



Twitter for charities





Goals

1

To help you understand the basics of using Twitter effectively

2

Explain the three key areas of activity for NGOs; Everyday, Campaigning and Live.

3

Highlight best practice examples and inspiration.



Twitter Today



A Wide Global Audience

Tweets are seen far beyond Twitter

328

Million

Monthly active users

500

Million

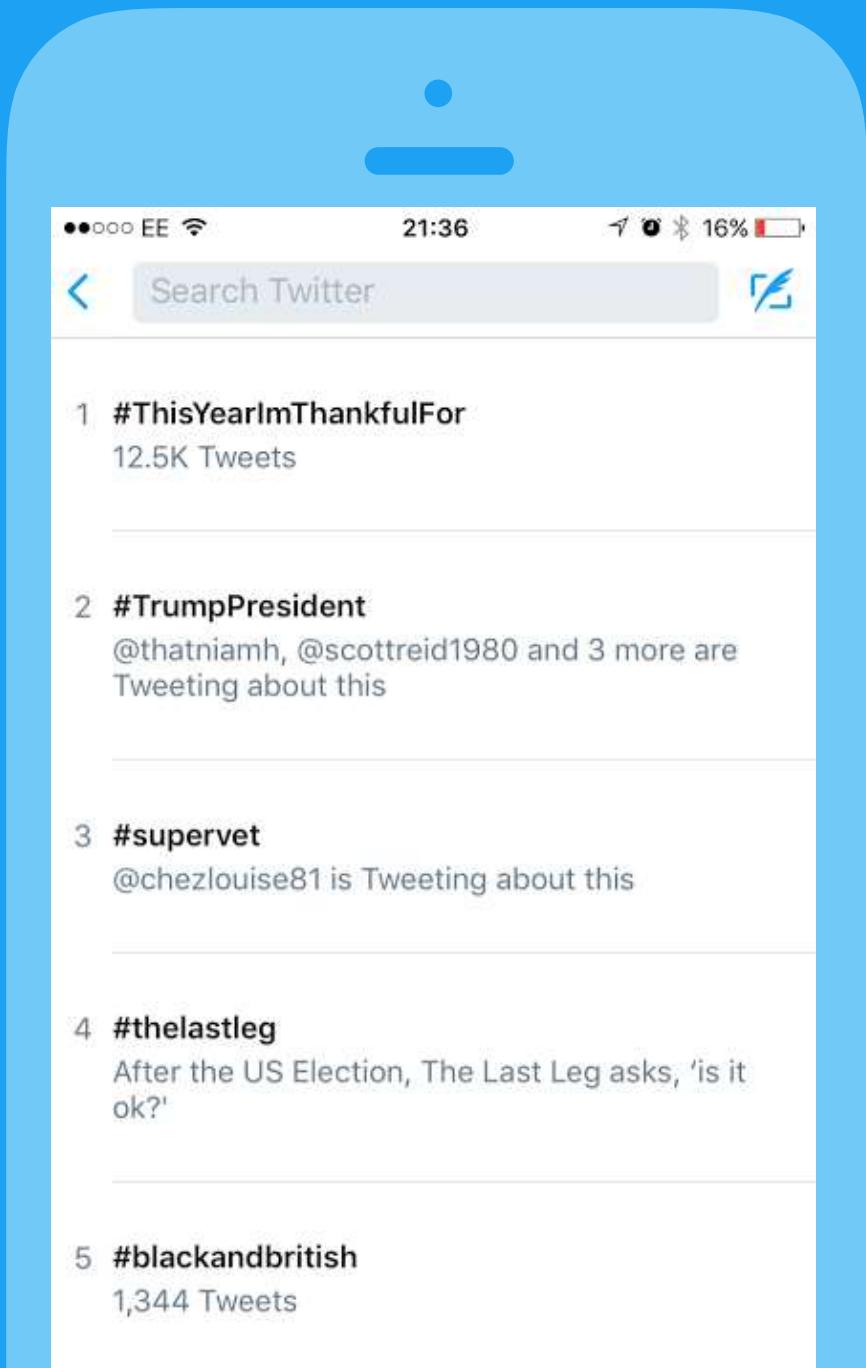
Unique logged-Out users

1

Billion

unique visits from embedded Tweets

Twitter is What's Happening



уходу сегодня в строю... (в Поморье) <https://t.co/0Vz1dQ9nsg>

77%

USE IS OUTSIDE THE US

Tweetping

Check out the Twitter activity in realtime

J'aime 51k Envoyer

Tweet 35.4K



north america

1 tweet

876 words

9555 chars

60761

south america

1 tweet

415 words

3588 chars

21872

europe

1 tweet

682 words

6389 chars

41652

africa

1 tweet

97 words

1198 chars

6945

asia

1 tweet

689 words

5947 chars

42744



total
tweets
766
words
763
chars
4570

This project is based
on [Nodejs](#) w/
[Socket.io](#),

Last hashtag
#GeneralDisturbance

Last hashtag
#GeneralDisturbance

Last hashtag
#TALIBA

Last hashtag
#aww

Last hashtag
#FF

Last hashtag
#honda #oei



40%
ARE “LISTENERS”

Why Twitter?





NGOs use Twitter to:

1

Enable people to have their voice heard on issues

2

Educate people about issues and current events

3

Build a network of people to achieve real world impact



How do you help other people have their voice heard?

Your account is your voice but also a place for others to be heard.



#TwitterRules

Some of Twitter's policies

Abusive Behaviour

We take action on accounts found to be in violation of the Twitter Rules and Terms of Service, including (but not limited to) the following types of abusive behaviour:

- Violent threats (direct or indirect)
- Harassment
- Hateful Conduct
- Multiple Account Abuse
- Private information
- Impersonation
- Self-harm
- Child Sexual Exploitation





Our policies

General policies

- Abusive behavior policy
- Twitter's use of cookies and similar technologies
- Copyright policy
- Fair Use
- Country withheld content
- Parody, commentary, and fan account policy
- Twitter media policy
- Twitter API limits
- Twitter search rules and restrictions
- Counterfeit goods policy
- Trademark policy
- Inactive account policy
- Username squatting policy
- Child sexual exploitation policy
- Impersonation policy
- Private information posted on Twitter
- [The Twitter Rules](#)

Advertiser policies

[Back](#)

The Twitter Rules

We believe that everyone should have the power to create and share ideas and information instantly, without barriers. In order to protect the experience and safety of people who use Twitter, there are some limitations on the type of content and behavior that we allow. All users must adhere to the policies set forth in the Twitter Rules. Failure to do so may result in the temporary locking and/or permanent suspension of account(s).

Please note that we may need to change these rules from time to time and reserve the right to do so. The most current version will always be available at twitter.com/rules.

Content Boundaries and Use of Twitter

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter.

- **Trademark:** We reserve the right to reclaim usernames on behalf of businesses or individuals that hold legal claim or trademark on those usernames. Accounts using business names and/or logos to mislead others may be permanently suspended.
- **Copyright:** We will respond to clear and complete notices of alleged copyright infringement. Our copyright procedures are set forth in the Terms of Service.
- **Graphic content:** You may not use pornographic or excessively violent media in your profile image, header image, or background image. Twitter may allow some forms of graphic content in Tweets marked as [sensitive media](#). When content crosses the line into gratuitous images of death, Twitter may ask that you remove the content out of respect for the deceased.
- **Unlawful use:** You may not use our service for any unlawful purposes or in furtherance of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content.
- **Misuse of Twitter badges:** You may not use badges, such as but not limited to the "promoted" or "verified" Twitter badge, unless provided by Twitter. Accounts using these badges as part of profile photos, header photos, background images, or in a way that falsely implies affiliation with Twitter may be suspended.

Abusive Behavior

We believe in freedom of expression and in speaking truth to power, but that means little as an underlying philosophy if voices are silenced because people are afraid to speak up. In order to ensure that people feel safe expressing diverse opinions and beliefs, we do not tolerate behavior that crosses the line into abuse, including behavior that harasses, intimidates, or uses fear to silence another user's voice.



@Safety x @Twitter

Twitter's Approach to Safety; Recent Updates



Edward Ho
VP of Consumer
Product &
Engineering

“Abuse is the most important problem on our service today. It affects everything we do. It leads to users having bad experiences, and to people hesitating to Tweet. Its prominence affects the overall tone of discourse on the service, and it certainly affects the world's perception of Twitter.

Starting today, we are treating the Abuse problem as our highest priority. There is no higher priority in Bluebird or in the company, we are knowingly going to trade-off some progress in other areas.”



**Leveraging technology to
keep our users safe**



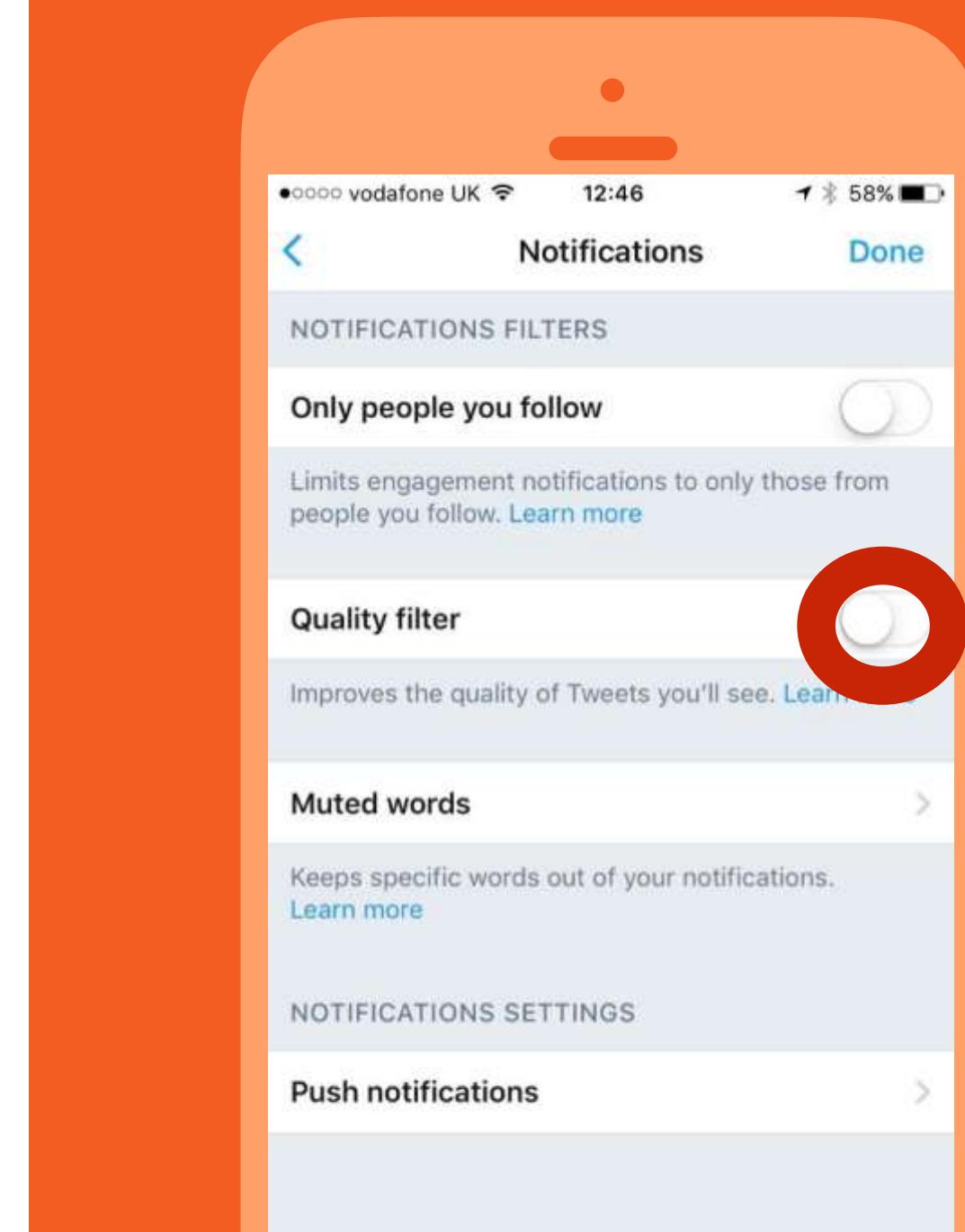
Quality Filter

In notifications settings

When turned on,
filters to lower -
quality content

Does not filter from people
you follow or accounts you've
interacted with

You can also limit notifications
to only those people you
follow



Down ranking “bad” replies



- Pushing potentially abusive replies and low quality pliers further down reply chain

