



Twitter 101: Essential Nonprofit Strategies and Tactics for Success



presented by

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- **What is Twitter?**
- **Why should my non-profit use Twitter?**
- **How do I set up a Twitter profile for my nonprofit?**
- **How can I find the right people to follow?**
- **How do I tweet and reply to these people?**
- **How can I get people to retweet for my nonprofit?**
- **How does Twitter fit into my online fundraising strategy?**
- **How can I plan for success on Twitter?**
- **What Twitter tools should I be using?**



What is Twitter?



Let's take a look!



A powerful conversational medium

Short messages - 140 Characters

Messages (tweets) can be sent from your desktop or mobile phone

Not a replacement for email marketing or direct mail



Why should my non-profit use **Twitter**?



Why should my non-profit use Twitter?

100 million active users

230 million tweets per day...

...up 110 percent from January 2011



Why should my non-profit use Twitter?

Advocacy and outreach

Find conversations instantly

Build a blogger network

Augment fundraising



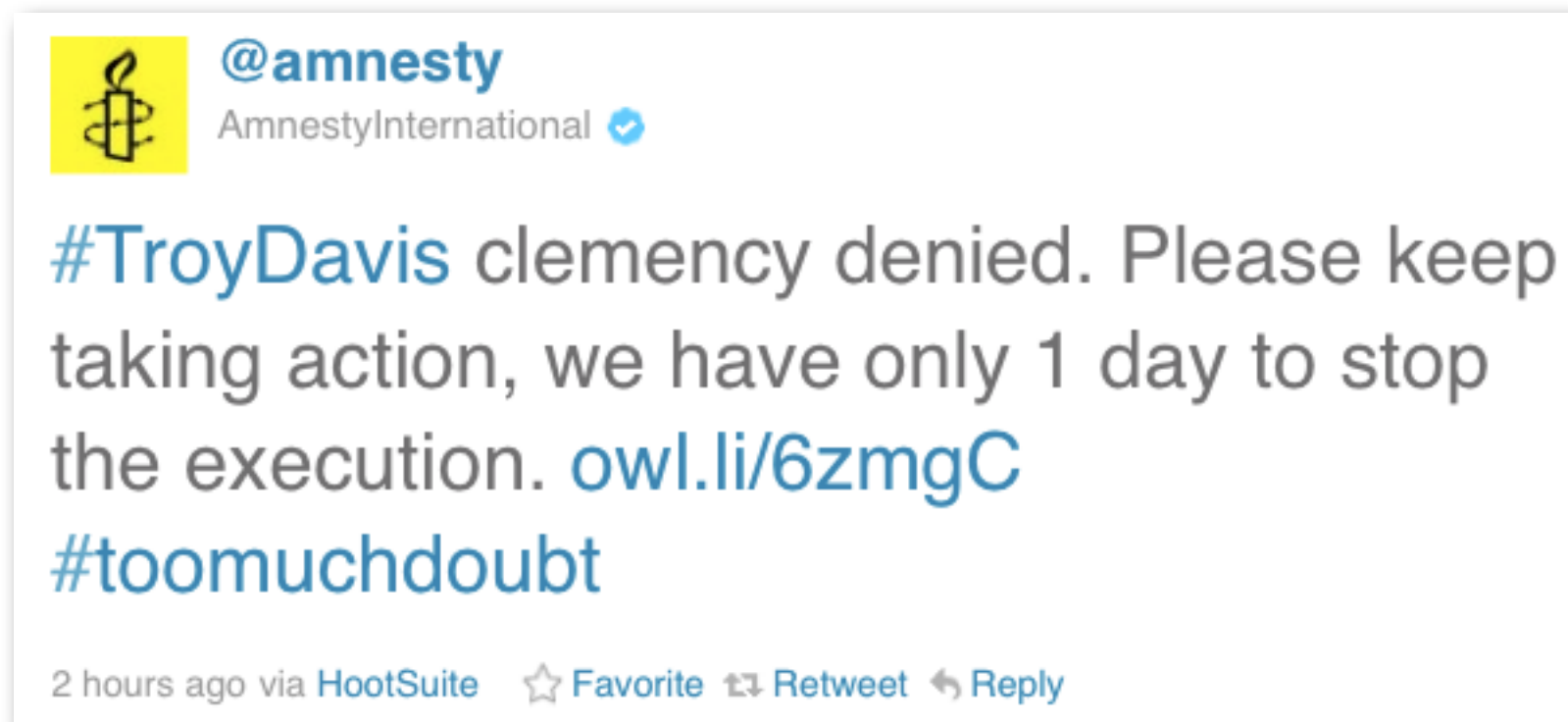
Why should my non-profit use **Twitter**?



