twitter provides all users with the ability to block other users. Blocking prevents a user from following you, sending you an [@reply or @mention](#), or putting your account on any of their lists.

To block a Twitter user:

1. **Log in** to your Twitter account.
2. **Go to the profile page** of the person you wish to block.
3. **Click the person icon** (highlighted below). This brings up a drop-down Actions menu.
4. Select **Block** from the options listed.



Blocked users **can't**:

- Add your Twitter account to their lists
- Have their @replies or mentions show in your mentions tab (although these Tweets may still appear in search).
- Follow you
- See your profile picture on their profile page or in their timeline

Please note: that if your account is public (i.e., not [protected](#)), your Tweets will still be visible on your public profile page.

Twitter **does not** notify a user when you block them, but because they will no longer be able to follow you, they may notice that they've been blocked.

Unblocking Users

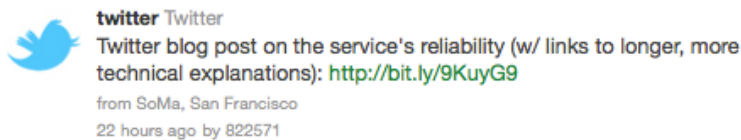
If you change your mind, you can easily unblock a person by clicking **undo** from the blocked user's profile page:



Types of Tweets and Where They Appear

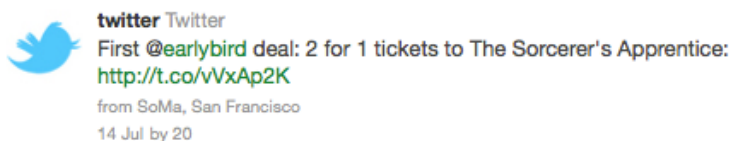
This article outlines where specific types of Tweets (messages) will appear on our site and in your or others' profiles. One of the most frequently asked questions we receive is, "Where does my reply to someone's Tweet show up? I don't see it on their Twitter profile page." Hopefully this table gives a better outline of where messages go when you click the "Tweet" button.

Normal Tweets:



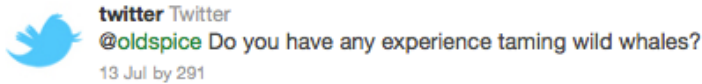
- **Definition:** Any message with fewer than 140 characters posted to Twitter. Also called a "Tweet." (Example above.)
- **Where it appears for the sender:** On the sender's Profile page.
- **Where it appears for the recipient:** In the home timeline view of anyone who is following the sender.
- **Places it will never appear:** In anyone else's Profile page, unless they retweeted the message.

@Mentions:



- **Definition:** A Tweet containing another user's Twitter username, preceded by the "@" symbol, like this: Hello @NeonGolden! What's up? (Example above.)
- **Where it appears for the sender:** On the sender's Profile page of public Tweets.
- **Where it appears for the recipient:** In the recipient's @Mentions tab, which is accessible only by them. Additionally, mentions will appear in the recipient's home timeline view (not Profile) if they are following the sender. Also note: anyone on Twitter who is following the sender of a mention will see the Tweet in their home timeline.
- **Places it will never appear:** On anyone's Profile page, unless they wrote the message.

@Replies:



- **Definition:** A Tweet that begins with another user's username and is in reply to one of their Tweets, like this: @NeonGolden I can't believe you thought that movie was cheesy-I loved it. (Example above.)
- **Where it appears for the sender:** On the sender's profile page.
- **Where it appears for the recipient:** In the recipient's @Mentions tab. Like mentions, replies will also appear in the recipient's home timeline view if they are following the sender. Anyone following the sender and the recipient of a reply will see it in their home timeline.
- **Places it will never appear:** On anyone's Profile page, unless they wrote the message.

Messages (formerly "Direct Messages"):

- **Definition:** A private message sent directly to someone who follows you.
- **Where it appears for the sender:** In the sender's "Sent" folder. Will disappear if recipient deletes it.
- **Where it appears for the recipient:** In the recipient's private "Direct Messages" folder. Will disappear if sender deletes it.
- **Places it will never appear:** In any public timeline or public search.

What are @Replies and Mentions?

What is an @Reply?