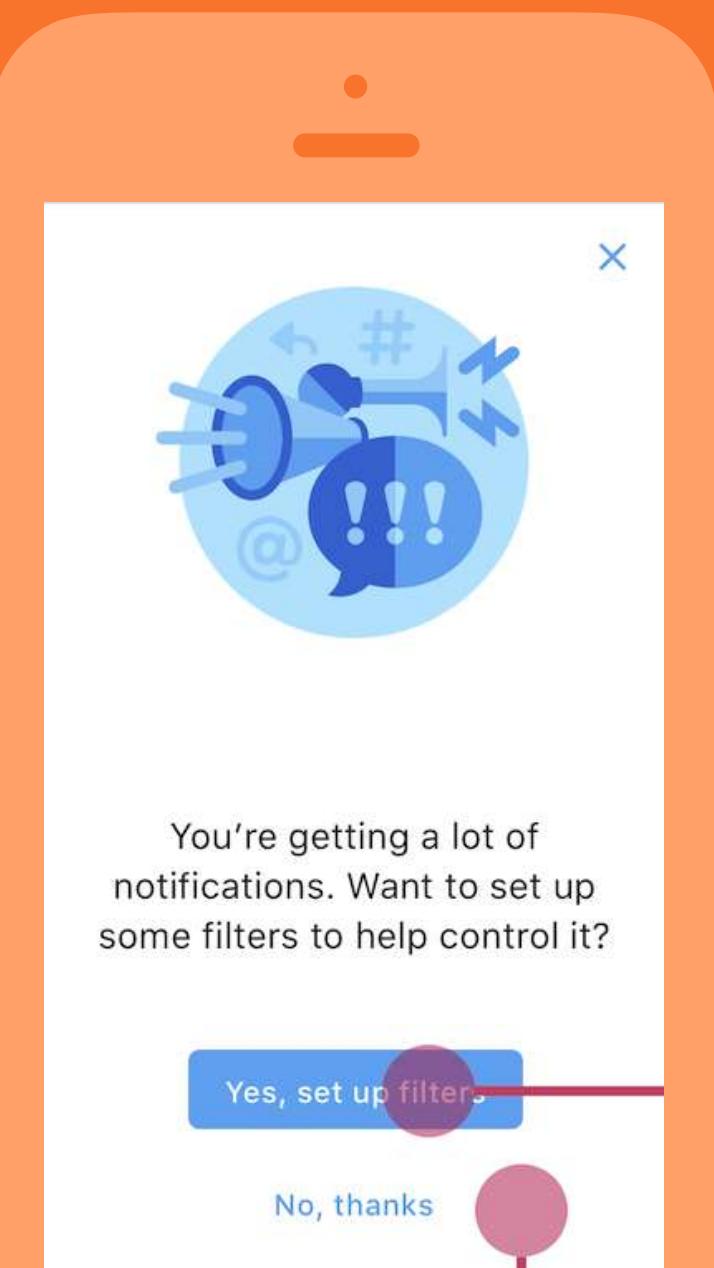
- Users have to *choose* to see more

- Less engagement with those potentially abusive accounts

A screenshot of a Twitter mobile interface. At the top, the status bar shows signal strength, "vodafone UK", time "15:42", battery level "83%", and a green battery icon. Below the status bar is a header with a back arrow, the word "Tweet", and a blue retweet icon. A blue progress bar is centered at the top of the screen. The main content area starts with a section titled "You Retweeted". A tweet by "Matthew Yglesias" (@mattyglesias) is shown, featuring a photo of him and a woman. The tweet text reads: "Here's the group that decided nobody needs to go to Planned Parenthood." Below the tweet is a large image of a group of men in suits, identified as "Trump and his cabinet". A news ticker at the bottom of the image reads: "LIVE NEWS SPECIAL REPORT TRUMP HEALTH CARE PLAN PASSED HOUSE AND MOVES ON TO SENATE NEWS.com". At the bottom of the screen, the date "04/05/2017, 20:33" and the engagement statistics "45.6K RETWEETS 60.4K LIKES" are displayed.

A screenshot of a Twitter mobile interface. At the top, the status bar shows signal strength, "vodafone UK", time "15:42", battery level "83%", and a green battery icon. Below the status bar is a header with a back arrow, the word "Tweet", and a blue retweet icon. A blue progress bar is centered at the top of the screen. The main content area starts with a section titled "Primaries.". A tweet by "Godfather of Soul" (@Pikminister) is shown, featuring a profile picture with a "P" logo. The tweet text reads: "It doesn't matter. White voters would've voted overwhelmingly for Trump anyway. Because Trump promised to improve the lives of WHITE VOTERS". Below the tweet is a red rectangular box containing the text "3 more replies". Further down the feed, two replies are visible: one from "Erin Riley" (@erinrileyau) replying to @mattyglesias, and another from "Bob Majoras" (@bmajoras).

Improve Awareness of Tools for Vulnerable users



- When abuse is detected, enabling full screen prompt to review notifications filters
- Users can be taken to their settings to change their notifications
- Hopefully users who are seeing an uptick in engagement (because of a viral Tweet or something more malicious) can limit what can be an overwhelming experience



#ToolsAndReporting

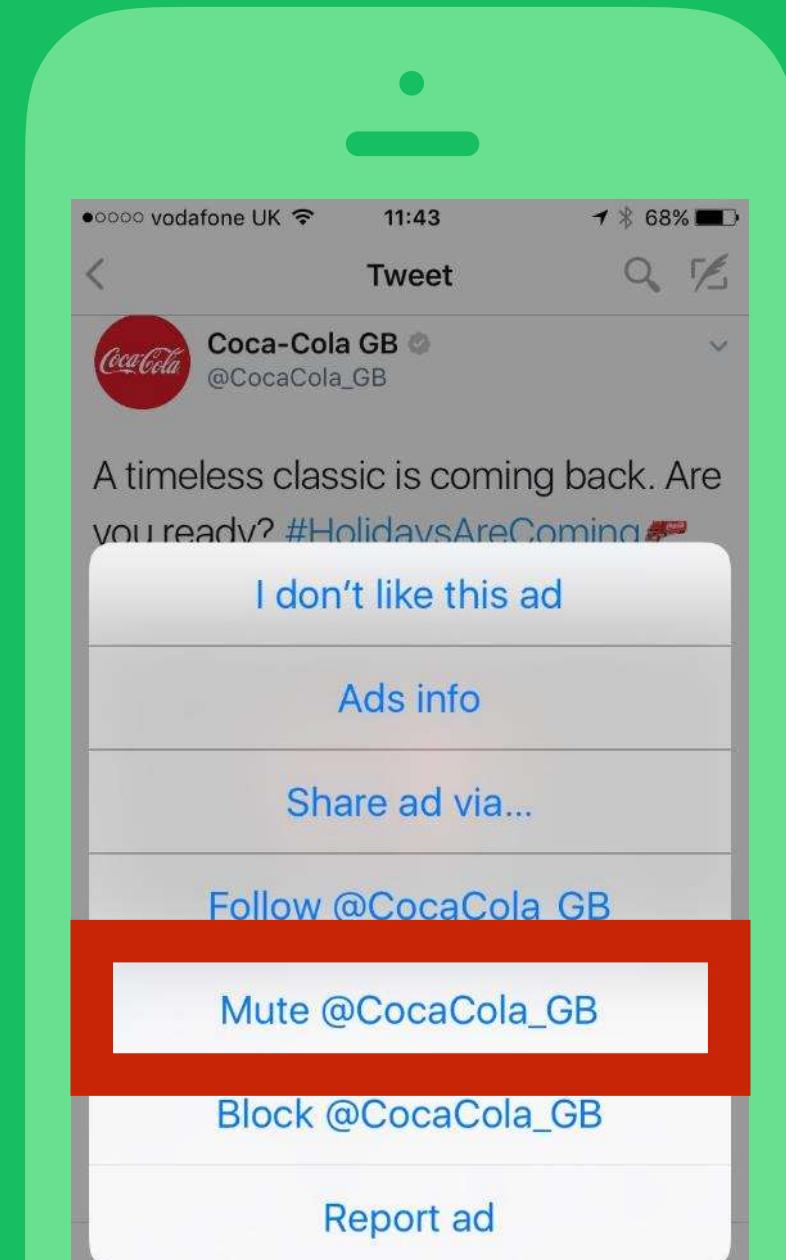
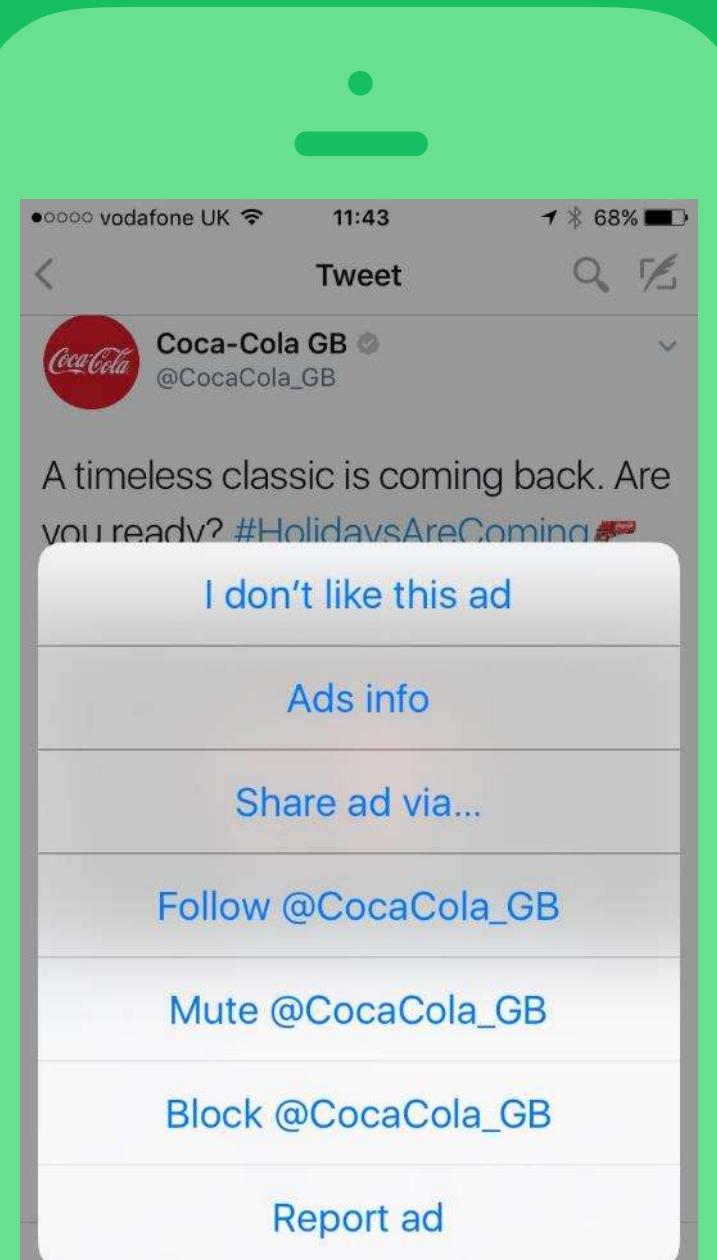
How to stay safe on Twitter



**Empowering users to control
their experience**



Mute





Block

Ronan Costello
@Ronan_Costello FOLLOWING YOU
Working on public @policy for Twitter. Weekend lawyering @KingInns. Media, tech, politics, rugby. Opinions mine.
Dublin [linkedin.com/profile/view?id=...](https://www.linkedin.com/profile/view?id=...)
Born on 14 July
2,788 FOLLOWING 1,712 FOLLOWERS
Tweets Media Likes

In reply to Paul Lucey
Ronan Costello @Ronan_Costello · 18h
@paul Americans who oppose him can't normalise it all. It isn't close to normal. He and his pantomime crew need to be resisted.

