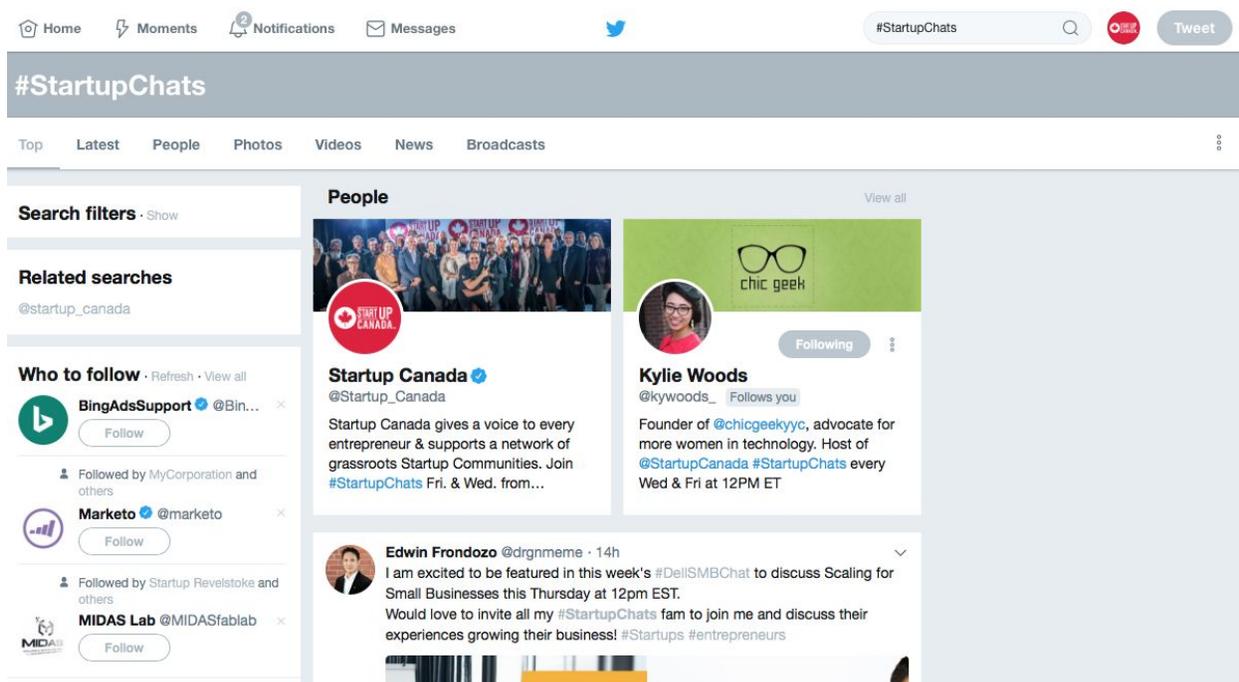


#StartupChats Advisor Instructions

#StartupChats are a fun experience and can be a great way to meet new connections (online and in person), gain leads, position yourself as a thought leader, and share your expertise. Here are a few background notes and tips on #StartupChats to help you get started:

Chat Tips:

- Sign on to Twitter, search #StartupChats in the top left search bar



- Select the 'Latest' tab from the menu bar (see screenshot below), at the top of your home page. Once you see the the 'Latest tab underlined, you are ready to follow along! Remember to refresh every few minutes to see the latest content.



- Users will be "following" the chat by following the hashtag - #StartupChats, so it's very important to include "#StartupChats" in *every answer or comment* you make in the chat so that it will be captured & shared in the discussion stream.
- Twitter restricts you to 280 characters per tweet. Feel free to pre-draft answers (as you will have the questions in advance in the calendar invite) and then you can cut-and-paste your answers as the questions come up, schedule them using Hootsuite or Buffer, or ad-libbing is fine as well. Generally, the chat is meant to be a casual, conversational environment, so do not feel like your answers need to be too scripted, but instead be natural.
- Where possible, any links to websites / webpages to provide more information in support of your answers is encouraged. These posts will often get retweeted and favoured by those following / participating in the chat and is a great way to exchange information and engage with the other participants.

Instructions for participating in the Q&A

- Please log into your Twitter account 5 minutes before 12:00 pm and tweet "Looking forward to participating in today's #StartupChats with @StartUp_Canada in 5 minutes!" so that our #StartupChats host knows you are online and ready to chat.
- The @Startup_Canada host will begin the chat with a welcome to the guests, asking you to introduce yourself, and a brief intro of the chat topic.
- Do not worry about 'being polite' and waiting for others to speak up or answer first. That only creates 'dead air' / radio silence. Tweet your answers / comments right away and that will help keep the conversational stream flowing nicely.
- If someone other than the @Startup_Canada host poses a comment or question and you would like to respond to it, please still use #StartupChats so that everyone can see the

answer, and make sure you use the person's @name (Twitter handle) so that it puts your reply in the person's mention area. Otherwise, they might miss your response.

The Questions

Following the intros, the host will get right into the questions, starting each with "Q" and then the number, ie. "Q1:" "Q2", etc. and ending with #StartupChats.

When you're answering, please start each answer with "A" then the number, ie. "A1:" "A2:" and ending each tweet with #StartupChats. This may mean it might take you a couple of tweets to get a two- or three-part answer across....but including #StartupChats in each part means everyone will see it.

You can see past chat archives here for an example of the format & flow of the discussion:
https://wakelet.com/@Startup_Canada

Helpful Tools For Following / Participating in the Chat

Twitter Aggregators are programs that gather tweets mentioning a common hashtag and display them together to be read in real-time. Some options are:

- **TweetChat:** This is a great tool for the beginners. It's easiest to use, but it can be slow when it's swamped with visitors. How-To: Go to TweetChat.com, click "sign in" and "allow" it to sync up with your Twitter account. Enter a hashtag in the "#" box and click "go." This platform will automatically add the hashtag to the end of your tweets to ensure that your tweets are seen by other participants.
- **HootSuite:** This is simple for those who are comfortable with Twitter. It requires you to sign up for an account, but it's easy and beneficial to do so. HootSuite allows you to keep track of multiple social media accounts at once. How-To: Sign in, go to "Add Stream" and enter your hashtag in the Keyword tab. You will need to make sure you add your hashtag to each tweet as it is not automatically done on this platform.
- **TweetDeck:** This one is similar to HootSuite, but it requires you to download and install software to your computer. The difference is really a matter of personal preference. As with Hootsuite, you will need to add your hashtag to the end of your tweet.

If you have any further questions, feel free to ask at maddie.stiles@startupcan.ca.

Thank you and we look forward to chatting.