



## 25x'25 on Facebook


[www.facebook.com/25x25alliance](http://www.facebook.com/25x25alliance)

### What is Facebook?

With over 800 million users worldwide, Facebook has become the world's most influential social media network. What started as a tool for college students is now being used by people of all ages to not just interact with friends, but, increasingly, to gather and share news and information, engage in dialogue, and organize towards common goals.

### How can I participate?

While you can read the posts on the 25x'25 Facebook page without a Facebook account, the best way to participate is by creating your own account. To start an account, go to [www.facebook.com](http://www.facebook.com) and complete the sign up form on the right hand side of the screen.

Once you have started an account, go to 25x'25 Facebook page at [www.facebook.com/25x25alliance](http://www.facebook.com/25x25alliance) and click the "Like" button on the top of the 25x'25 Facebook page to receive our latest posts and information in your Facebook "feed" which is displayed whenever you login. 

In addition to following the page, you can promote it, as well as 25x'25, by doing the following:

- "Liking" posts provides an endorsement encouraging others to read.
- "Commenting" on a post helps make it a subject of conversation in addition to increasing its readership.
- "Sharing" a link will re-post it on your personal Facebook page, or "wall," allowing it to reach "friends" who may not otherwise receive it.
- If you have information, a link, or thoughts that you think might be beneficial to share with the network, you can *make your own post* on our page. Personal posts inspire engagement from others by demonstrating that our page is for public use as much as it is for use by 25x'25.
- As with Twitter, one of the most helpful things you can do is *invite your friends, acquaintances, and other organizations* to "like" the page. The more groups and individuals who like it, the larger our audience will become.



### 25x'25 Alliance

Non-Profit Organization · Lutherville, Maryland · [Edit Info](#)



Wall 25x'25 Alliance · Everyone (Most Recent)

Share: Status Photo Link Video Question  
Write something...

#### 25x'25 Alliance

The federal production tax credit, which has been instrumental to the success of wind power in the US, is set to expire at the end of 2012. History shows that when the tax credit has expired, the amount of new wind development has dropped by as much as 93% from the previous year. The American Wind Energy Association (AWEA) is working to raise awareness of this issue and to get the credit renewed. [Click below to learn more!](#)



#### AWEA Grassroots | Take Action Page

[action.awea.org](http://action.awea.org)  
America needs homegrown energy resources to power the nation and with our economy struggling, we're in dire need of American jobs. Wind energy delivers in both of these areas. The PTC has been instrumental in helping the wind industry to: "Lower the cost of wind power by more than 90% - ..."

82 Impressions · 1.22% Feedback

Like Comment Share · November 8 at 10:24am ·

Americans for a Clean Energy Grid likes this.

1 share

Write a comment...

### Additional questions?

Please contact Tim Fink at [tfink@25x25.org](mailto:tfink@25x25.org) or 410-252-7079 with any questions you have regarding social media.



# 25x'25 and Social Media

Social media has immense potential for advancing the 25x'25 mission. Since launching pages on Facebook and Twitter earlier this year, we have made great strides using these tools to build awareness of 25x'25 and strengthen our relationships with partners, the public, and other stakeholders. While we have had success in building a following, *we cannot succeed in this area without your help*. This document provides more information on how you can actively promote the 25x'25 Alliance through social media.



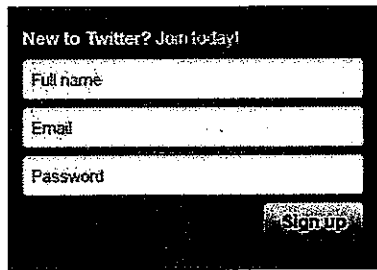
## 25x'25 on Twitter

[www.twitter.com/25x25alliance](http://www.twitter.com/25x25alliance)

### What is Twitter?

Boasting over 200 million users, like Facebook, Twitter has quickly emerged as a popular source for sharing news, information, and opinion. What distinguishes it from Facebook is that Twitter users are restricted to 140 characters in their posts, or "tweets," making it a quick source for information.

### How can I participate?



While you can access information from the 25x'25 Twitter page without a Twitter account, the best way to participate is by creating your own account. To start an account, go to [www.twitter.com](http://www.twitter.com) and complete the sign up form on the right hand side of the screen.

Once you have started an account, login and go to the 25x'25 Twitter page at [www.twitter.com/25x25alliance](http://www.twitter.com/25x25alliance) and click the "Follow" button just below Ernie's profile picture to receive the latest 25x'25



posts and information in your Twitter "feed" which is displayed whenever you login.

In addition to following our page, you can promote it, as well as 25x'25, by doing the following:

- Selecting 25x'25 as a "favorite" to encourage others to follow us on Twitter.
- "Retweet" will share our tweets through your account, allowing them to reach wider audiences.
- "Replying" to a 25x'25 tweet is a way to engage in dialogue with us and inspire others to join in the conversation.
- If you have information, a link, or thoughts that you think might be beneficial to share with the network, you can "Tweet to us" a message.
- One of the most helpful things you can do is *invite your friends, acquaintances, and other organizations to "follow us"* on Twitter. The more followers we have, the larger our audience will become.

