

TWITTER AS AN EFFECTIVE ADVOCACY TOOL

What is twitter?

- ⦿ Twitter is a secure, customizable real-time information network that connects you to the latest information about what you find interesting
- ⦿ In other words, it's a clearinghouse for whatever kinds of information you want to pull together
- ⦿ It's much more than you think
- ⦿ It's a service that allows you to follow who and what kinds of information you choose

What is the VFW QRF?

- ⦿ A dedicated cadre of VFW members willing to contact their elected officials on the Hill at a moment's notice
- ⦿ A twitter-based service operated by NLS which requires a nearly one-time interaction with twitter from a member perspective
 - You would need to update your Twitter profile if your email or mobile phone number changes
- ⦿ A completely voluntary partnership – but volunteering entails a true willingness to participate

What are the responsibilities?

- To call your two senators and your elected official in the House of Representatives as soon as possible to communicate the VFW message after receiving an Action Alert through QRF
- The VFW envisions the QRF as a reserve force
 - Not to be called upon for routine advocacy
 - Only to be used for truly urgent and serious situations

What's the connection to Twitter?

- ⦿ Twitter allows us to communicate with you instantaneously and directly through mobile notifications
- ⦿ Because Twitter will forward our messages directly to your cell phone, there's no need to interact with Twitter directly to know when we send a Twitter message (tweet)
- ⦿ This feature is opt-in for each and every Twitter profile
 - For the QRF, we feel that mobile notifications are essential
 - We will answer questions and provide assistance

 Remember me[Forgot it?](#)

Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.



New to Twitter? Join today!



Languages · Bahasa Indonesia · Deutsch · English · Español · Français · Italiano · Nederlands · Português · Türkçe · Русский · 日本語 · 한국어

[About](#) · [Help](#) · [Blog](#) · [Mobile](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Advertisers](#) · [Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2011 Twitter

First step is to click 'sign up'

Create an Account



Have an account? [Sign in](#)

It's your turn.
Join Twitter.

This doesn't need to be checked to receive texts. You can choose to keep checked if you wish but the more secure option is to uncheck

You will receive an email asking you to confirm the account

Enter your first and last name.

Keep me logged-in on this computer.

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, photos or other materials

Printable versions:

[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Twitter Profile



Search



Home

Profile

Messages

Who To Follow



VFWQRF



VFW QRF

@VFWQRF

The Quick Reaction Force of the nation's leading military and veteran advocate!

<http://www.vfw.org>

[Edit your profile →](#)



About @VFWQRF

1

Tweets

0

Following

104

Followers

3

Listed

Similar to you · [view all](#)

Use the search bar to find 'VFW National HQ', and click 'follow' to get our updates

Tweets

Favorites

Following

Followers

Lists



VFWQRF VFW QRF

Today we're making a big push to get more vets' advocates signed up for our QRF. Spread the word to those who want to get back.

3 hours ago

The profile page shows only messages you have tweeted, how many times you've sent a tweet, who you are following / who is following you, and allows you to access preferences

Mobile Notifications

[Home](#)[Profile](#)[Messages](#)[Who to Follow](#)[VFWQRF](#)

VFWQRF's settings

[Account](#)[Password](#)[Mobile](#)[Notifications](#)[Profile](#)[Design](#)

Use Twitter with Text Messaging!

Twitter is more fun when used through your mobile phone. Set yours up! It's easy! Twitter does not charge for this service. Standard message and data rates may apply.

Country/region

Phone number

 Let others find me by my phone number

Type in the mobile phone number you wish to use, then click 'start'

Text Messaging on Twitter

Setting up your phone allows you to:

Send tweets with text messaging on your phone.

Receive texts for DMs and the tweets from users you want to be notified about.

Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that user.

OFF ON

Twitter commands

Do more than Tweet! Send these commands to Twitter:

FOLLOW *username*

Start following a user

UNFOLLOW *username*

Stop following a user

ON/OFF

Turn all Tweet notifications on or off

ON/OFF *username*

Set Tweet notifications for a user on or off (you'll still be following them even if you set it to off)

Mobile Notifications

[Home](#)[Profile](#)[Messages](#)[Who to Follow](#)[VFWQRF](#)

VFWQRF's settings

[Account](#)[Password](#)[Mobile](#)[Notifications](#)[Profile](#)[Design](#)

Verify your phone

We need to make sure we can receive messages from your phone.