A reply is any update posted by clicking the "Reply" button on another Tweet

People say lots of things on Twitter, and sometimes you want to say something back. Your reply will always begin with @username (insert username of the person you are replying to). Anyone Tweet that is a reply to you will show up in your @Mentions tab on your homepage.

To post a reply on Twitter:

- Find the Tweet you want to react to on Twitter.
- Hover your mouse over their message and click the "reply" icon.
- Complete your Tweet in the box that pops up, and click "Tweet" to send it



What is an @Mention?

A mention is any Twitter update that contains @username anywhere in the body of the Tweet. (Yes, this means that replies are also considered mentions.)

We noticed people frequently searching for their user name (@username) to find the Tweets that mention their username anywhere in the message. We collect these messages, as well as all your replies, in the @Mentions tab on your homepage. If you include more than one person's name in your update and you use the @username format, those people will all see the update in their personal mentions tab.

To post a mention on Twitter:

- Type your message normally, but replace any names you include with @username (including the person's Twitter username). Our system will recognize and highlight the username that way, as shown below for this mention of @FreelanceWhales (a super cool band that we mentioned).



What Are Hashtags ("#" Symbols)?

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Hashtags: helping you find interesting Tweets

- People use the hashtag symbol # before relevant keywords in their Tweet to categorize those Tweets to show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets in that category.
- Hashtags can occur anywhere in the Tweet.
- Hashtagged words that become very popular are often Trending Topics.

Example: Below, @VegNews added the hashtag before the word "vegan" in their message. The word is now a link to search results for all Tweets containing "#vegan" in the message.



Using hashtags

- If Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet.
- Don't #spam #with #hashtags. Don't over-tag a single Tweet. ([Best practices](#) recommend using no more than 3 hashtags per Tweet.)
- **Use hashtags only on Tweets relevant to the topic.**

How To Post a Tweet

1. Log in to your Twitter account
2. Type your Tweet into the "What's happening?" box at the top of your screen (shown below).
3. Make sure your update is fewer than 140 characters. We'll count the characters for you! Remaining characters show up as a number below the box.
4. Click the Tweet button to post the Tweet to your profile.



5. You will immediately see your Tweet in the timeline on your homepage, as shown below.



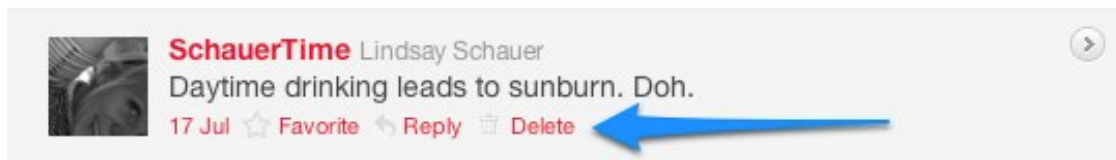
How To Delete a Tweet

If you've posted something that you'd rather take back, you can remove it easily. When you hover over your update while viewing your home or profile page, you'll see a few options appear below the message.

To delete one of your Twitter updates:

1. Log in to Twitter
2. Visit your profile page
3. Locate the Tweet you want to delete
4. Hover your mouse over the message (as shown below), and click the "Delete" option that appears

Voila! Gone forever... almost. Deleted updates sometimes hang out in Twitter search. They will clear with time.



How to Guide: Facebook Insights

*This is the tool you use to track your company Facebook page analytics.