Through October 3, an alumnus will donate \$1 for each new Twitter follower or Facebook “like,” up to \$50,000.



Why should my non-profit use Twitter?



Amnesty International is using Twitter for advocacy.



Why should my non-profit use Twitter?



75 sexythinker Amanda Hite

\$1 gives a child 10 meals AND you can win an iPad2 via @cinnaboninc during @Dine_Out #NoKidHungry on.news.me/nLRHoi #SocialbashORL2

15 hours ago



48 okeydokeydebbie Debbie Spice

We're heading for a record! RT @LuvHotSauce: Please rt we are going for volume benefiting #nokidhungry #socialbashorl2 <http://ow.ly/6z1tY>

Mobile giving on Twitter (<http://give.mobi>)



Other examples of nonprofits using **Twitter** effectively

@HardlyNormal

@UNICEF

@NWF

@amnesty

@KidsAreHeroes

@EpicChange



How do I set up a **Twitter** profile for my nonprofit?



Let's take a look!



Best practices for your **Twitter** profile

Create compelling avatar and bio

Check out [Instagram.com](https://www.instagram.com), [Befunky.com](https://www.befunky.com)

Create a simple custom background

Dimensions: 1440 pixels wide, sidebars are 115 pixels wide

Check out [Twitbacks.com](https://www.twitbacks.com)

Write a bio that's about you or your people

Bonus: Create a custom Twitter landing page

Check out prologger.net/about-darren-rowse-prologger/



How can I find the **right**
people to follow?



How can I find the **right people** to follow?



The first step at a cocktail party is finding people to talk to.



Let's take a look!



Twitter search operators and their results

How can I find the **right people** to follow?

Operator

twitter search

"happy hour"

love **OR** hate

beer -root

#haiku

from:alexiskold

to:techcrunch

@mashable

"happy hour" **near:**"san francisco"

near:NYC **within:**15mi

superhero

since:2010-12-27

ftw **until:**2010-12-27

movie -scary :)

flight :(

traffic ?

hilarious **filter:**links

news **source:**twitterfeed

Finds tweets...

containing both "twitter" and "search". This is the default operator.

containing the exact phrase "happy hour".

containing either "love" or "hate" (or both).

containing "beer" but not "root".

containing the hashtag "haiku".

sent from person "alexiskold".

sent to person "techcrunch".

referencing person "mashable".

containing the exact phrase "happy hour" and sent near "san francisco".

sent within 15 miles of "NYC".

containing "superhero" and sent since date "2010-12-27" (year-month-day).

containing "ftw" and sent up to date "2010-12-27".

containing "movie", but not "scary", and with a positive attitude.

containing "flight" and with a negative attitude.

containing "traffic" and asking a question.

containing "hilarious" and linking to URLs.

containing "news" and entered via TwitterFeed



How do I **tweet and reply** to
these people?



How do I **tweet and reply** to these people?



Twitter is no different
from meeting people
at a cocktail party



How do I **tweet and reply** to these people?

