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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](http://www.twitter.com)  
about 13 hours ago from web

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

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3. Always include #AIF09 in your tweet. That's our  
unique Ideas Festival tag  
about 13 hours ago from web

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4. Tweet from your laptop, Blackberry, iPhone ... or any  
phone that can text  
about 13 hours ago from web

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5. Full how-to instructions at [www.aifestival.org/HowToTweet](http://www.aifestival.org/HowToTweet)  
about 13 hours ago from web

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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

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

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8. Tweet what moves you. What makes sense. What's  
**bunk**  
about 13 hours ago from web

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9. Tweet the sessions you are attending  
about 13 hours ago from web

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10. Tweet ideas from your conversations  
about 13 hours ago from web

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11. If you blog or upload video, be sure to tweet the link  
about 13 hours ago from web

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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.