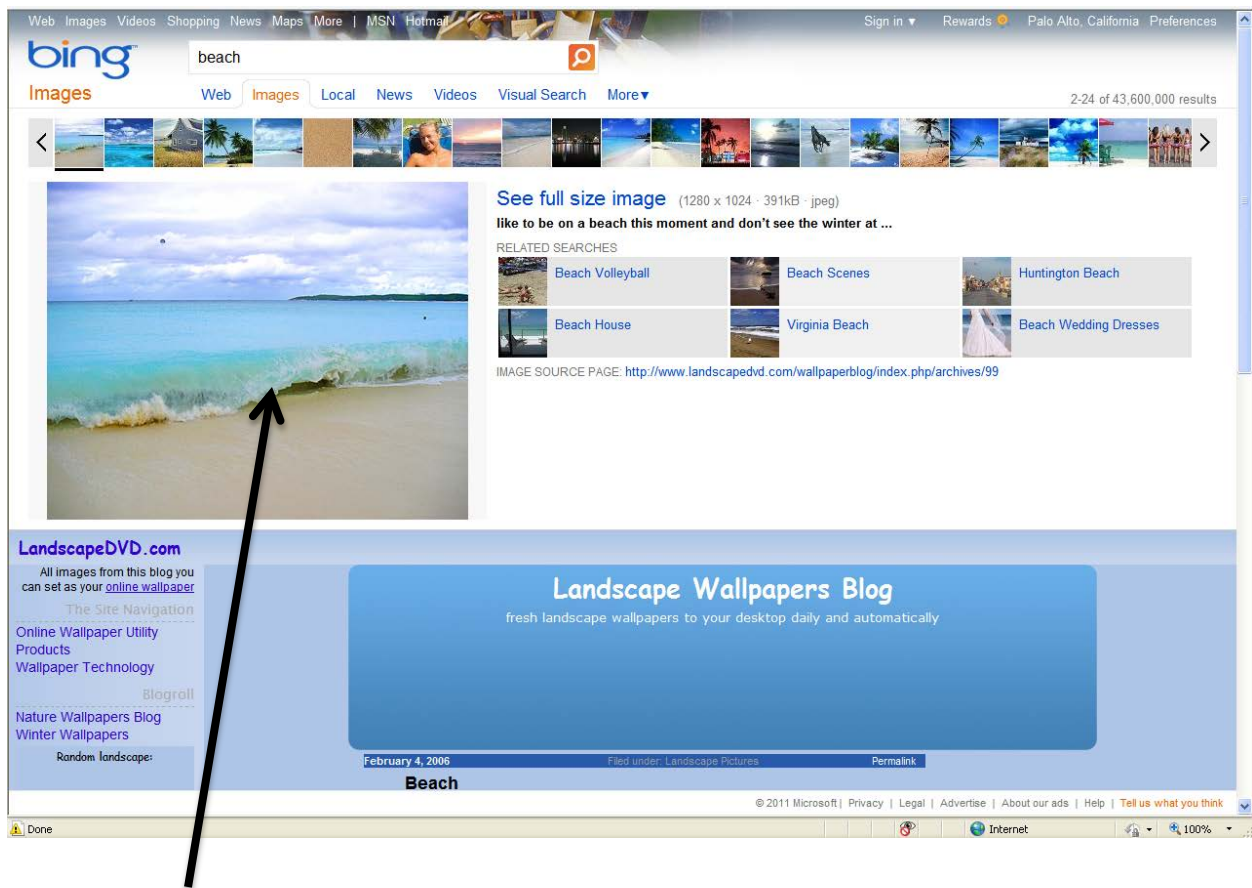
The screenshot shows the Facebook page for 'Lawyers Mutual NC'. The 'Insights' tab is selected, and a red box highlights the 'See All' link. A yellow callout box with the text 'Step 1: Click "See All"' points to this link. The page features a cover photo of Camille Stell, Director of Client Services, and a profile picture. The page has 288 likes and 35 talking about this. The 'Insights' section shows a line graph for 'Your Posts', 'Talking About This', and 'Reach'.



From this data, you can track:

- Likes
- Reach
- Engaged Users
- People talking about your post
- Shares of your post