1. Let yourself be known by following

2. Put their agendas before yours

3. Start having conversations with them

4. Organize and prioritize people you meet



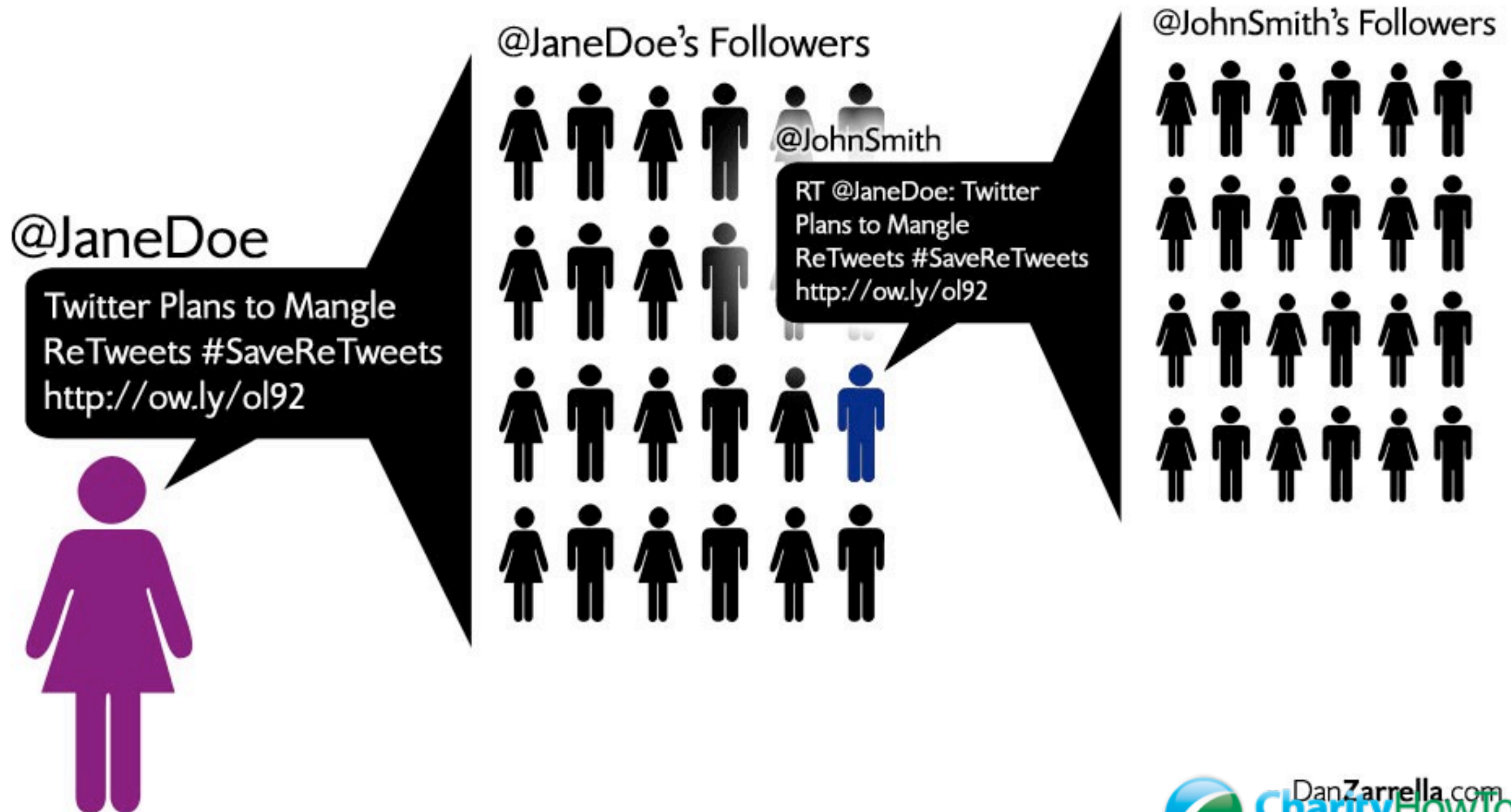
Let's take a look!



How can I get people to
retweet for my nonprofit?



