

# TEDx + twitter

## How to Use Twitter

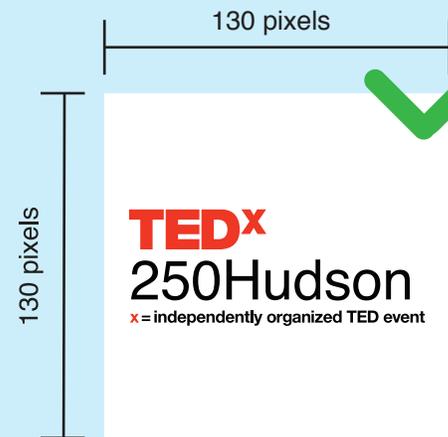
- Create your Twitter account, using the full name of your event\*
- Upload your event logo as your main image on Twitter\*
- Tweet about your event weekly, or daily
- Share TED and TEDx talks that inspire
- Connect with your community, and ask for suggestions
- Remember to use Hashtags (ex. #TEDx, #TED, #TEDxYourEventName)

## How Not to Use Twitter

- Promoting sponsors
- Using a Twitter name that doesn't reflect your event
- Using a shortened version of your logo



### Correct Twitter Logo ✓



### Wrong Logo Usage ✗

**TEDx**  
250Hudson  
x = independently organized TED event

**TEDx**  
x = independently organized TED event

**TEDx** 250  
Hudson  
x = independently organized TED event

**TEDx**  
250  
Hudson  
x = independently organized TED event