Guide to Saving Picture From Internet onto the Computer Hard Drive

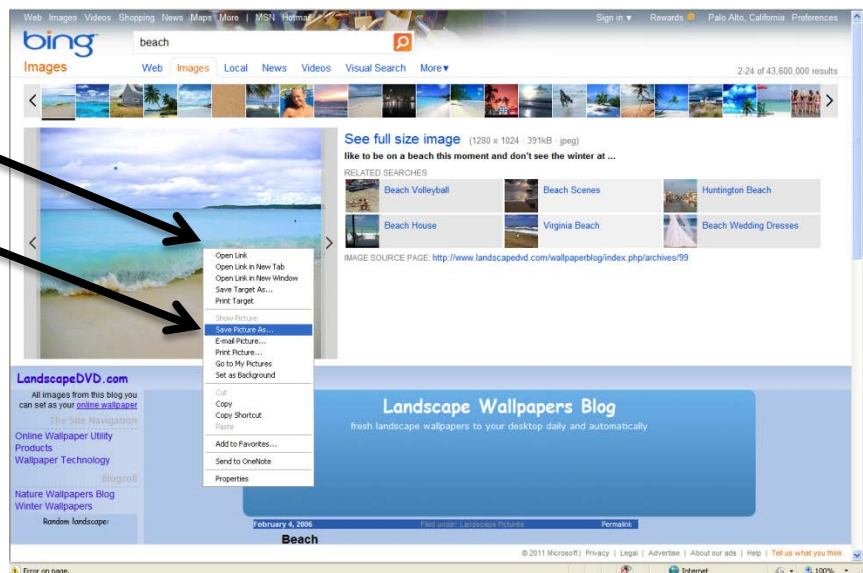


This is the picture I would like to save to my hard drive.

Step 1: Right click your mouse directly on the picture.

After right clicking this
Box is what should pop up
on the screen.

Step 2: Click on "Save Picture
As..."



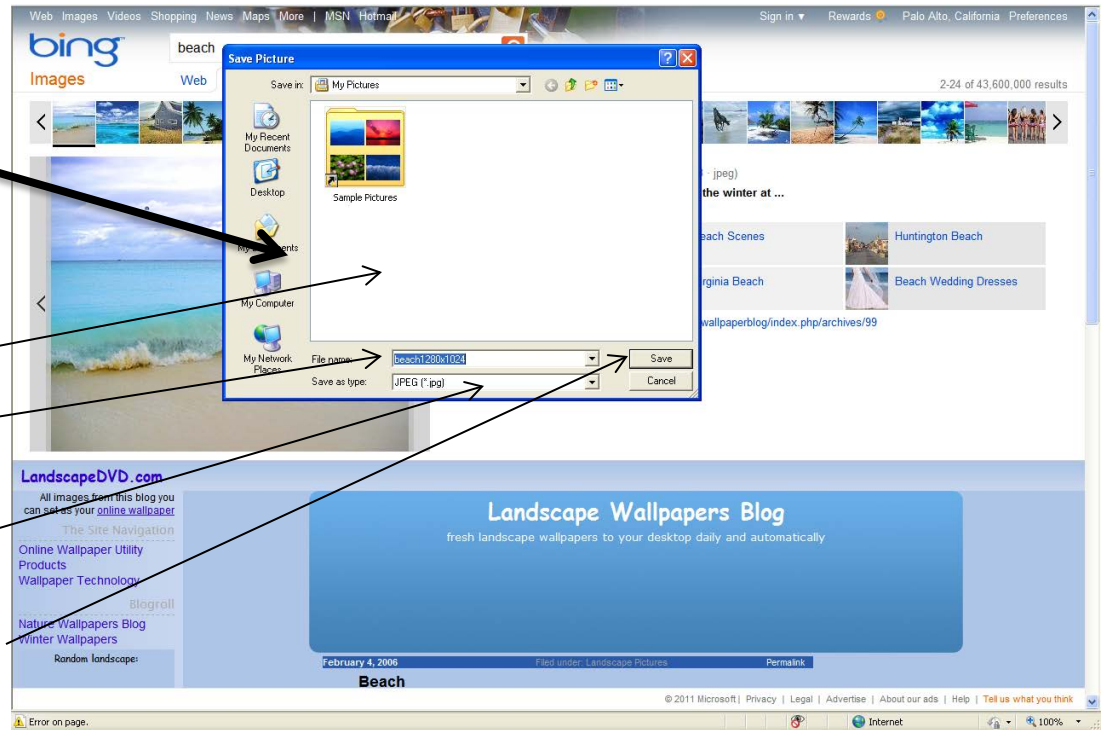
Guide to Saving Picture From Internet onto the Computer Hard Drive

After clicking on “Save Picture As,” this box will pop up on your screen.