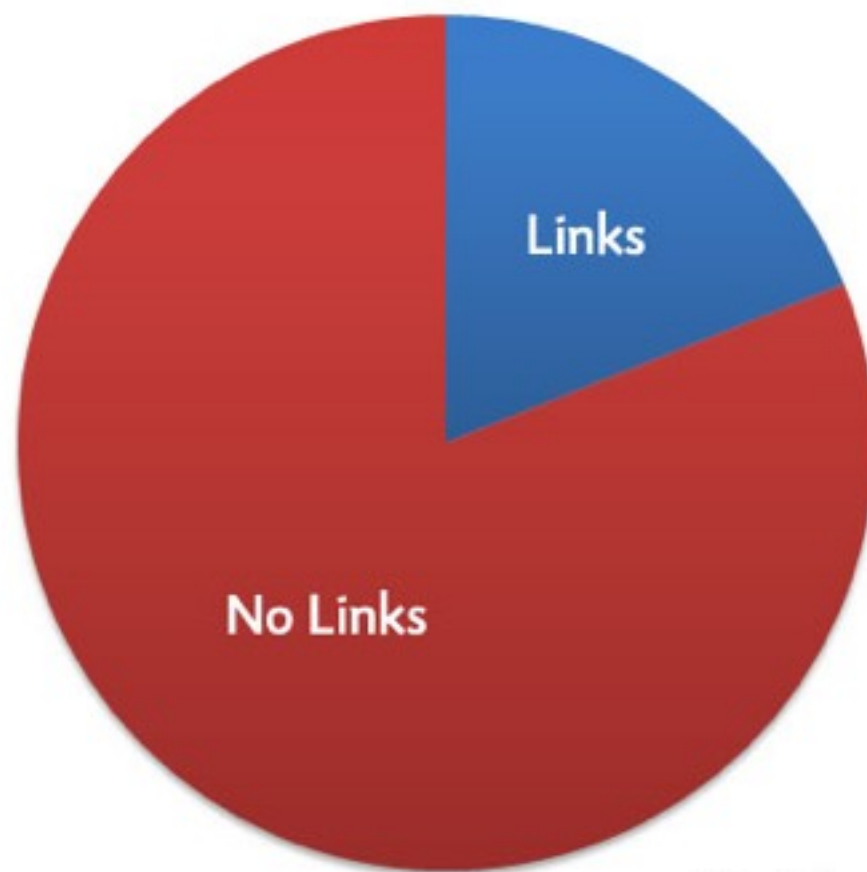
How can I get people to **retweet** for my nonprofit?





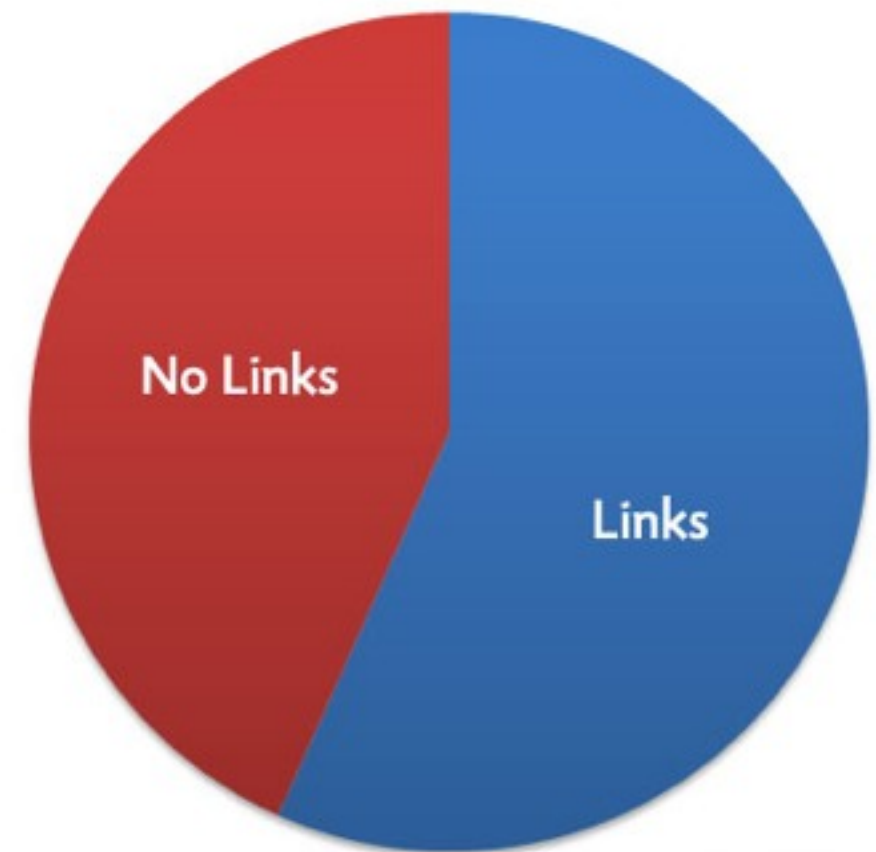
How can I get people to **retweet** for my nonprofit?

