

RAILROAD DAY ON CAPITOL HILL 2017

Join the Twitter Conversation



One of our goals for [Railroad Day on Capitol Hill](#) is to raise awareness of our great industry and spread the word about the public benefits of freight rail. In addition to meeting with congressional offices and educating Members and staff, we need to get the social conversation going in order to reach an even wider audience.

We encourage you to sign up for Twitter and join the social conversation during Railroad Day 2017 with the hashtag **#RailDay2017!**

How to Create a Twitter Account

1. Go to <https://twitter.com/signup>
2. Enter your **full name**, **email** (not shown publicly), and a **password**
3. Click **sign up**
4. Create a **username** (this is also known as a “handle” and it is your identity on Twitter)
5. **Double-check** your name, email, password, and username
6. Click **create my account**
7. Check your email inbox for a [confirmation email](#) to complete the sign up
8. Be sure to [fill out your profile](#), including your photo, where you live, and details about who you are
9. Once you’ve signed up, send us an email at akrouse@aslrta.org to let us know!

Tips for Creating a Twitter Username

- Your **username** is the name your followers use when sending @replies, mentions, and direct messages
- A username can be creative or use part of your real name – it should represent who you are
- You can [change your username](#) in your account settings at any time, as long as the new username is not already in use

Quick Facts



In a recent poll by the Congressional Management Foundation, **70%** of congressional offices said that social media makes them more accountable to constituents.



A tweet from a constituent can have the same **impact** as an email, letter, fax or phone call.



71% said multiple messages by different constituents affiliated with a specific group or cause would have the “same” or “a lot” of influence on an undecided lawmaker.



AMERICAN SHORT LINE AND
REGIONAL RAILROAD ASSOCIATION



ASSOCIATION OF
AMERICAN RAILROADS



What to Tweet

A tweet is only 140 characters long. For Railroad Day, we suggest sharing eye-catching facts, figures, and photos as well as tagging your Members of Congress. Also, follow the **#RailDay2017** hashtag to look for retweet opportunities. Here are a few sample tweets you could send:

- Smart #datadriven #regulation makes it possible for railroads to invest & innovate for the US economy #RailDay2017
- A simpler & fairer #taxcode would encourage investment, supporting #econdev & #poweringjobs #RailDay2017
- Heavier trucks = more freight diverted from rail, bad news for roads, drivers & air quality #ModalEquity#RailDay2017
- #FreightRail has spent BILLIONS on its network since 1980; investing what it takes to connect us all #RailDay2017
- Discover how the Short Line Safety Institute = increased #RailSafety www.shortlinesafety.org
- In 2017, #FreightRail plans to spend \$22B+ to build, maintain & grow its network #RailDay2017
- #FreightRail trains 20K+ #firstresponders annually #RailSafety #RailDay2017
- The 45G tax credit has enabled short lines to spend \$4B to boost service for their customers. #Pass45G #RailDay2017
- #FreightRail has spent \$7.9B so far on #positivetraincontrol & is committed to meeting the 2018 goal
- DYK #FreightRail uses cutting-edge technologies like #BigData & #drones to enhance #RailSafety? #RailDay2017

Who to Follow

Elected Officials

Your state and U.S. representatives and any relevant committees, for example the House Transportation and Infrastructure Committee ([@Transport](#))

Find a [list of every House member on Twitter](#) and a [list of every Senator](#)

Railroads

[@Amtrak](#)
[@BNSFRailway](#)
[@CanadianPacific](#)
[@CN_Comm](#)
[@CSX](#)
[@nscorp](#)
[@UnionPacific](#)

Us!

[@AAR_freightrail](#)
[@ASLRRRA](#)
[@GoRail](#)
[@ShortLineSafety](#)

Helpful Links

[Twitter Help Center](#)
[Twitter Glossary](#)

Having Trouble?

Shoot us an email at akrouse@aslrra.org or [check out these troubleshooting articles](#)



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