From this box, you can:

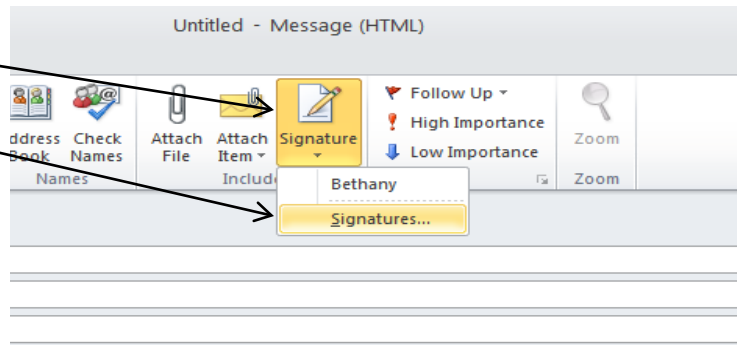
- save the picture in any file you want
- Rename the picture to what you want
- Change the type of file it is. I do not recommend changing the type of file.

After you are finished, make sure to click save



Email Signature Social Media Icon Directions

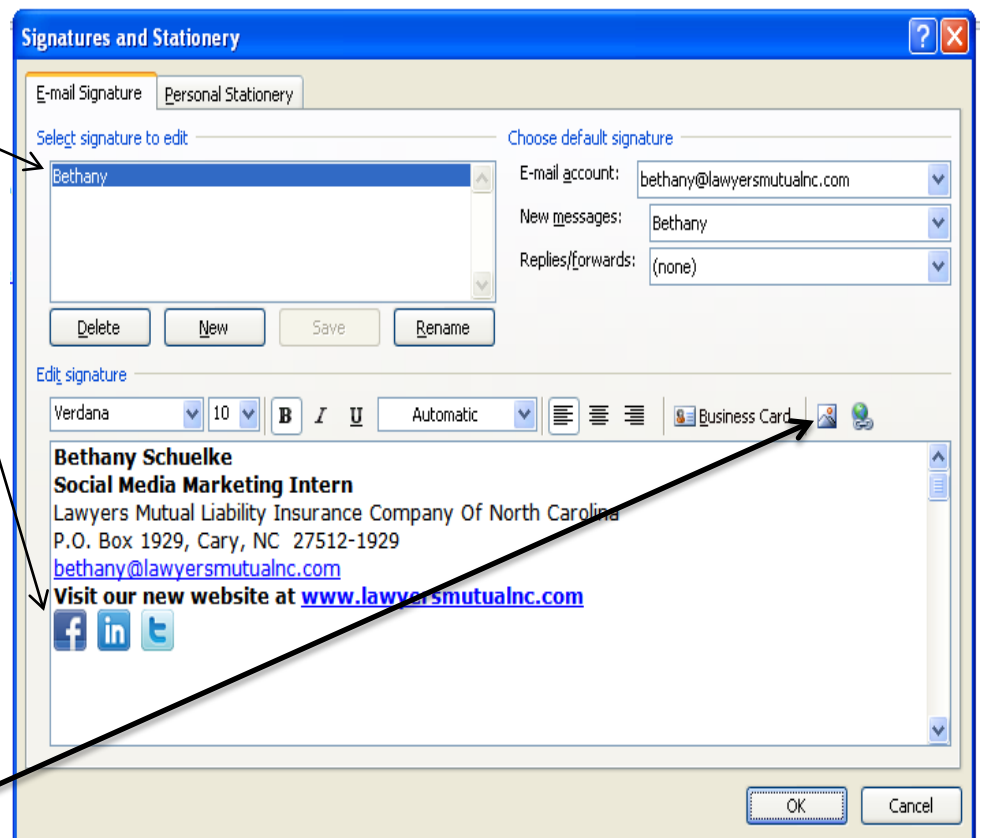
1. Open Outlook
2. Open a new email
3. Click on Signatures
4. Scroll down and click signatures