Home Notifications Moments Messages Me

Ronan Costello
@Ronan_Costello FOLLOWING YOU
Working on public @policy for Twitter. Weekend

Turn off Retweets
Add/remove from lists
View lists
Mute @Ronan_Costello
Block @Ronan_Costello
Report @Ronan_Costello
Cancel

Home Notifications Moments Messages Me

Ronan Costello
@Ronan_Costello FOLLOWING YOU
Working on public @policy for Twitter. Weekend
lawyer rugby
Dublin Born
2,788 FOLLOWING 1,712 FOLLOWERS

Block @Ronan_Costello
@Ronan_Costello will not be able to follow you or view your Tweets, and you will not see Tweets or notifications from @Ronan_Costello.

Cancel Block

In reply to Paul Lucey
Ronan Costello @Ronan_Costello · 18h
@paul Americans who oppose him can't normalise it all. It isn't close to normal. He and his pantomime crew need to be resisted.

Home Notifications Moments Messages Me

#Kira
@KiraOConnor
You are blocked from following @KiraOConnor and viewing @KiraOConnor's Tweets. [Learn more](#)

Home Notifications Explore Messages Me



Block

Home Moments Notifications Messages

Search Twitter

Tweet



Aloha
#Kira
@KiraOConnor

- Account >
- Security and privacy >
- Password >
- Cards and shipping >
- Order history >
- Mobile >
- Email notifications >
- Notifications >
- Web notifications >
- Find friends >
- Muted accounts >
- Muted words >

Accounts you're blocking

You've blocked these accounts. You will not see their Tweets in your timeline. Additionally, blocked accounts cannot follow you or view your profile while logged in to Twitter. Learn more about [blocking](#).

All / Imported

Advanced options ▾

Export your list

Import a list

Blocked

Blocked

Blocked

Blocked

Blocked

The Next Web  @TheNextWeb

Nasty Erin  @gibblertron

VOGUE.CO.UK  @BritishVogue

heise online  @heiseonline

Ronan Costello  @Ronan_Costello

Sliding Tweets  @sliding_tweets



Block

[Home](#)[Moments](#)[Notifications](#)[Messages](#)

Search Twitter



#Kira @KiraOConnor

[Account](#)[Security and privacy](#)[Password](#)[Cards and shipping](#)[Order history](#)[Mobile](#)[Email notifications](#)[Notifications](#)[Web notifications](#)[Find friends](#)[Muted accounts](#)[Muted words](#)

Accounts you're blocking

You've blocked these accounts. You will not see their Tweets in your timeline. Additionally, blocked accounts cannot follow you or view your profile while logged in to Twitter. [Learn more about blocking.](#)

Export your list



Confirm the accounts that you want to export

We will create a .csv file and save it on your computer. You may share the file, and others will be able to import this list of blocked accounts.

- Include all of my imported blocked accounts**
- Sliding Tweets** @sliding_tweets
- roverga pty** @1504Allan
- LATE SHOW AUSTIN** @lateshowaustin
- Ronan Costello** @Ronan_Costello
- VOGUE.CO.UK** @BritishVogue
- Nasty Erin** @gibblertron

[Cancel](#)[Export](#)



Report

•oooo vodafone UK 12:07 64%

[Tweet](#)

 **Kua 'Aina**
@KuaAinaUK

#FridayFunny:
There was a #Burger that kept making jokes. He was on a roll.



 **Kua 'Aina**
@KuaAinaUK

#FridayFunny:
There was a #Burger that kept making jokes. He was on a roll.

[Share Tweet via...](#)

[Unfollow @KuaAinaUK](#)

[Mute @KuaAinaUK](#)

[Mute this conversation](#)

[Block @KuaAinaUK](#)

[Report Tweet](#)

•oooo vodafone UK 12:07 63%

Report an issue [Cancel](#)

Help us understand the problem. What is going on with this Tweet?

I'm not interested in this Tweet

It's spam

It displays a sensitive image

It's abusive or harmful

Learn more about reporting violations of our rules.



Report

Hateful Conduct

Report an issue Cancel

How is this Tweet abusive or harmful?

It's disrespectful or offensive

Includes private information

Includes targeted harassment

It directs hate against a race, religion, gender, or orientation

Threatening violence or physical harm

This person might be contemplating suicide or self-harm

Learn more about reporting other violations of our rules.

Report an issue Cancel

Who is @KuaAinaJK targeting?

Me

Someone else

A group of people

Multiple Tweet Reporting

Report an issue Cancel

Add up to 5 Tweets to this report?

Adding Tweets helps us investigate issues and get them resolved faster.

 **Kua 'Aina** @KuaAinaUK
Our 'Create a Legend' competition is now open! Do you have what it takes?
<https://t.co/FwtKCHI7FT>
<https://t.co/FwpEl4XOL9>

 **Kua 'Aina** @KuaAinaUK
@KiraOConnor we are a spam nation 😊 may be we should do a spam sandwich one day

 **Kua 'Aina** @KuaAinaUK
#FridayFunny:
There was a #Burger that kept making jokes. He was on a roll.
<https://t.co/mxZEW633Jt>

 **Kua 'Aina** @KuaAinaUK

Give context

Report an issue Cancel

We are almost ready to send your report about @KuaAinaUK

If you'd like, you can tell us more about what happened.

Send report to Twitter



HOW DO I SIGN UP?

WHAT IS A DIRECT MESSAGE?

WHAT IS A HASHTAG?

HOW CAN I FIND MY FRIENDS

I FORGOT MY PASSWORD

CAN I TWEET VIDEOS?

Twitter Support

Get instant answers for the most common questions
and learn how to use 140 characters like a pro.



Using Twitter

Learn the basics to help
you make the most of
Twitter



My account

Manage your profile and
account settings



Fix a problem

Find solutions to the
most common problems



Policies and reporting

Understand the Twitter
Rules and report
violations

Twitter basics





Not look at me - think "look at this"

Think about who your audience is and what interests them.



Twitter profile

Home Moments Notifications Messages Search Twitter Tweet

MAYOR OF LONDON

#LondonIsOpen



Tweets 7,694 **Followers 3,217** **Following 2.72M** **Likes 30**

Mayor of London  @MayorofLondon
This is the official Twitter account for the Mayor of London, Sadiq Khan. Tweets before 9 May 2016 are from the previous Mayor.
9 London
london.gov.uk
Joined May 2008

[Tweet to Mayor of London](#)

In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared.

975 Followers you know

1,832 Photos and videos

21 grassroots music venues could close due to business rate increa...

Pinned Tweet
Mayor of London  @MayorofLondon - Apr 10
The funeral of PC Keith Palmer will be held at Southwark Cathedral today, where thousands will come together to honour & pay tribute to him.

Current business rates system for grassroots venues doesn't make sense & threatens their future - must be rethought



United Kingdom Trends Change
#NationalPetDay 4,138 Tweets
#CherryTuesday @wendysroad is Tweeting about this
#TuesdayMotivation @ActionUK is Tweeting about this
Charlie Gittel 1,030 Tweets
#NewUnitedAirlinesMotto @ThomasWPham, @Konevaphysics and 3 more are Tweeting about this
#BAFTATV The Crown dominates BAFTA TV nominations
Will London Fall The New York Times is asking 'Will London...



Use pictures

The Royal Family @RoyalFamily

The Queen and The Duke of Edinburgh meet some of the elephants in the herd and their keepers, in the arena [@ZSLWhipsnadeZoo](#)



RETWEETS 56 LIKES 267

11:53 AM - 11 Apr 2017

5 56 267

Clarence House @ClarenceHouse

Follow

Their Royal Highnesses meet guests following today's [#Vimy100](#) commemorative service in France.



RETWEETS 227 LIKES 1,101

5:27 PM - 9 Apr 2017

Kensington Palace

18 227 1.1K



Use video

82% of users watch video content on Twitter

90% of Twitter video views are mobile

6x more RTs for videos than photos

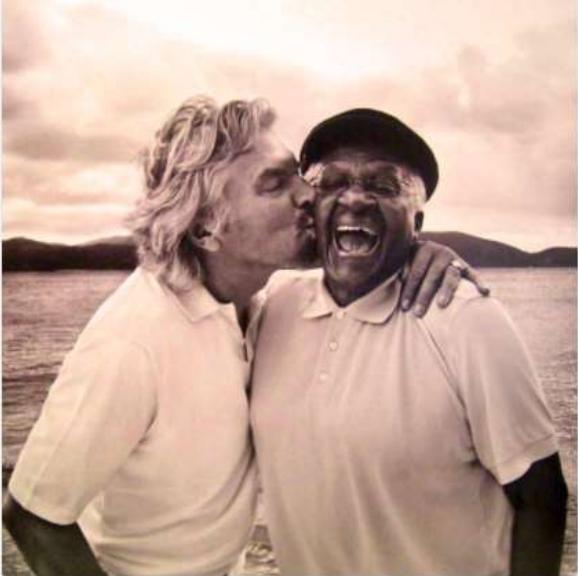


Engage with others

 **Richard Branson** 
@richardbranson

Follow

A moment that has brought me great joy?
Teaching @TheDesmondTutu how to swim
virg.in/dvhfO #sharethejoy



RETWEETS 131 LIKES 449

1:45 PM - 20 Sep 2016

18 131 440

 **DesmondTutu Official**
@TheDesmondTutu

Follow

Thank you to my dear friend @richardbranson for sharing the joy. #ShareTheJoy #BookOfJoy



RETWEETS 23 LIKES 96

1:09 PM - 23 Sep 2016

5 23 96

Use Hashtags

Be deliberate and don't overuse. Make them a compelling call to action or mechanism to discover content.

Question: will people use for self expression?





Calls to action

 AUSTRALIAN RED CROSS ✅
@REDCROSSAU

Over 1500 #RedCross volunteers working non-stop to control #Ebola in West Africa. Please help. <http://redcross.org.au/ebolaappeal>

RETWEETS 18 FAVORITES 8

11:12 PM - 20 Aug 2014

 OXFAM AUSTRALIA
@OXFAMAUSTRALIA

RETWEET to support #Nepal. Donate today and save lives:
www.oxfam.org.au/my/donate/earthquake-devastates-nepal/ ... #OxfamNepalAppeal



ONE EARTHQUAKE.
DOZENS OF AFTERSHOCKS.
MILLIONS OF LIVES CHANGED.
#STANDWITHNEPAL

RETWEETS 117 FAVORITES 39

2:47 PM - 30 Apr 2015



Everyday content

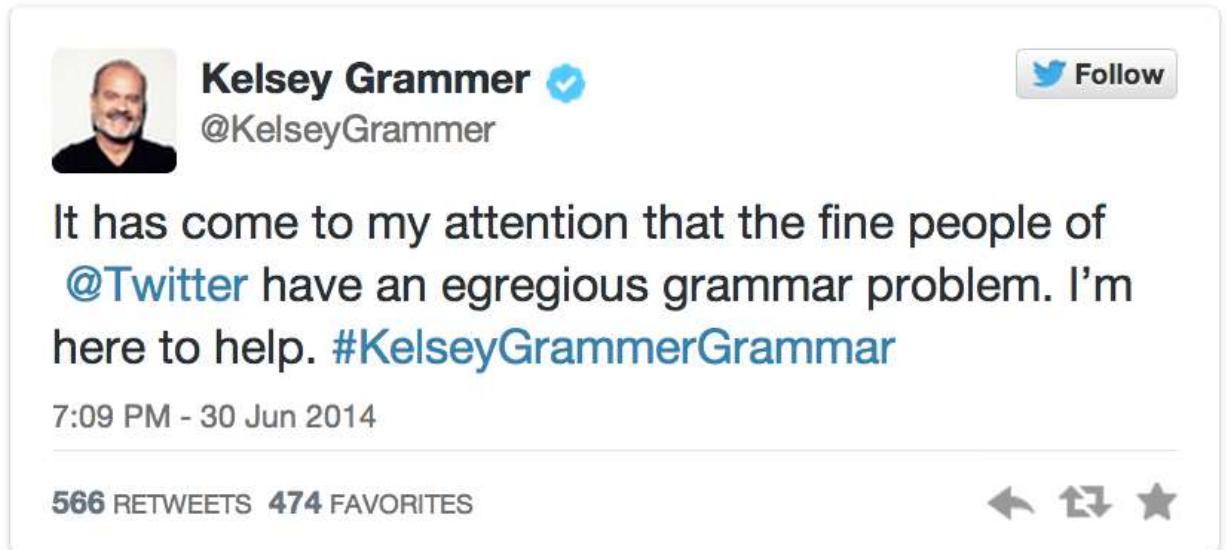


Tone of Voice

- Remember - Tweets are public
- Keep it consistent
- Keep it classy



A screenshot of a Twitter post from the official CIA account (@CIA). The post features the CIA logo, a blue checkmark, and the handle @CIA. The tweet reads: "We can neither confirm nor deny that this is our first tweet." It was posted at 6:49 PM - 6 Jun 2014. The post has received 300,086 retweets and 185,492 favorites. There are three small icons (retweet, reply, favorite) in the bottom right corner.



