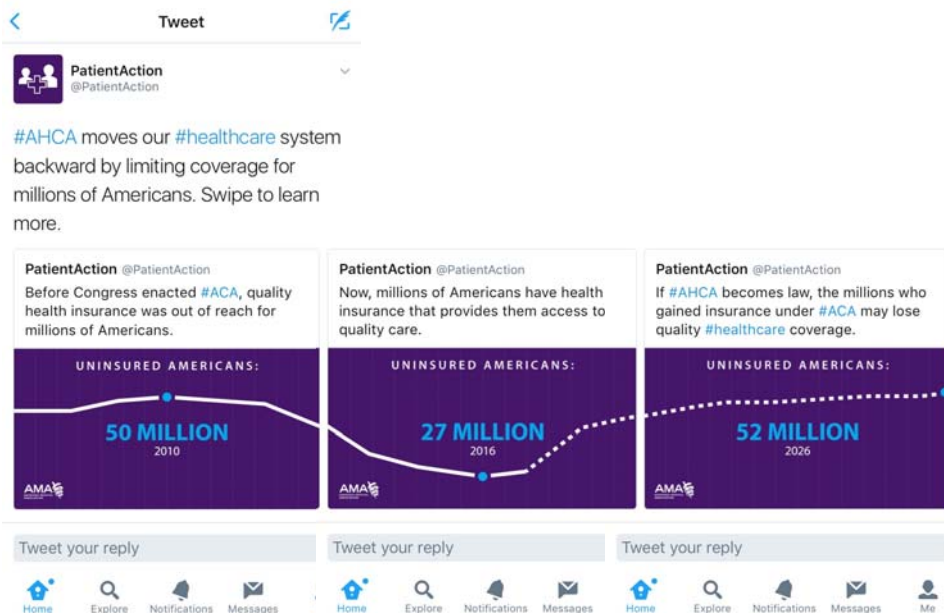# Twitter Carousel Unit – How it Works


- Create 2-6 "child" tweets (the ones in the carousel) through the Twitter Tweets Dashboard.

- In the Twitter Creatives Dashboard, select Carousel to add your collection of tweets together into one unit.

- Create the "parent" tweet (the one above the carousel) through the Twitter Tweets Dashboard and attach the link to the carousel unit created in the Creatives Dashboard.

- Ad unit is **mobile only**, so campaign must be targeted to **only** iOS and Android.

AMA | MEMBERSHIP MOVES MEDICINE.

# Tweet Your Legislator (Conversational Card) – How it Works
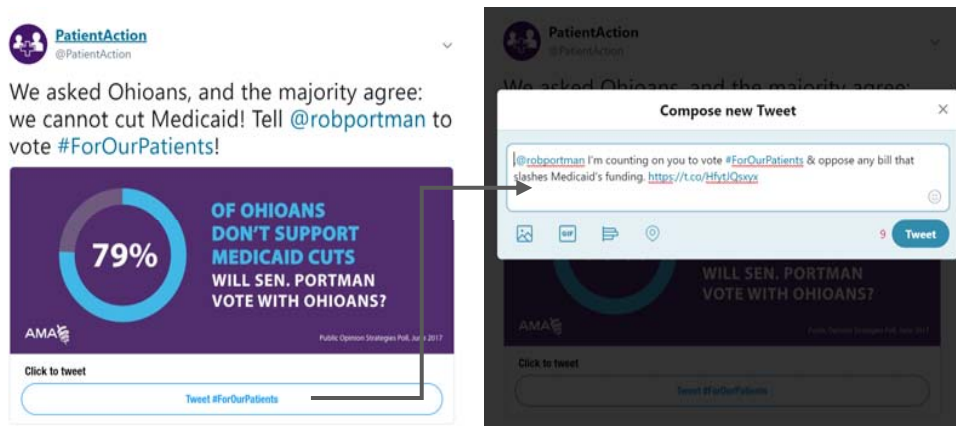
- Twitter's Conversational Card allows advertisers to have a custom tweet, image, headline (e.g., "Click to tweet") and hashtag(s) for users to engage with.

- By clicking the hashtag(s), users are then prompted with a pre-populated tweet plus original ad unit to share with their networks.