5. Click on the signature you would like to add the social media icons to.

6. Then in the Edit Signature section, click on where you want the icons to go

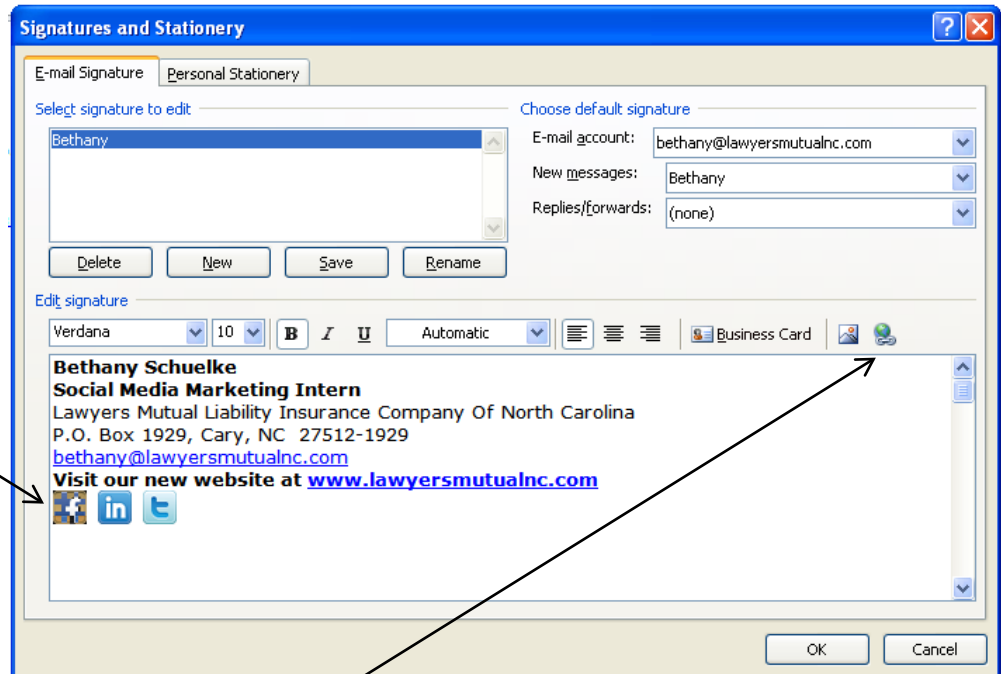
7. To add the images to your signature (we have attached the Facebook/Twitter icons to this post for you to save and use in your own signature) click on the "picture" icon (which is the 2nd icon from the right)



8. After you click on Picture, a browse wizard will pop-up and will allow you to browse your hard drive and add your twitter/Facebook icons (located in: P:\USERS\ALL\Social Media) to the signature.

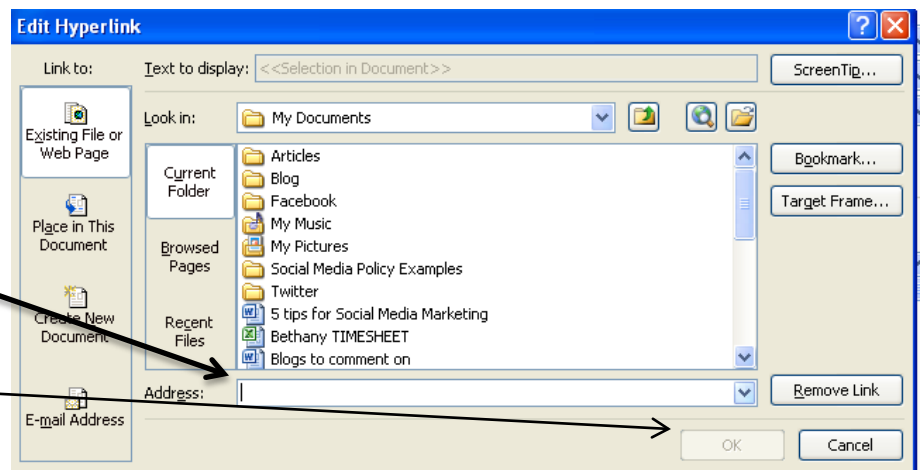
9. Once you have the images in the signature, click on one of the images to highlight it.

10. Then click on the “hyperlink” button (it should be the last button on the right)



11. In the address field at the bottom of the hyperlink window, type in your Twitter or Facebook address (depending on which image you are linking)

12. Click ok



13. Repeat that until you have all your images linked to the right web addresses.