

How to Participate in a Twitter Pitch Party

Twitter pitch parties are popping up all over the place. Not only is there #PBPitch, but #PitMad, #pitchmadness, #pitmas and more. There are lots of good posts about creating a pitch (like this one <http://diymfa.com/community/crafting-the-perfect-twitter-pitch>), but the goal here is to explain the logistics of twitter. If you are a twitter pro, please share this with your writing friends who are twitter newbies or not on twitter at all. Let's help them join this active and supportive writing community!

What is a pitch party?

A pitch party is a dedicated time for writers to pitch their unpublished manuscript to an agent or editor. Writers create a 280-character pitch of their manuscript and post it to twitter with a hashtag (in this case, #PBPitch). A group of agents and editors will come to the party (i.e. read the twitter feed) and review as many pitches as they can. If they enjoy your pitch, they will like (or "heart") your tweet by clicking the heart icon. This is an invitation for the writer to submit a query or manuscript to the agent or editor – they are interested in your story and want to know more!

How do I submit a requested query or manuscript?

Each agent or editor has his or her own submission process. It is your responsibility to go to their website to review (and then follow!) these instructions. Sometimes an agent or editor will tweet a tip on additional information you should provide with your submission. For example, they may ask you to include #PBPitch in the subject of your email.

What is a hashtag?

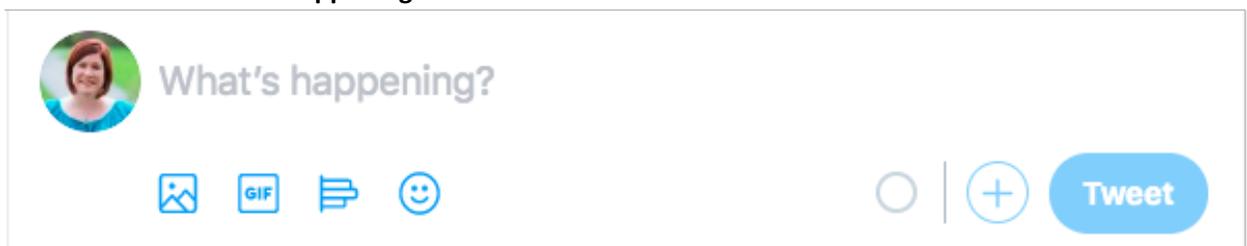
It's this: #. Also known as the pound sign. Its purpose is to group together posts about a similar topic, so you can find other tweets about the same subject. A hashtag in a tweet is highlighted in blue. If you click that hashtag, you can instantly see all tweets that include the same hashtag.

To create a twitter account:

Twitter has great online support! Click here to learn about creating an account <https://support.twitter.com/articles/100990>

To post a tweet:

1. Click inside the **What's Happening** status box.



2. Type or paste your pitch. Put the hashtag at the beginning or end, placement doesn't matter!

The 280 characters includes spaces, punctuation, and yes, the hashtag (i.e. #PBPitch). Twitter will tell you how many characters you have remaining with the circle icon. Any text in red is beyond the 280 character limit.

3. When you are finished with your text, click the **Tweet** button.
4. Your tweet appears in the twitter feed!



Where the heck do I find the “party”?

There are two ways to see all results for a #Hashtag:

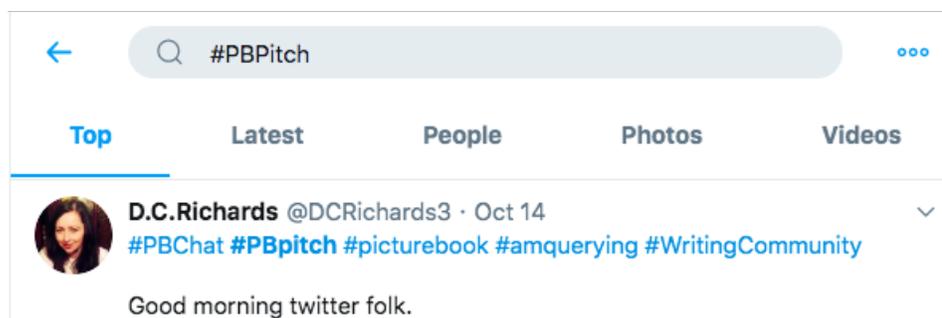
Using the Search feature:

In the upper right of the screen, there is a rounded text box with a small magnifying glass. This is the Search box.