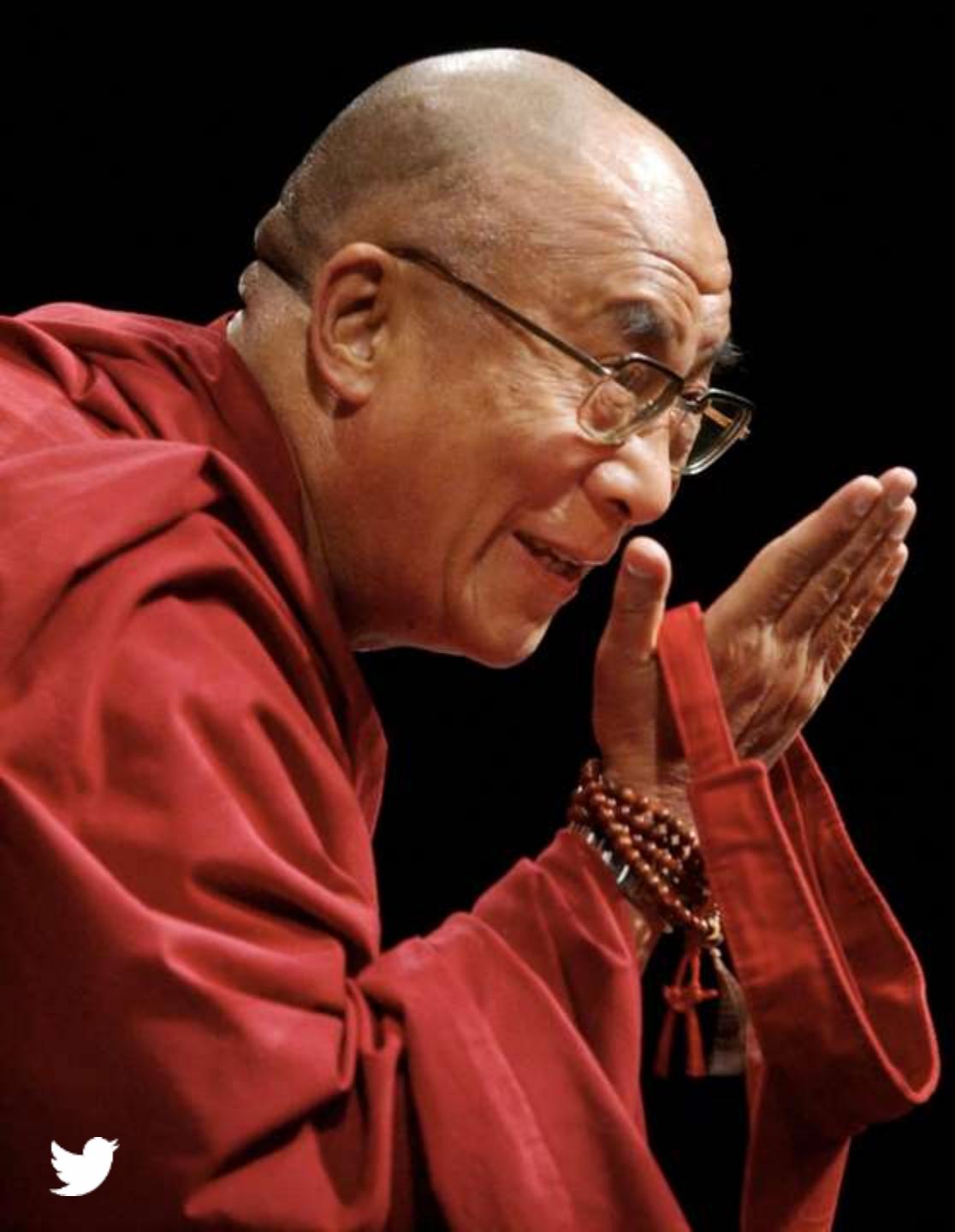
A screenshot of a Twitter post from Kelsey Grammer (@KelseyGrammer). The post features a photo of Kelsey Grammer, a blue checkmark, and the handle @KelseyGrammer. The tweet reads: "It has come to my attention that the fine people of @Twitter have an egregious grammar problem. I'm here to help. #KelseyGrammarGrammar". It was posted at 7:09 PM - 30 Jun 2014. The post has received 566 retweets and 474 favorites. There are three small icons (retweet, reply, favorite) in the bottom right corner.





**Be personal, show
compassion and
engage with your
audience.**

**Personality matters.
Emotions matter.**



 **Dalai Lama** 
@DalaiLama

  Follow

Warm-heartedness and concern for others' well-being are a condition for happiness, whether you are religious or not.

 Reply  Retweet  Favourite  More

RETWEETS 12,446	FAVOURITES 9,152
	

10:30 am - 27 Jun 2014



Tweet With Personality



DECIDE WHO YOUR ACCOUNT 'IS'



Tweet With Personality

DECIDE WHO YOUR ACCOUNT 'IS'

 Met Office 
@metoffice

Following

Hi everyone, rain will linger in the SE tonight.
Elsewhere, it'll be dry, cold & largely clear:
bit.ly/1xR3Vlp Enjoy the weekend :)



TONIGHT

Rain clearing SE
Fog & frost elsewhere
Wet & windy NW later

Saturday 12th November 2016

RETWEETS 12 LIKES 13

7:21 PM - 12 Nov 2016

12 13 ***

Tweet With Personality

 **Highways England** 
@HighwaysEngland

Follow

We think this little chap on the M6 today was trying to 'tweet' us - can someone tell him we're @Highways_Agency ? ow.ly/i/4flnR

RETWEETS 261 LIKES 106



3:03 PM - 10 Jan 2014

  261  106 

DECIDE WHO YOUR ACCOUNT 'IS'



Tweetstorms

HIGH IMPACT 



Mayor of London  @MayorofLondon Following

Over the last 8 years London has lost 50% of its nightclubs and 40% of its live music venues. This decline must stop. #fabric

RETWEETS 3,305 LIKES 4,495

1:40 PM - 7 Sep 2016

  3.3K  4.5K 

Mayor of London @MayorofLondon · Sep 7
Fabric is an iconic and essential part of London's cultural landscape – I'm disappointed an agreement couldn't be reached to keep it open.

  438  730 

[View other replies](#)

Mayor of London @MayorofLondon · Sep 7
The decision to revoke Fabric's licence was made by the licensing committee. I had no power to intervene nor can I overturn it #fabric

  168  224 

[View other replies](#)

Mayor of London @MayorofLondon · Sep 7
The issues faced by Fabric point to a wider problem of how we protect London's night-life while ensuring it is safe and enjoyable for all.

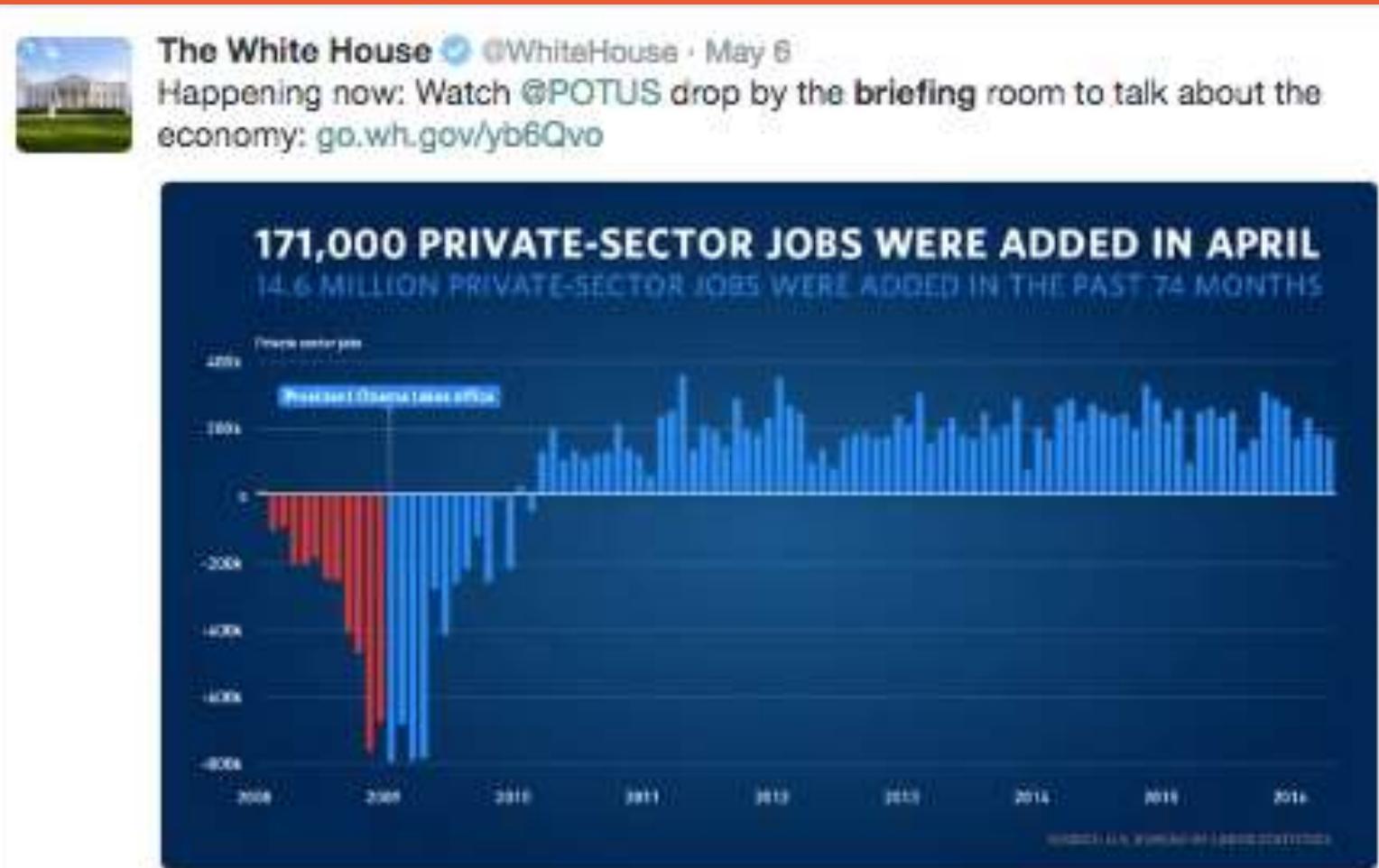
  94  137 



'Intellectual Ammo'

SHARABLE VISUALS

WHICH INFORM/EDUCATE



104

171



'Intellectual Ammo'

SHARABLE VISUALS

WHICH INFORM/EDUCATE

Met Office @metoffice · Nov 12
Love it or hate it, there's loads on interesting facts about #rain here in the UK!

UK RAIN FACTS

There are three types of rain in the uk:
FRONTAL, OROGRAPHIC & CONVECTIVE

THE SIZE
Raindrops can be up to 6 mm in diameter (the size of a pea)

6 MM

THE SMELL
Petrichor is the name for the smell that accompanies the first rain after a long period of warm, dry weather.

DAYS OF RAIN **WETTEST YEAR**

156	2000
Days of rain	1,337mm of rain

THE DRIEST LOCATION
SHOEBURYNESS ESSEX
An annual average of 495 mm

THE WETTEST LOCATION
SEATHWAITE CUMBRIA
An annual average of 3304 mm

01:00 hrs 24:00 hrs

92 MM 341.4 MM

12 July 1901 5 December 2015
Maidenhead, Berkshire Honister Pass, Cumbria

4 39 29 ...

Say More With Less

140 CHARACTERS
CAN BE
TOO MANY
SOMETIMES...



Justin Trudeau @JustinTrudeau Following

Proud. #PrideTO

RETWEETS 12,485 LIKES 26,580

9:54 PM - 3 Jul 2016

12K 27K ...

Hillary Clinton @HillaryClinton Following

History.