- Advertisers can not only track engagements and clicks on the ad unit, but also hashtag clicks.

Tweet Your Legislator (Simple Hack) – How it Works
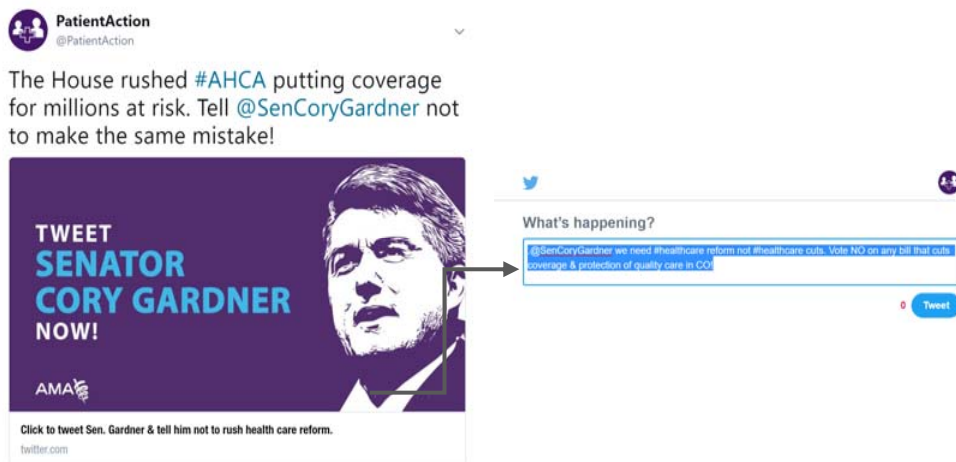
- Twitter's Tweet Your Legislator Hack is a Twitter Webcard (ad unit optimized for web clicks) that's manipulated on the back end to direct users to a prepopulated tweet.

- Instead of placing a landing page URL into the URL spot of the Webcard ad unit, advertisers can put a URL to a pre-populated tweet (using a service such as http://clicktotweet.com/) into that position.

- As users engage with the ad unit (by clicking either the image or the copy below), a new tab opens with the pre-populated tweet.

Leveraging Online Petitions
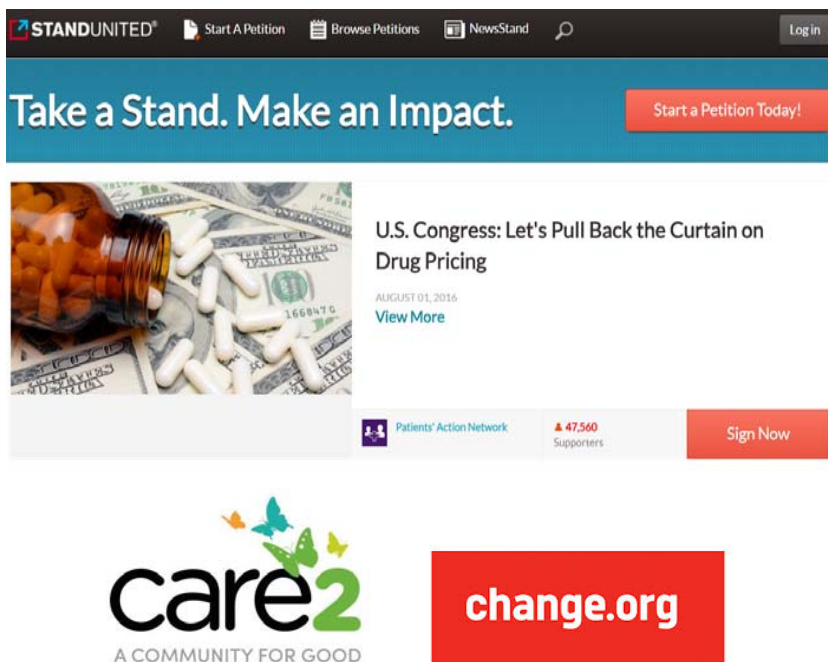
- Grassroots petition platforms offer the ability to recruit advocates and impact lawmakers.

- Established communities on the Left and Right provide exposure to millions of activists.

- Cost-effective tactic compared to others (list rentals, direct buying, misc. promotion)

- A primary driver for the AMA in building a database of close to 2 million patient-advocates.