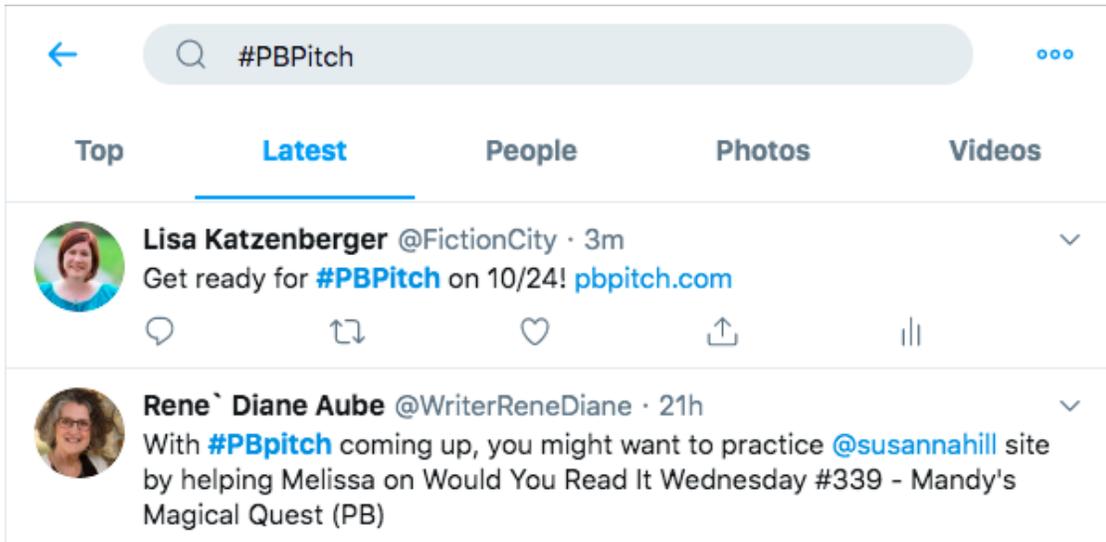
1. Type the hashtag you want to search for (include the #).



The search results will display with a list of filter headings up top. It will default to the “Top” section. These are the tweets that have received the most engagement (likes, replies, retweets), but they are not the most recent. Therefore, this is usually not where you want to be for an ongoing party.



- To access the entire party, click **Latest**.



You will now see all tweets that include your searched hashtag as they are posted. On the day of the party, there will be a lot! You can't read them all, so don't feel obligated to try!

Search using the #PBPitch Hashtag

You can also join the party by clicking the blue #PBPitch text within a tweet.

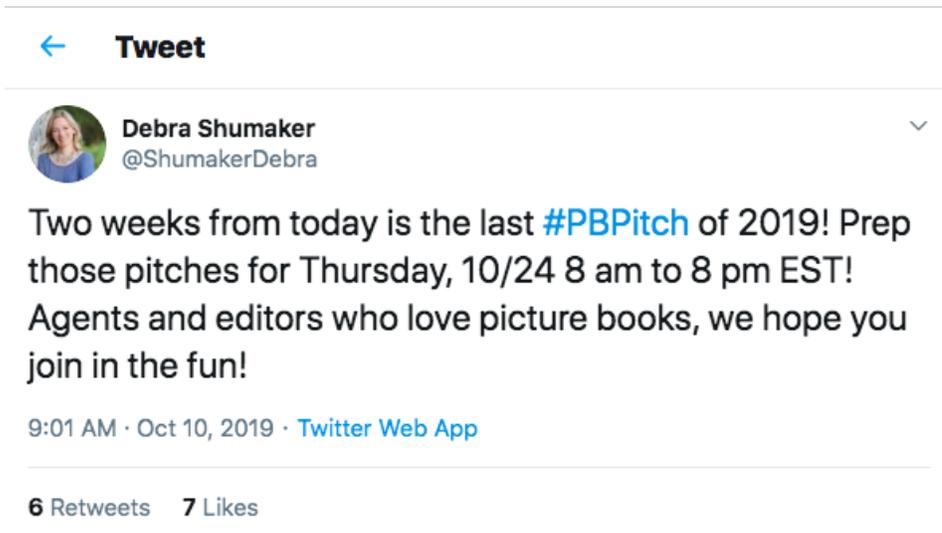


Working with Likes

If your tweet has received a like (or sometimes referred to as a heart), a number will appear to the right of the heart icon below the tweet. In the example below, this tweet received 7 likes.



1. Click the tweet itself to expand it and view more details about who liked (and ReTweeted) your tweet.



2. Click **Likes** to view a list of who liked your tweet.



You can also view a list of all the tweets a user liked. This is a great way to get a feel for what a particular agent or editor enjoyed.

1. At the top of a user's profile, click **Likes**.



Tips

- Write your tweet out in advance in Word, and then paste it into twitter.
- Schedule your tweets in advance using a tool like TweetDeck or HootSuite.
- Read other tweets to see what is getting liked and look for inspiration.
- Have fun!