RETWEETS 30,656 LIKES 67,823

11:43 PM - 26 Jul 2016

31K 68K ...

Justin Trudeau @JustinTrudeau Following

Welcome to Canada.

RETWEETS 31,953 LIKES 43,129

2:01 PM - 11 Dec 2015

32K 43K ...

Behind the scenes



 AMYA Adelaide South
@KhuddamSA

Follow

Khuddam and Atfal doing Waqr e Amal at the Aldinga Mission House #DignityofLabour #MuslimsForGoodOfMankind

Adelaide, South Australia

RETWEET 1 FAVORITES 5

12:26 AM - 26 Apr 2015



The image block contains four photographs illustrating a community service project. The top-left photo shows two individuals working on a wooden-paneled wall. The top-right photo shows three people standing around a workbench. The bottom-left photo is a close-up of a stainless steel oven door. The bottom-right photo shows a kitchen area with a sink and a person's hand reaching up towards the ceiling or upper cabinets.

Staff and volunteer highlights

 British Muslim Youth
@BritishMuslimY

UK organisations heavily represented in
#cveoslo- helping to advise policy on
countering violent extremism in Europe

Imams Online, Muhbeen Hussain, Rehman Anwer and 2 others

Retweet Share Favorite More



RETWEETS 5 FAVORITES 12

5:39 PM - 4 Jun 2015

Tweet Timing Matters

TWEET WHEN YOUR AUDIENCE IS MOST ENGAGED 



Host a Q&A

Q&A sessions are an excellent opportunity to tap into the interests and concerns of your audience.

The screenshot shows a tweet from the account @youngmuslims. The tweet text reads: "Have questions about Ramadan that you'd like to ask Imam John? Tweet us at #RamadanCrashCourse. View the webinar at: ustre.am/1p3Pq". Below the tweet is a video player showing a man speaking, with a large blue play button in the center. The video is titled "secondhalf of ramadn crash course". At the bottom of the screen, there are links to "View on web" and social sharing icons for USTREAM and OFFAIR, along with the timestamp "3:46 PM - 16 Jun 2015".



A PLACE FOR PERSONALITY

Bring your audience closer with a regular Q&A

Sam Dagher

Q. @blondearabist How does Kurdish food compare to Damascene?
#AskWSJSam #Kurds #Syria

Reply Retweet Favorite More

FAVOURITES 2

3:22 pm - 13 Nov 2014



Sam Dagher

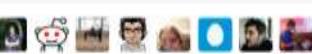
@samdagher

A. @blondearabist this is raw meat dish we had in Amouda (Amude) #Syria absolutely delicious #AskWSJSam #Kurds

[Reply](#) [Retweet](#) [★ Favorite](#) [... More](#)



RETWEETS 3 FAVOURITES 8



3:25 pm - 13 Nov 2014



Sam Dagher

@samdagher

Thanks for excellent questions sorry can't answer all but maybe later please check my story on @WSJ
<http://on.wsj.com/1xjlSch> #AskWSJSam

[Reply](#) [Retweet](#) [★ Favorite](#) [... More](#)



RETWEETS 2 FAVOURITES 1

3:54 pm - 13 Nov 2014





**Success isn't
immediate - small
steps matter.**

**Success comes from
consistent education
and persuasion.**



Campaign content





Twitter campaign ingredients

1

**Have a clear objective
- your strategy and
tactics come second**

2

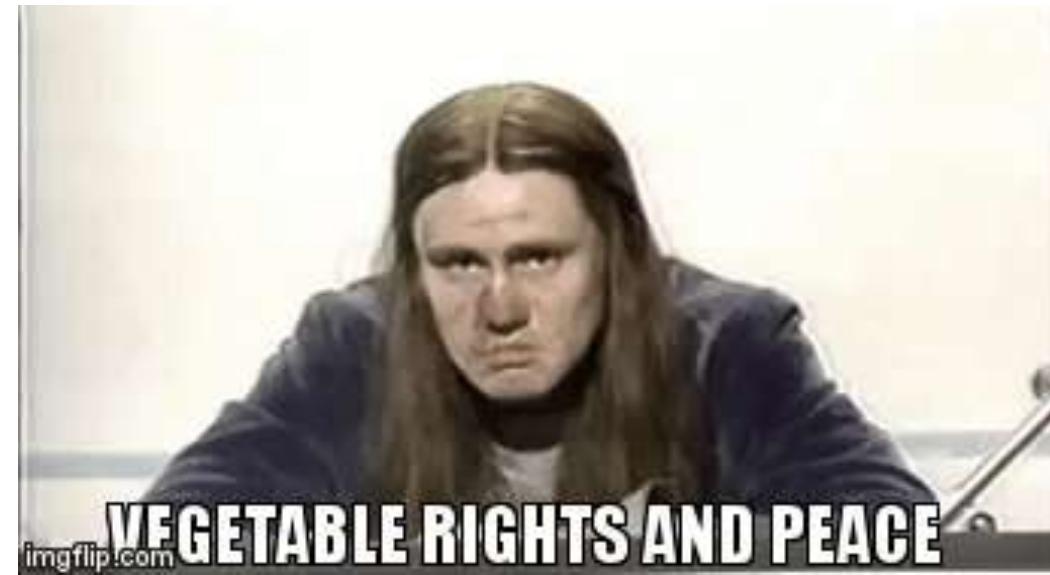
**Develop variety of
rich content and
share it**

3

**Stick to your message
and keep persuading
people**



This is not an objective



Flaw in the law

#FLAWEDLAW

NSPCC

TWEETS 17.9K FOLLOWING 3,467 FOLLOWERS 138K FAVORITES 2,070 LISTS 8

Follow

Tweets Tweets & replies Photos & videos

Pinned Tweet
 NSPCC @NSPCC · 14h

The UK has some crazy laws: please support our #FlawedLaw campaign and sign the petition bit.ly/NSPCCFLAWTwitt...



Who to follow · Refresh · View all

TechJPR @techjpr
 Follow

Samphire and Salsify @Sa...
 Follow

Bergdorf Goodman @B...
 Follow

Popular accounts · Find friends



NSPCC NSPCC Follow

Help us change the flaw in the law. Please sign the #NSPCC's petition today bit.ly/NSPCCFLAWTwitt... #FlawedLaw

The UK has some crazy laws

illegal	NOT illegal
 It's illegal to handle salmon in suspicious circumstances	 It's not illegal for an adult to send a sexual message to a child

Help us change the flaw in the law

RETWEETS 1,132 FAVORITES 362

12:59 PM - 24 Oct 2014

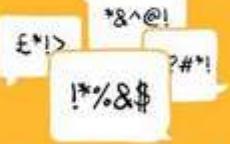




NSPCC NSPCC  Follow

Did you know: it's against the law to carry a plank of wood along a pavement!?
bit.ly/NSPCCFLAWTwitt... #FlawedLaw

The UK has some crazy laws

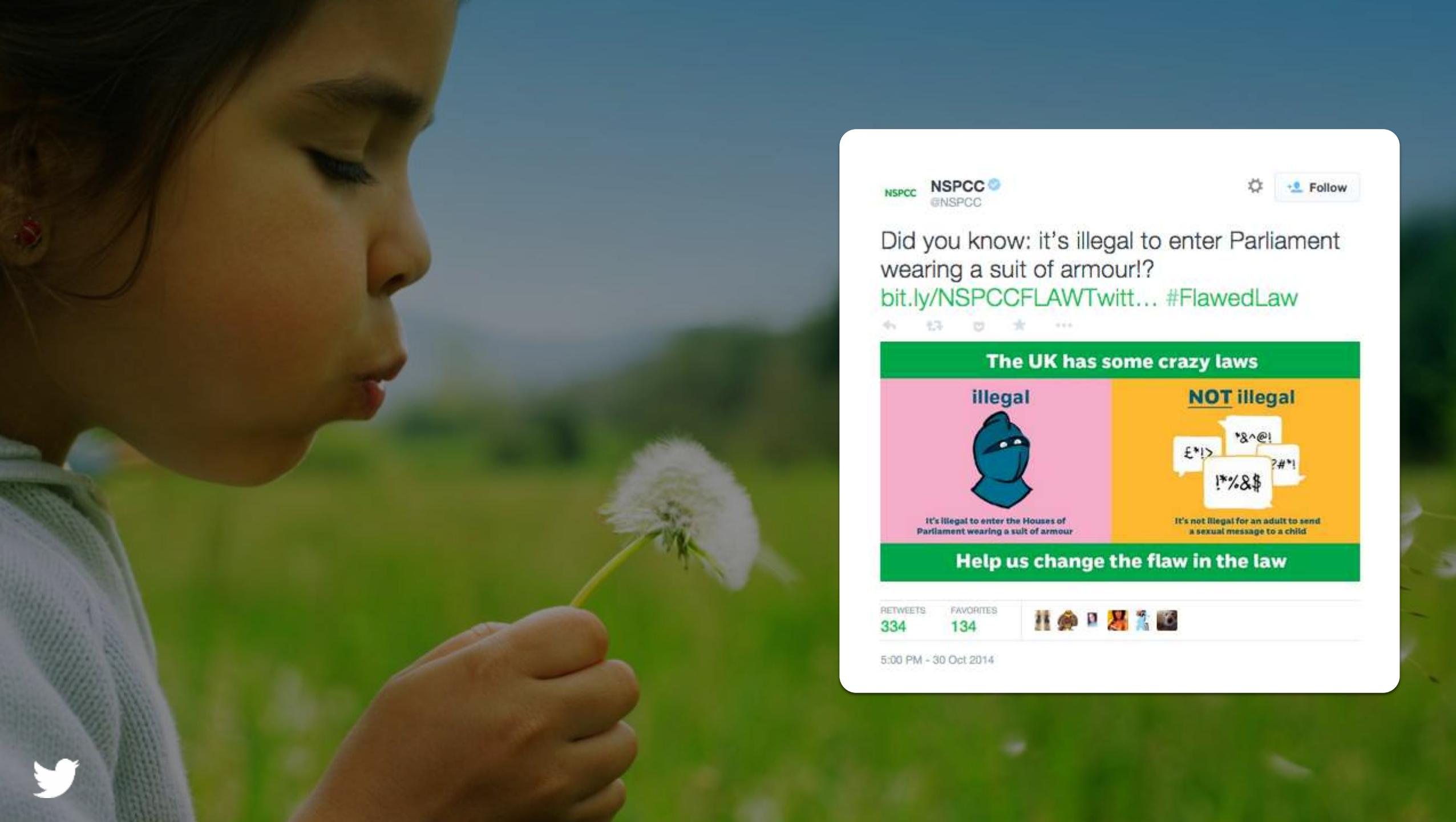
illegal	NOT illegal
 It's illegal to carry a plank along a pavement	 It's not illegal for an adult to send a sexual message to a child

Help us change the flaw in the law

RETWEETS 188 FAVORITES 51

5:12 PM - 28 Oct 2014

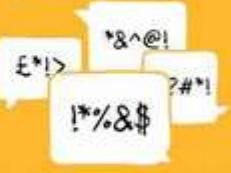




NSPCC NSPCC 

Did you know: it's illegal to enter Parliament wearing a suit of armour?
bit.ly/NSPCCFLAWTwitt... #FlawedLaw

The UK has some crazy laws

illegal	NOT illegal
 It's illegal to enter the Houses of Parliament wearing a suit of armour	 It's not illegal for an adult to send a sexual message to a child

Help us change the flaw in the law

RETWEETS 334 FAVORITES 134

5:00 PM - 30 Oct 2014





NSPCC
@NSPCC

Follow

Please sign our [#petition](#) to ensure it's always illegal for an adult to send a sexual message to a child bit.ly/1oAlkea

#FlawedLaw

...

RETWEETS
118

FAVORITES
29



9:55 AM - 24 Oct 2014





What is your
#RealWorldImpact?

41 68

8:48 PM – 15 Jul 2016



Educate people

Save the Children UK @savechildrenuk

Follow

Want to know the amazing difference UK aid can really make for a child's life?
Watch this video to find out.

UK AID IS FIGHTING
THE KENYA HUNGER CRISIS
IN WAYS YOU WOULDN'T EXPECT

1:29 m 2,027 views

This Is How Aid Saves Lives

RETWEETS LIKES

18 8

12:00 PM - 9 Apr 2017

18 8

What are you already doing?