Link Occurrence in All Tweets



DanZarrella.com

Link Occurrence in ReTweets



DanZarrella.com



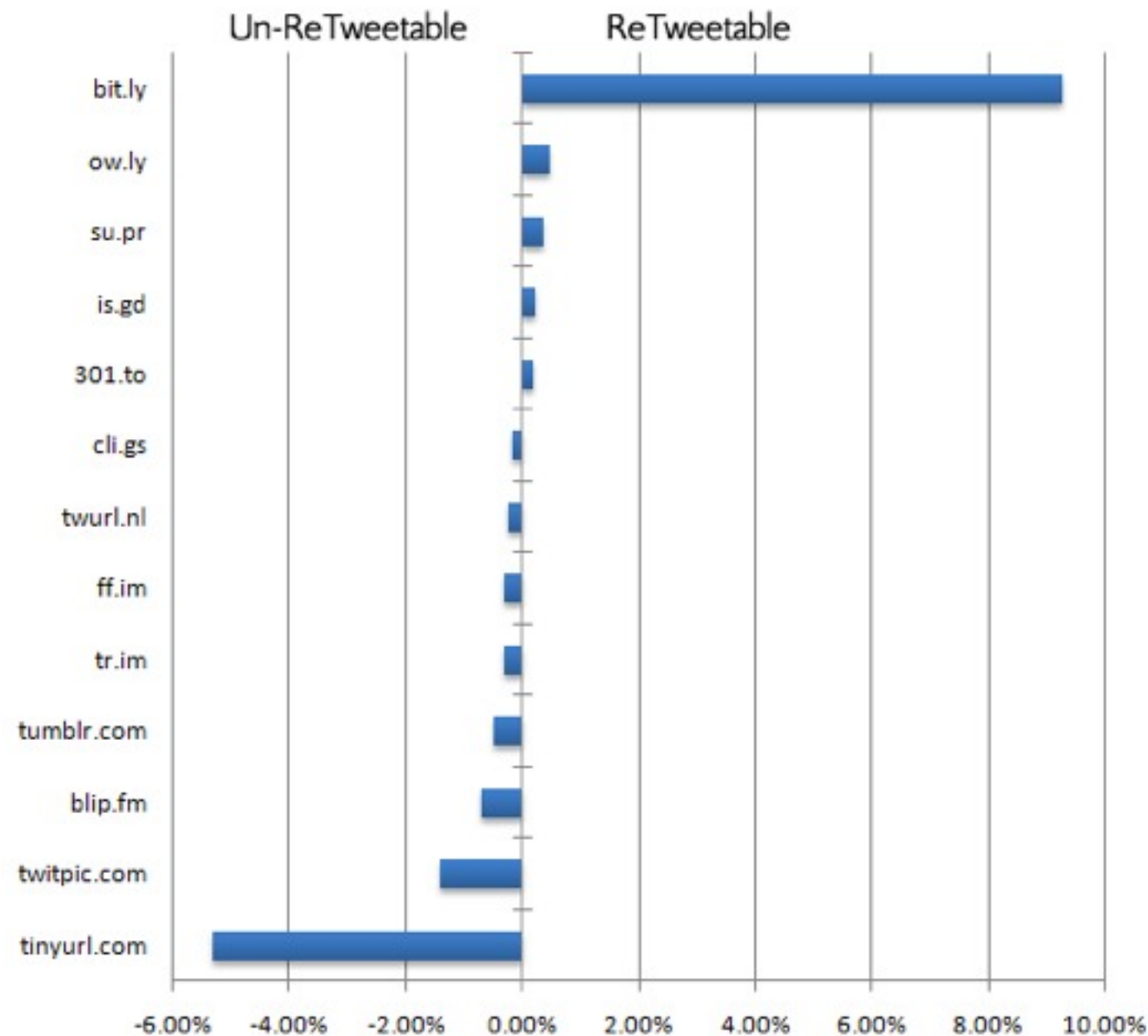
How can I get people to **retweet** for my nonprofit?

