

## Twittering for *The Offbeat* process doc

Welcome to Twitter for *The Offbeat*! Here we try to keep things fun, offbeat, and most importantly under 140 characters. Our main goal is to create buzz for the journal and start conversations in literary circles. Also try to engage our followers in two campaigns #wackywordswednesday and #funfactfriday, and circulate our call through the literary Twitter-sphere.

### #wackywordswednesday

- Every Wednesday The Offbeat Twitter account posts an interesting word and its definition
- Words can be found by searching for lists of wacky words, I am currently moving through this one: <https://voxy.com/blog/index.php/2011/03/weird-english-words-from-a-to-z/> and this one: <http://www.oxforddictionaries.com/words/weird-and-wonderful-words> or using the advanced search function on the Oxford English Dictionary
- Format of tweets: “Word, part of speech, definition #wackywordswednesday”

### #funfactfriday

- Every Friday The Offbeat twitter account posts an interesting and otherwise relatively “fun” unknown fact
- These facts can be found by searching the internet, or going through this list: <http://www.thefactsite.com/2011/07/top-100-random-funny-facts.html>
- Format of tweets: “fact #funfactfriday”

### General reading call:

- Post a general submission call every Monday and Thursday (or other facts/info about the journal to switch it up)
- Remind people that we are always accepting submissions, be fun and quirky with it, we are offbeat
- Sometimes make tweets that focus on the areas of writing that we accept (nonfiction, poetry, fiction, etc.)

### Contest submission calls

- During the contest submission period, tweet calls for the contest every Tuesday and Saturday
- Focus on the types of writers that would submit to these contests
- Mention and tag the judges (if they have twitters) at least once