Save the Children UK

@savechildrenuk

[Follow](#)

The #Syria conflict is brutalising childhoods -
enough is enough.
This is what we're doing to help >>
save.tc/GK9X30aDhud



RETWEETS

45

LIKES

25



5:45 PM · 6 Apr 2017

Engage with people personally



sara @sarabashiri 1 Feb
US lacks credibility in our response to few refugees who reach our shores YET encourage other nations to protect those fleeing persecution

AmnestyInternational Follow @amnesty

Hey @sarabashiri, yes you're right. Abu from Kenya's Kakuma camp has just replied to your earlier tweet #TakeAction
amn.st/60038roah pic.twitter.com/5QYC4WseDO

9:32 AM - 1 Feb 2017



151 134



AmnestyInternational ✅ @amnesty

1 Feb

Hey @sarabashiri, yes you're right. Abu from Kenya's Kakuma camp has just replied to your earlier tweet #TakeAction
amn.st/60038roah pic.twitter.com/5QYC4WseDO



sara

@sarabashiri

Follow

@amnesty ❤️ ❤️ ❤️ ❤️

6:03 PM - 1 Feb 2017



❤️ 2



Credibility comes over
time. Keep educating.

Be honest and
authentic.



Live content





**Stay disciplined and
don't miss the
moment.**

**Don't delay for
perfection.**



Go Live!

1

Where are your audience?

2

How are you relevant?

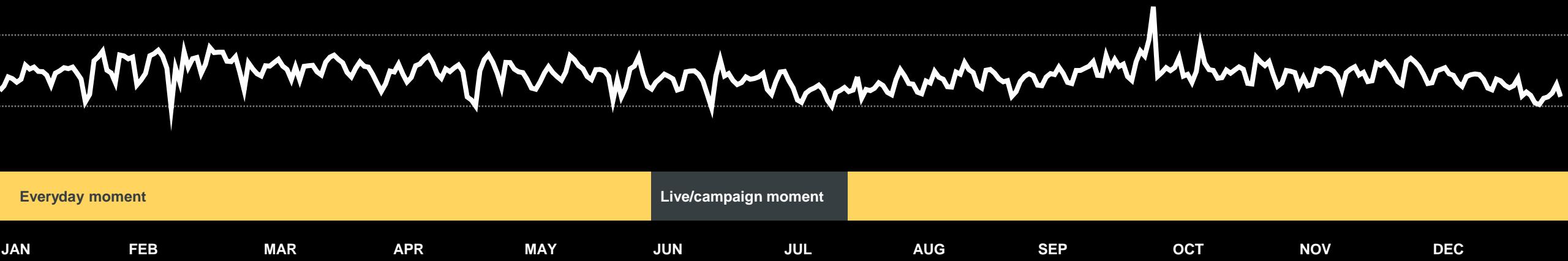
3

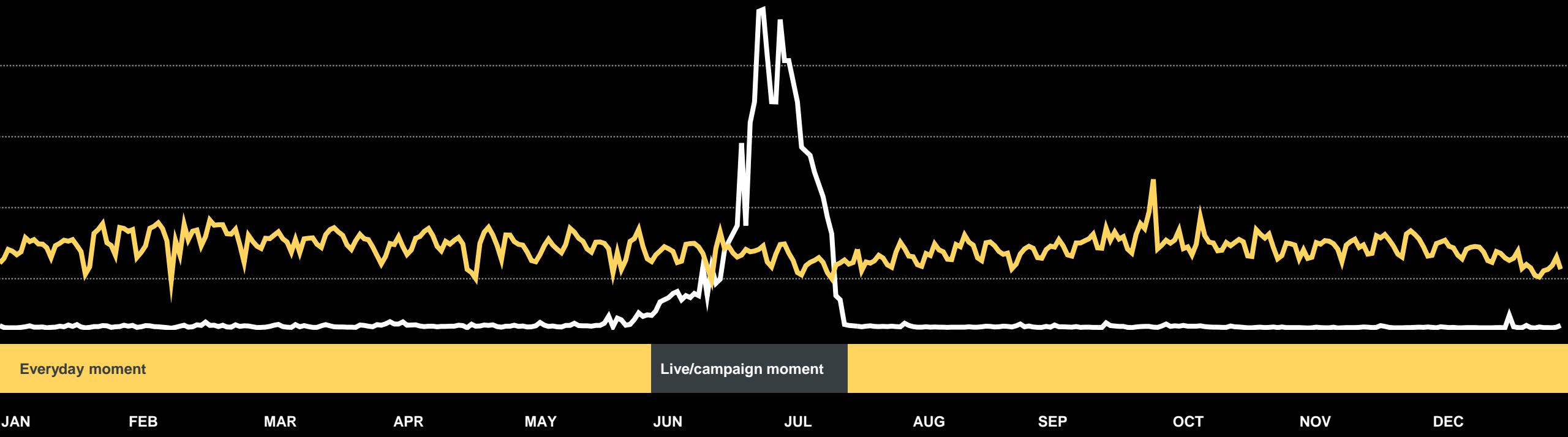
Signposting not shouting



#Ramadan









BBC Trending @BBCtrending

In the past hour there have been over
140,000 tweets about Luis #Suarez.

<http://bbc.in/1jLHkeG>

<http://bbc.in/1jLHkeE> #WorldCup

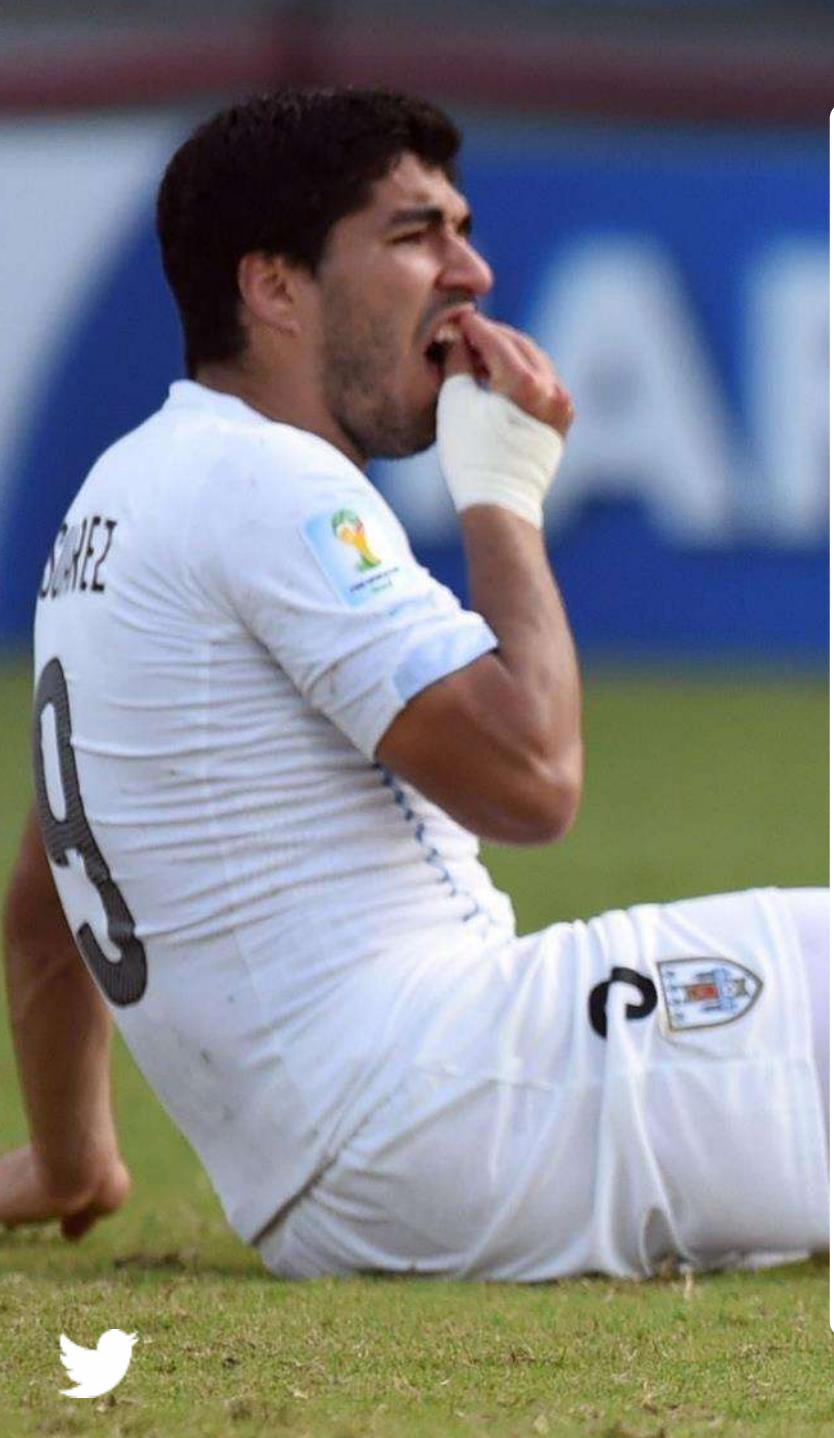
Reply Retweet Favorite More

RETWEETS
461

FAVORITES
201



8:41 PM - 24 Jun 2014



 SNICKERS®
@SNICKERS

Hey @luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luissuarez #EatASNICKERS

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

MORE SATISFYING THAN ITALIAN.

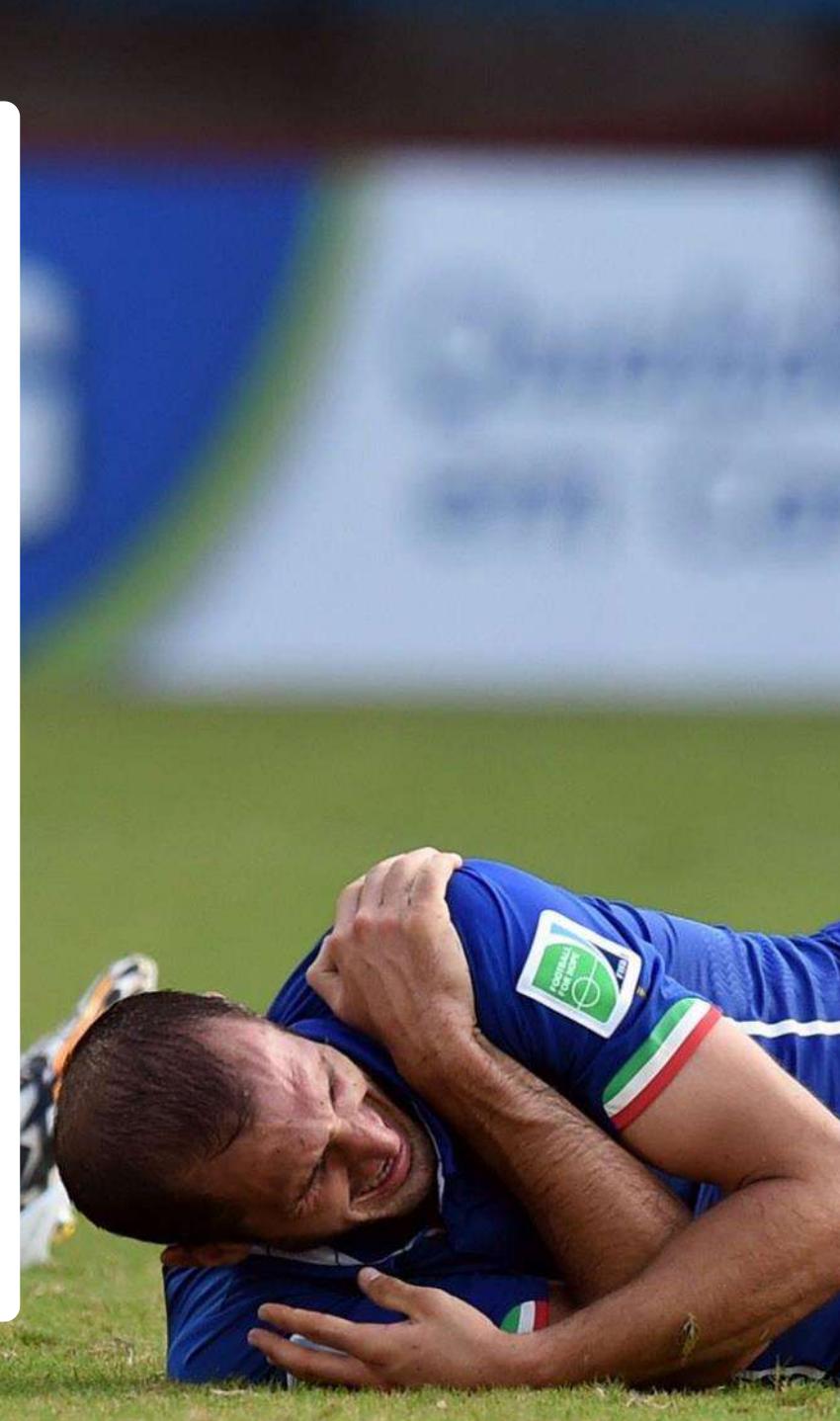


SNICKERS®
#LUISSUAREZ

RETWEETS 47,507 FAVORITES 21,493

9:26 PM - 24 Jun 2014

Flag media





VisitEngland @VisitEngland

24 Jun

England lose on penalties. For more on our culture and traditions go to visitengland.com ;)

[Expand](#)

[Reply](#)

[Retweet](#)

[Favorite](#)





Pope Francis 
@Pontifex



Following

The World Cup allowed people from different countries and religions to come together. May sport always promote the culture of encounter.