- | | |
|------------|--------------------|
| 1. you | 11. please retweet |
| 2. twitter | 12. great |
| 3. please | 13. social media |
| 4. retweet | 14. 10 |
| 5. post | 15. follow |
| 6. blog | 16. how to |
| 7. social | 17. top |
| 8. free | 18. blog post |
| 9. media | 19. check out |
| 10. help | 20. new blog post |



How can I get people to **retweet** for my nonprofit?

ReTweetability of URL Shorteners

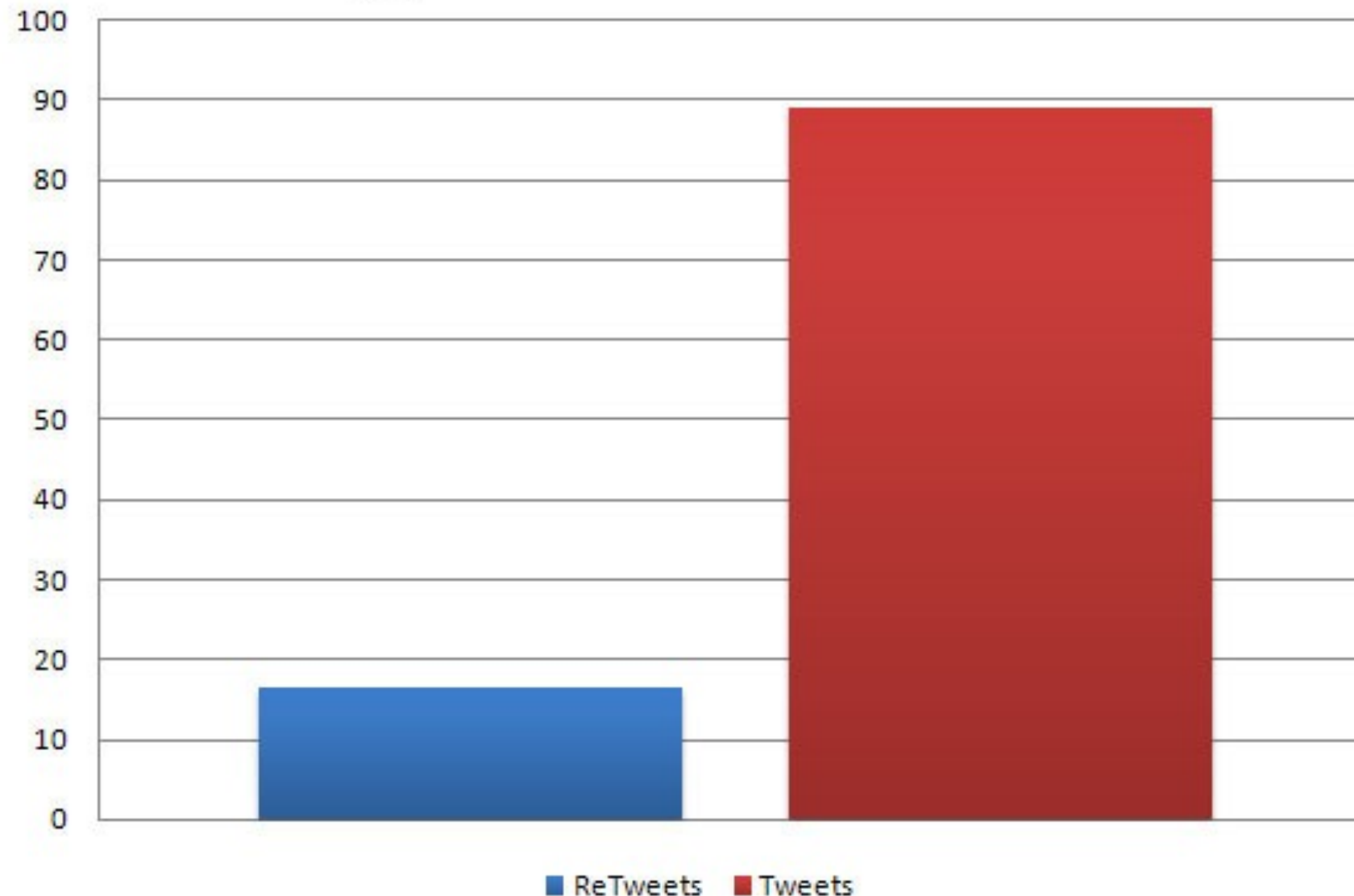


DanZarrella.com



How can I get people to **retweet** for my nonprofit?

