

Step-by-Step Guide: Hosting a Twitter Townhall

Developed by [Green & Healthy Homes Initiative](#)



Save the Date

To encourage widespread participation in your Twitter townhall, it is best practice to promote the event in advance. Provide information on the date and time with a brief overview of the conversation to inform followers. Share and/or reference this post multiple times prior to the event and via different mechanisms such as social media, newsletters, and direct outreach.



Participation Reminders

Before the townhall begins, you may want to share engagement guidelines to make sure all participants understand how to best engage in the discussion. This may include information on the event hashtag and reminders to include the associated question number as part of any response provided.



Initial Engagement

To learn about participants at the outset of the townhall, consider asking a question about where they are from or what organization they represent. This helps your team get a better understanding of who has joined the discussion and how you may want to engage with their feedback.



Planned Townhall Questions

It is best practice to prepare townhall questions in advance. Some organizations will choose to share these questions with the townhall promotional communications or on their website to allow participants the opportunity to draft appropriate responses. Consider designing question placard graphics to visually depict each numbered question for ease of reference in your Twitter feed.



Feedback Highlights

It is important to make sure your team engages with participant feedback during the townhall. "Like" and/or respond to comments or consider retweeting important information shared by participants to amplify their message as part of the greater conversation.



Wrap Up and Thank You

Clarify when prepared townhall questions are finished and thank participants for engaging in the conversation. Consider designing a "Thank You" placard and tagging participating organizations in an associated thread in recognition of their support.