 Reply  Retweet  Favourite  More

RETWEETS
20,632

FAVOURITES
21,387



11:00 am - 12 Jul 2014





Mohamed ElBaradei 
@ElBaradei



Suivre

Egypt will explode. Army must save the country now



RETTWEETS 2 837 FAVORITES 163



23:25 - 10 févr. 2011



NSW Police 
@nswpolice

Following

Sydney siege is over. More details to follow.

RETTWEETS 4,975 FAVORITES 2,332



2:44 AM - 16 Dec 2014



Martin Boudot
@MartinBoudot

Follow

Attaque en cours de deux hommes en cagoule dans les locaux de CharlieHebdo. On est réfugié sur le toit



RETTWEETS 3,931 FAVORITES 610

2:47 AM - 7 Jan 2015

POSITIVITY OF THE MOVEMENT CHALLENGE S THE NEGATIVITY OF THE EVENT



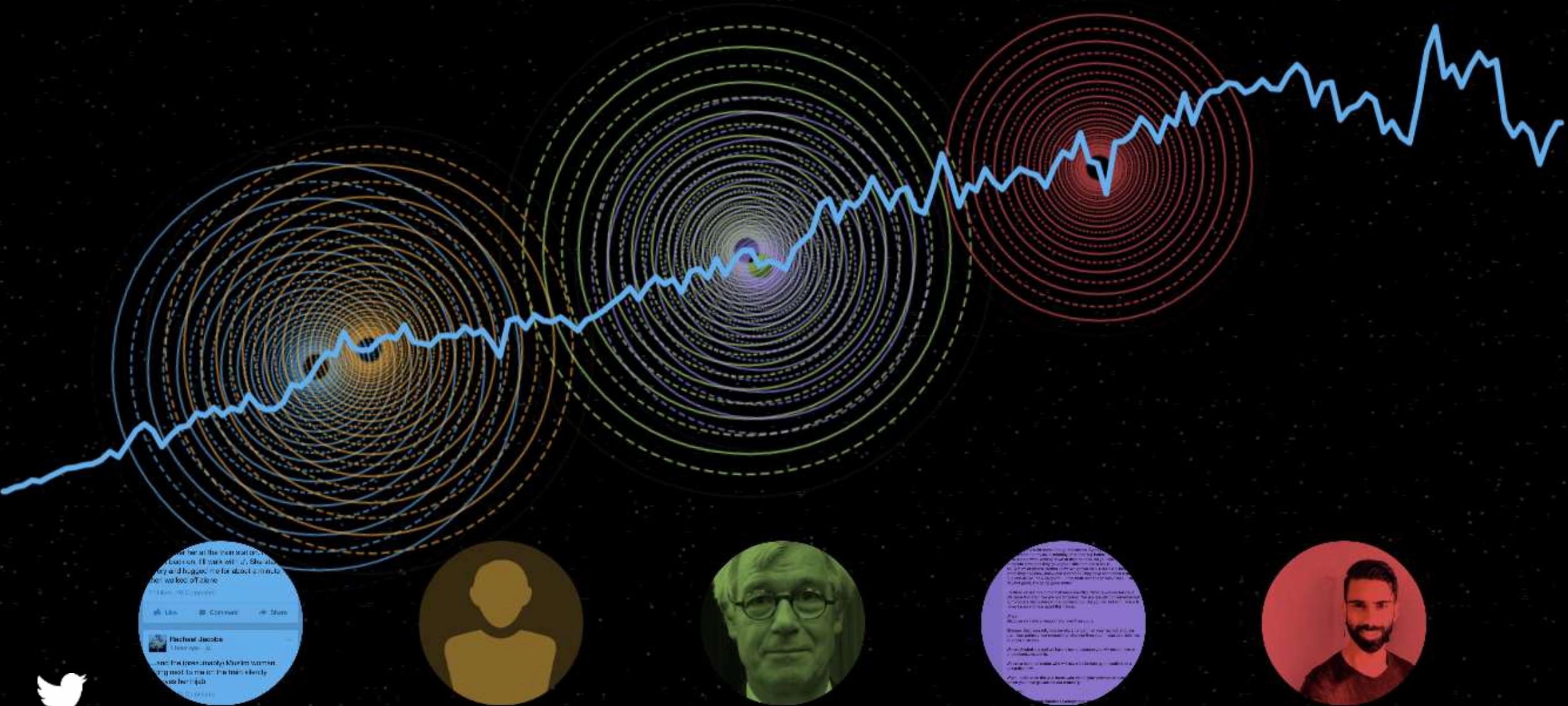
#illridewithyou

Tweets mentioning hashtag #illridewithyou

By Twitter Australia @TwitterAU

117,682

Total Tweets
Dec 15, '14 - Dec 15, '14
GMT+10



AN ORGANIC MOVEMENT THAT TRAVERSES THE GLOBE

Murtaza Ali Shah
@MurtazaGeoNews

British Muslims send a clear message to #IS
#ISIS sectarian murderers -- #notinmyname



RETWEETS 192 FAVORITES 92

4:42 AM - 17 Sep 2014

Sophie Ahmed
@MsSophieAhmed

Follow

ISIS is not a representation of Islam. My religion is based upon principles of respect, kindness love and harmony.
#NotInMyName

7:21 AM - 21 Sep 2014

18 RETWEETS 14 FAVORITES



Sayed Umaar
@UmaarKazmi

Follow

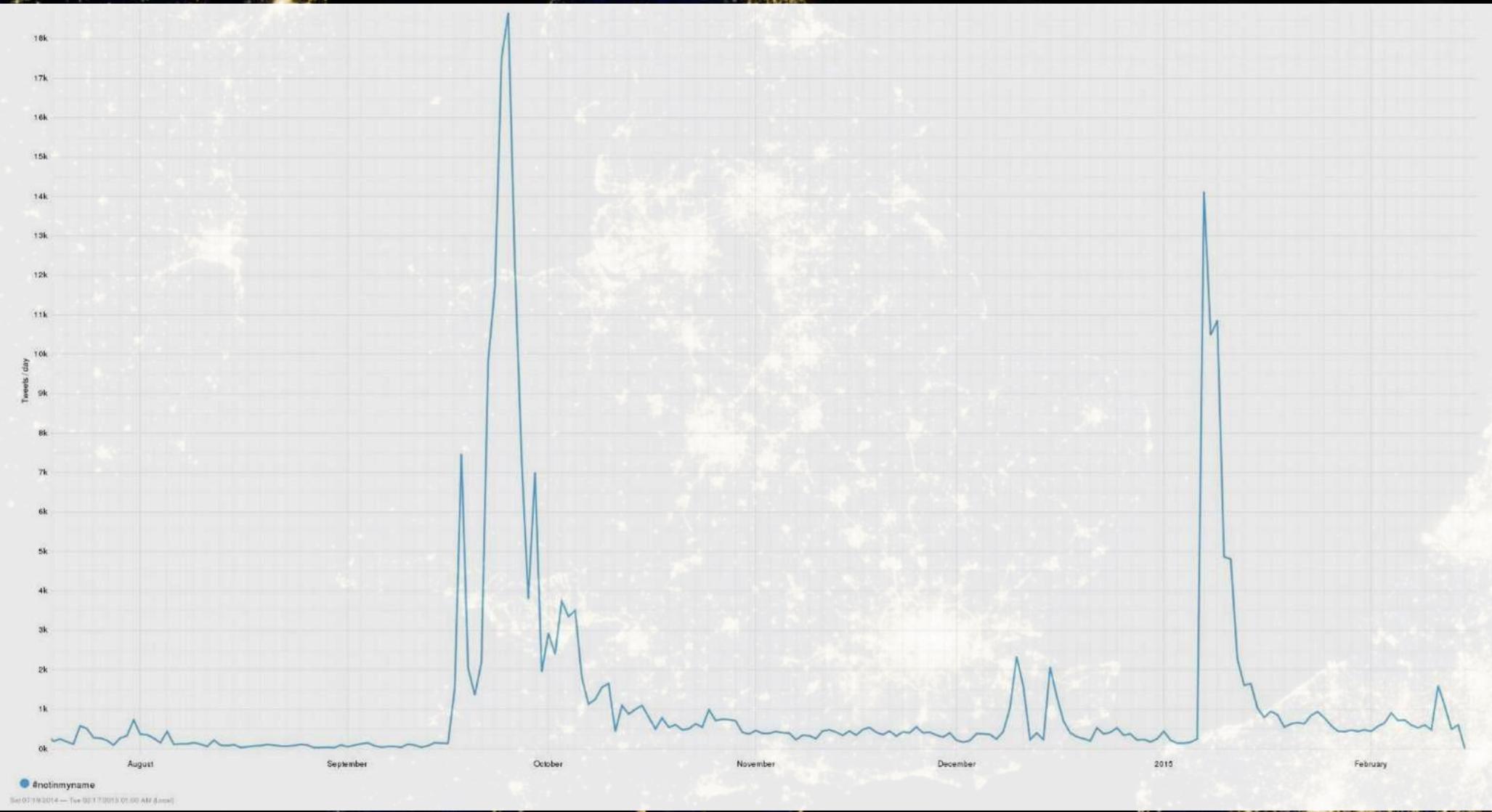
Another disgusting threat from the un-Islamic State #NotInMyName. We all call for Alan Henning's prompt release.