Average Word Occurrence

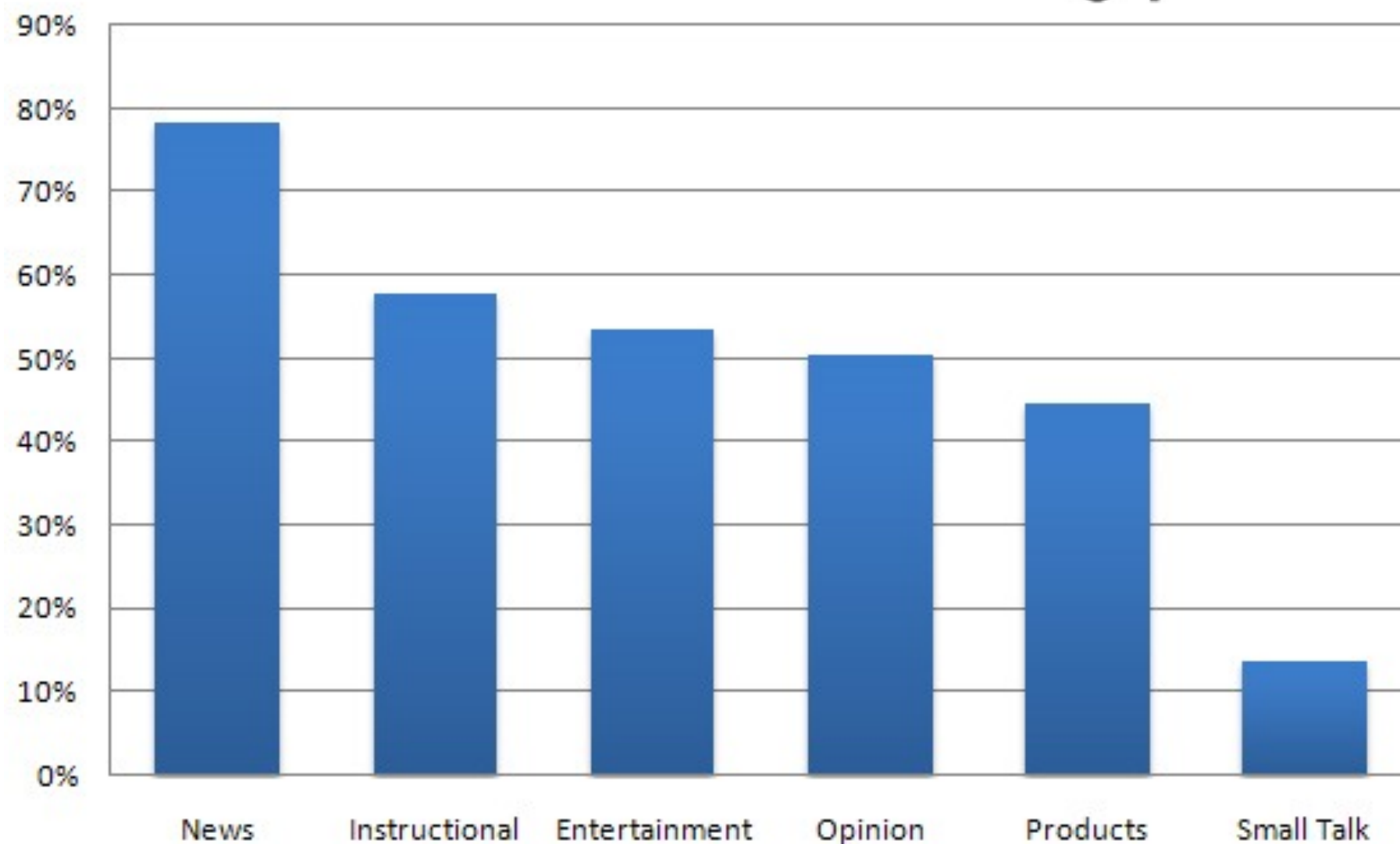


DanZarrella.com



How can I get people to **retweet** for my nonprofit?

ReTweet Content Types



DanZarrella.com





How can I get people to **retweet** for my nonprofit?

