ABOUT THE TWITTER TOWN HALL

The NAACP Economic Programs Twitter Town Hall provides a space for members of the Youth and College Division to chat about major themes within economics through social media. The Twitter Town Hall happens once in the fall and spring semesters.

This toolkit provides guidelines to host your chapter's Twitter Town Hall Viewing Party.
Talking about money can seem taboo and at times, uncomfortable. Sharing best practices and experiences, on platforms like the Twitter Town Hall, can help to erase the discomfort and dispel myths about finance.

The Fall 2019 topic will revolve around Financial Health and how to stay in your best financial shape!

The Twitter Town Hall provides basic insight and resources to equip NAACP youth to be well versed in economic topics and prepared for major financial decisions. During the event, you will have an opportunity to speak with subject matter experts!

We encourage students to continue the conversation beyond the Twitter Town Hall by inviting subject matter experts and Wells Fargo representatives to workshops and forums on your campus or meeting site.
- Reserve a space to host a viewing party for a minimum of 20 people. Ensure wifi is functional and able to withstand multiple users.

- The space should have a large projector or monitor so that participants can legibly read the questions and responses being tweeted live on Twitter.

- Order refreshments and beverages ahead of time to ensure delivery time is met. Use a RSVP system to better determine the audience size

- Submit documents (RFP, W9 and pre-survey) to Brea Govan at bgovan@naacpnet.org by Wednesday November 6, 2019 5 PM ET.

- The council/chapter must follow @NAACPPEcon and @NAACPNow on Twitter. Questions and other direction will come from these accounts.
- Use #CollegeSense in all tweets/responses during the Twitter Town Hall. We encourage using memes, GIFs and photos of your viewing party!

- There will be Youth and College participants from multiple chapters/councils chiming in. It is suggested to engage with other participants who are not at your viewing party.

- The answers should be numbered along with the corresponding questions. Ex: 
  @NAACPNow tweets "Q1- What is the Twitter Town Hall #CollegeSense?"
  @TTHParticipant tweets "A1- A fun opportunity to learn and share my economic experiences with other NAACP members #CollegeSense"

- If the unit has a Twitter account, that account should retweet the questions posted by @NAACPNNow. Members of the viewing party are expected to contribute by responding from their own accounts.
AFTER THE VIEWING PARTY

- Complete and submit the post-survey to Brea Govan at bgovan@naacpnet.org by the end of the week/Friday at the close of business.

- Submit a sign-in sheet from the viewing party by the following day. This should include participant's name, twitter handle and signature.

- Although event photos were posted on Twitter, at least 5 photos must be sent to Brea Govan when submitting sign in sheets.

If your chapter liked this conversation, we encourage you to review the resources and host a workshop/discussion to learn more key concepts and best practices.