Using the mobile phone you gave us:

+1 2026088365 (United States)

Send a text message to Twitter at this number. Twitter does not charge for this service. Standard message and data rates may apply.

With this word as the message



Twitter is waiting for you to send your verification code...

Already sent the verification code? Wait a minute or two for Twitter to receive the message from your mobile carrier. Still nothing? Try [Refreshing](#) this page.

Text Messaging on Twitter

Setting up your phone allows you to:

Send tweets with text messaging on your phone.

Receive texts for DMs and the tweets from users you want to be notified about.

Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that user.

OFF ON

Twitter commands

Do more than Tweet! Send these commands to Twitter:

FOLLOW *username*

Start following a user

UNFOLLOW *username*

Stop following a user

ON/OFF

Turn all Tweet notifications on or off

ON/OFF *username*

Set Tweet notifications for a user on or off (you'll still be following them even if you set it to off)

After clicking 'start', you will be asked to send a text message with the word 'GO' to 40404 – Twitter's text message inbox. The only cost is for standard text rates

Mobile Notifications

[Home](#)[Profile](#)[Messages](#)[Who to Follow](#)[VFWQRF](#) ▾

VFWQRF's settings

Once Twitter receives your text message, this verification screen will automatically appear

[Account](#)[Password](#)[Mobile](#)[Notifications](#)[Profile](#)[Design](#)

Text messaging

+1 2023296372 (United States)

Let others find me by my phone number

Send Tweets using text messages with this phone. Just send your tweets to **40404**. Twitter does not charge for this service. Standard message and data rates may apply.

Message notifications

Tweets from people you've enabled for mobile notifications

Direct messages

Mentions and replies

Only from people I follow

From anyone

Activity notifications

Followed by someone new

Your Tweet is marked as a favorite

This box must be checked to receive our messages via text. All others can be turned off if you prefer

Text Messaging on Twitter

Setting up your phone allows you to:

Send tweets with text messaging on your phone.

Receive texts for DMs and the tweets from users you want to be notified about.

Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that user.

OFF ON

Twitter commands

Do more than Tweet! Send these commands to Twitter:

FOLLOW *username*

Start following a user

UNFOLLOW *username*

Mobile Notifications



Search



Home

Profile

Messages

Who To Follow



VFWQRF



USO

@the_USO Worldwide

Welcome to the Official USO twitter page! We support our Troops...Until Every One Comes Home.

<http://www.uso.org>

Following



You might also want to follow:



helpingveterans Helping Veterans
Freedom Is Not Free, Military Charity



ThanksUSA ThanksUSA · Follow
ThanksUSA is a non-profit organization

Tweet to @the_USO

Tweets

Favorites

Following

Follow



the_USO USO

Have you submitted a story to honor the real heroes in your life in the military yet? on.fb.me/soa5Wn

4 hours ago

About @the_USO

3,255

Tweets

10,701

Following

31,660

Followers

1,267

Listed

Recent images · [view all](#)



Similar to @the_USO · [view all](#)



TAPS4America TAPS · Follow

Caring for the families of American's fallen heroes.



USForcesIraq U.S. Forces Iraq · Follow

News and info from U.S. Forces in Iraq.



missioncontinue TheMissionContinues · Follow

We are the only national non-profit organization chal...

Following · [view all](#)



Mobile Notifications



Search



Home

Profile

Messages

Who To Follow



VFWQRF



USO ✓

@the_USO Worldwide

Welcome to the Official USO twitter page! We support our Troops...Until Every One Comes Home.

<http://www.uso.org>

✓ Following



You might also want to follow:



helpingveterans Helping Veterans
Freedom Is Not Free, Military Cho...



ThanksUSA ThanksUSA ✓ · Fol...
ThanksUSA is a non-profit organi...

Tweet to @the_USO

Tweets

Favorites

Following



the_USO USO

Have you submitted a story to honor the real heroes in your life in the military yet? on.fb.me/soa5Wn

4 hours ago

About @the_USO

3,255

Tweets

10,701

Following

31,660

Followers

1,267

Listed

Recent images · view all



Similar to @the_USO · view all



TAPS4America TAPS · Follow

Caring for the families of American's fallen heroes.



USForcesIraq U.S. Forces Iraq · Follow

News and info from U.S. Forces in Iraq.



missioncontinue TheMissionContinues · Follow

We are the only national non-profit organization chal...

Following · view all

