



Twitter How-To

Join our Twitterstorm on
Wednesday, August 12th from 11 am to 12 pm
in an effort to help extend the statewide
local dental pilot projects!

Our goal is to drive the California Department of Health Care Services (DHCS) to reverse their decision to cut the Local Dental Pilot Projects (LDPP's) from their extension proposal to the Centers for Medicare and Medicaid. By actively engaging and sharing your LDPP success stories, you can help make a difference.

What is a Twitterstorm?

A Twitterstorm is a dedicated time and place to have a conversation that raises awareness and support in an effective, yet rapid way. Utilizing an original hashtag, a message can quickly spread as many people see the original tweet, and subsequently reuse the same hashtag in their own tweets and retweets. The goal is to trend and thus gain even more attention.

When a specific tweet and hashtag are tweeted and retweeted quickly enough, the hashtag will appear on Twitter's "trending" list and be visible to all Twitter users, even those who are not a member of the original hashtag user's list of followers. This often leads to the original message or hashtag crossing to other social media sites or the mainstream media, resulting in much deeper penetration into the collective conscience.

**IMPORTANT: Remember to add
#KeepCASmiling
to all of your tweets and forms
of communication!**

Twitter Reminders:

- Always include #KeepCASmiling to your posts
- Twitter limits you to 280 characters
- Retweet any and all posts that include #KeepCASmiling
- If possible, mention @Health_CN
- To increase interaction, add a picture or video with your post (images available in the social toolkit)
- Follow @Health_CN on Twitter and turn on post notifications to be alerted when the Twitterstorm starts!

You will need to have a Twitter account to participate in the Twitterstorm. If you do not have Twitter, here is how to create an account.

How to Make a Twitter Account:

Step 1: Go to Twitter.com or download the app and sign up for an account. The "Full name" that you provide will be your display name.

Step 2: Enter in your phone number. This is a form of authentication that will help in case you ever lose access to your account.

Step 3: Pick a password and you're in! Click on the blue button on the top right to start tweeting!

Tell your story!

Share how the LDPPs have increased oral health equity in your community by increasing access to dental care.



#KeepCASmiling