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The Aspen 12-Step Great Ideas Program

Sharing the Ideas Festival With The World
In 140 Characters or Less Using Twitter

1. Admit there is a higher power: sign up for a free
Twitter account: www.twitter.com
about 13 hours ago from web

2. Tweets are (very) short messages: 140 characters or less.
about 13 hours ago from web

3. Always include #AIF09 in your tweet. That's our
unique Ideas Festival tag
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4. Tweet from your laptop, Blackberry, iPhone ... or any
phone that can text
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5. Full how-to instructions at www.aifestival.org/HowToTweet
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6. A good format: idea, speaker, where you are. Example:
"Now listening to @hirshberg at the Aspen Ideas Tweektorial.
What a riot. #aif09" (a quote, the speaker, the conference)
about 13 hours ago from web

7. Tweet the essence of a session. Memorable quotes.
Big ideas
about 13 hours ago from web

8. Tweet what moves you. What makes sense. What's
bunk
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9. Tweet the sessions you are attending
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10. Tweet ideas from your conversations
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11. If you blog or upload video, be sure to tweet the link
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12. Learn more at the TWEETorial 4:00PM Tuesday,
Mcnulty Room, Doerr-Hosier Center
about 13 hours ago from web

Why all this? Newsies, bloggers, people who follow ideas will see all these thoughts coming from Aspen. They will take note. This will make the Ideas Festival more open, more accessible, and more connected to more people.