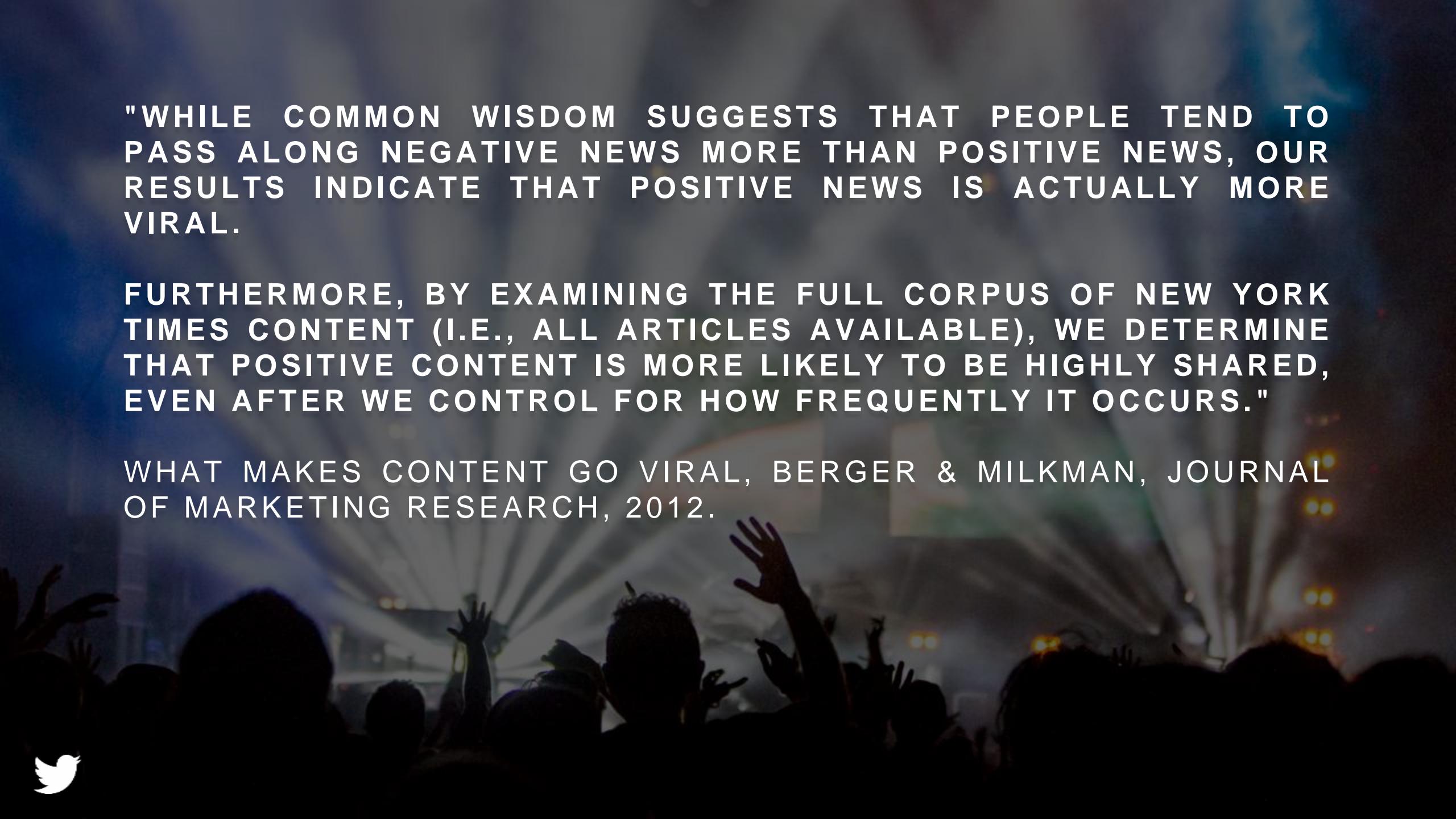


RETWEETS 62 FAVORITES 41

4:08 AM - 18 Sep 2014

#notinmyname





"WHILE COMMON WISDOM SUGGESTS THAT PEOPLE TEND TO PASS ALONG NEGATIVE NEWS MORE THAN POSITIVE NEWS, OUR RESULTS INDICATE THAT POSITIVE NEWS IS ACTUALLY MORE VIRAL.

FURTHERMORE, BY EXAMINING THE FULL CORPUS OF NEW YORK TIMES CONTENT (I.E., ALL ARTICLES AVAILABLE), WE DETERMINE THAT POSITIVE CONTENT IS MORE LIKELY TO BE HIGHLY SHARED, EVEN AFTER WE CONTROL FOR HOW FREQUENTLY IT OCCURS."

WHAT MAKES CONTENT GO VIRAL, BERGER & MILKMAN, JOURNAL OF MARKETING RESEARCH, 2012.





Analytics

Introducing the new Tweet activity dashboard

Analytics Tweets [Tweets](#) Followers Twitter Cards Go to Ads BuzzFeed Export data

Tweet activity

Your Tweets earned **254.9M impressions** over the last **28 days**
That's 4.6% more impressions than the previous 28-day period

Date	Impressions (approx.)
May 25	8.5M
May 26	4.5M
May 27	7.5M
May 28	6.5M
May 29	8.0M
May 30	7.0M
May 31	8.5M
Jun 1	6.5M
Jun 2	8.0M
Jun 3	6.0M
Jun 4	7.5M
Jun 5	6.5M
Jun 6	7.0M
Jun 7	6.0M
Jun 8	7.5M
Jun 9	8.0M
Jun 10	7.0M
Jun 11	6.5M
Jun 12	7.5M
Jun 13	6.0M
Jun 14	7.0M
Jun 15	6.5M

Your Tweets
So far today, your Tweets have earned **9.3M impressions**. This is higher than your 28-day average of 9.1M impressions per day.

BuzzFeed @BuzzFeed · 8h
happy #tbt!!!!!! pic.twitter.com/al1wyhaqRq

112,167 19,028 17.0%

Engagements
Showing last 28 days with daily frequency

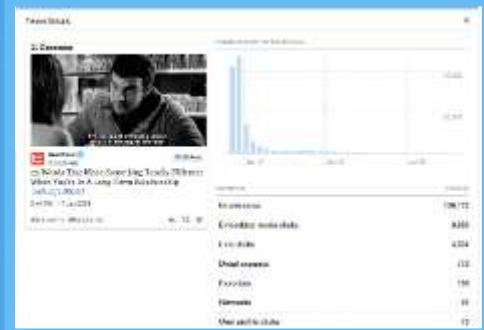
Engagement rate **5.8%** Today **7.2% engagement rate**

TWEET ACTIVITY DASHBOARD

Organic and promoted performance insights

—
TRACK ORGANIC &
PROMOTED TWEET
IMPRESSIONS &
ENGAGEMENTS

—
VIEW TWEETS
ALONGSIDE DETAILED
ENGAGEMENT METRICS



Twitter Analytics Tweets Followers Twitter Cards Go to Ads BuzzFeed

Tweet activity

Export data

Your Tweets earned **255.4M impressions** over the last **28 days**
That's **7.6% more impressions** than the previous 28-day period

May 25 Jun 1 Jun 8 Jun 15

10,000,000
5,000,000

Your Tweets
So far today, your Tweets have earned **8.9M** impressions. This is lower than your 28-day average of 9.1M impressions per day.

Tweets Tweets and replies Promoted

User	Tweet	Impressions	Engagements	Engagement rate
BuzzFeed	@BuzzFeed · 19m	31,711	563	1.8%
BuzzFeed	2 Reasons The Washington Redskins Will Change Their Name, And 2 Reasons They Won't bzfd.it/1iHvOkt	64,407	7,230	11.2%
BuzzFeed	@BuzzFeed · 28m	65,109	4,341	6.7%
BuzzFeed	14 Faces That Tell You Exactly How Stunning Spain's World Cup Elimination Was bzfd.it/1IA39j pic.twitter.com/kLmJVT6HYM	59,899	429	0.7%
BuzzFeed	@BuzzFeed · 39m	72,204	1,717	2.4%

Engagements
Showing last 28 days with daily frequency

Engagement rate **5.8%** Today **8.7% engagement rate**

Link clicks
5.2M Today 210.8K link clicks

Link clicks up **17.1%** compared to the previous 28 days

—
EXPORT ALL TWEET-
LEVEL DATA AND
PERMALINKS

—
VIEW PERFORMANCE
MONTH OVER MONTH



Analytics Recap

[Pay attention to when you Tweet.](#)

Note which time of day and day of week yields the highest engagement and impressions.

[Analyze the frequency of your Tweets.](#)

Use your new insights to determine your Tweet cadence.

[Identify the Tweet mechanics that work, and the ones that aren't as effective.](#)

Keep an eye on elements like different calls to action, the inclusion of media and Cards, as well as copy length.





TweetDeck

A Handy Guide

New Tweet

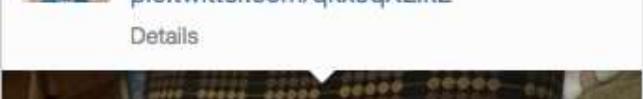
 TweetDeck in the Wild  

[+ Add description](#)

 **Reply All @replyall** 75d
Yes. There will be a new episode today.
But we're still all working on it. Look how hard we're working.
pic.twitter.com/TVzqc0saXS
[Details](#)



 **Casey Johnston @caseyjohnston** 20d
On Twitter no one knows you're a cat
pic.twitter.com/qkx9qXLIkL
[Details](#)



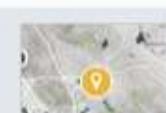
>

Top Events @amyzima

Chatter 1 Urgent Update + 5:16am

 **Jessica Rhoades** @jessyrhoades 5h
A plane crashed in the field by our house. It doesn't look good. #livermore #news instagram.com/p/3abgfZpg3v/
[Details](#)

good · look
Joined Mar 09 Followers 115



[Open in Dataminr](#) California, U...

Chatter 1 Urgent ● 5:08am

 **FremontScanner** @FremontScanner 5h
Possible airplane down. Springtown Bl and Galloway St in Livermore. Plane was on a downwind approach to Livermore Airport. FD responding.
[Details](#)

galloway · livermore
Joined Mar 14 Followers 80



[Open in Dataminr](#) California, U...

Entertainment 89 Momentum ● 3:25am

 **Dan Harmon** @danharmon 7h
The finale airs in a couple hours. I'm gonna delete my Twitter app and take a couple weeks off the internet and no interviews and I love you
[Details](#)

internet · couple

11 Activity @amyzima

Clorama favorited

Peter Bahr @peterbihr
<3 RT @CreativeClo: ThingsCon 2015:
My Exhibition Experience - #ThingsCon
was an absolutely great experience. (...)
tumblr.co/ZxuBpm1mDdubT

Details

+1 take jobin followed

Tender Prey
@TenderPreyMusic
Chicken Liver Blues // Bookings:
tenderpreymusic@gmail.com //
<https://t.co/sHjWgiPFTV>

Clorama favorited

Leanne Stewart @LeanneStewart
Seek love. Love it. RT @CreativeClo: <3
buff.ly/1AtSeDL

Details

#Kira favorited

Patricia Cartes @Cartes
@KiraOConnor Next time I am sitting in a
chair in the sky and I can't smell lavender
oil I'll miss you terribly
m.youtube.com/watch?v=uEY58f...

Details

Lauren Cullen favorited

Martha @ToMartha
Good times... 🎉☀️🍿 #TimeHopop
pic.twitter.com/rY3JwH09uu







Recent inspiration



Free GIANT map of Britain inside tomorrow

Daily Mail

FRIDAY, NOVEMBER 4, 2016



www.dailymail.co.uk

DAILY NEWSPAPER OF THE YEAR 65p



The Review: Sir Terence Etton

Worked with Tony Blair: Lord Justice Sales

The Europhobe Lord Chief Justice Thomas

Fury over 'out of touch' judges who defied 17.4m Brexit voters and could trigger constitutional crisis

ENEMIES OF THE PEOPLE

MPS last night tore into an unelected panel of 'out of touch' judges for ruling that embittered Remain supporters in Parliament should be

By James Slack Political Editor

Magistrates were accused of putting Britain on course for a full-blown constitutional crisis by saying Brexit could not be triggered without a

© Daily Mail Ltd. May's憲法問題
10月3日
英國議員 - 包括一些保守黨議員 - 誓言將對此舉發起抗議。這項裁決令英國公投的結果無效，而且英國公投的結果已經被視為一個政治動向。



Sarah Galvin
@galvinator



 Follow

This headline has to be one of the most
dangerous things I've read. Whatever your views
on Brexit, this is not the way
#enemiesofthepeople



 **Strawberry_Jam**
@Mefusen_Jam

People who put milk in with the teabag before pouring in hot water - they are the real
#enemiesofthepeople

RETWEETS LIKES
4 14

9:20 AM - 4 Nov 2016

Reply Retweet 4 Like 14 ...

#EnemiesOfThePeople



 **Mike Morris**
@cincodemayoMike

People who put After Eight wrappers back in the box, thus creating the illusion of a full box
#enemiesofthepeople

RETWEETS LIKES
188 **338**



8:36 AM - 4 Nov 2016

  188  338 

#EnemiesOfThePeople



Various Sharapovas

@VRSJMS



Follow

People who voted for Boaty McBoatface
#enemiesofthepeople

RETWEETS LIKES
4 **10**



9:46 AM - 4 Nov 2016

4 10



Gemma Luck

@missgluck



Follow

People who blocked us naming Boaty
McBoatface **#enemiesofthepeople**

RETWEETS LIKES
176 **339**



9:05 AM - 4 Nov 2016

176 339

#EnemiesOfThePeople



 **TheCobrasConk**  

@TheCobrasConk

Ryan Air passengers who don't applause when
the plane lands in Alicante airport
#enemiesofthepeople

RETWEETS LIKES

97 **288**



8:55 AM - 4 Nov 2016

  97  288 

#EnemiesOfThePeople



Recap:

1

Educate people and start conversations. Engage with hashtags and users.

2

Respond to events with online and offline activity.

3

Measure what works and repeat what does.



Be authentic.
Be compassionate.
Keep it classy.