1. Breaking news

2. Links

3. Videos, pictures

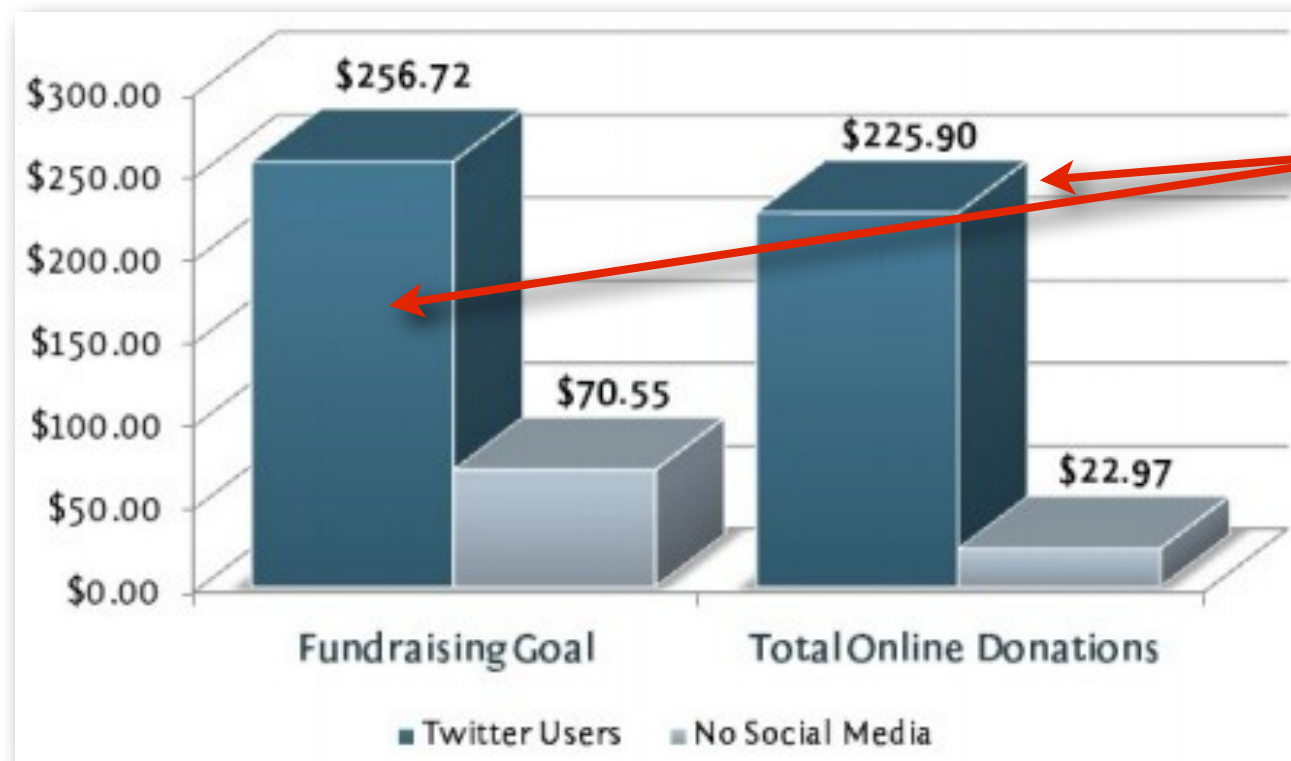
4. Have something interesting to say



How can **Twitter** influence my online fundraising strategy?



How can **Twitter** influence my online fundraising strategy?



People using Twitter are awesome fundraisers!

“Twitter users increased their personal fundraising goals by at least three times more and raised nearly 10 times more online than their peers who did not use Twitter.” - Anthony Sicola of BlackBaud



How can **Twitter** influence my online fundraising strategy?



*No other type of social media user can compare to **Twitter** users who consistently beat personal fundraising goals*



How can **Twitter** influence my online fundraising strategy?

It's best to use Twitter as one channel..

...among many channels...

...within a comprehensive strategy



What are the three things I should always be doing on **Twitter**?

1. Listening

2. Promoting others

3. Sharing and connecting



How can I plan for success on Twitter?



Tip #1: Planning is key



Tip #2: Ask comes last



Tip #3: Make it easy



Tip #4: Make it fun



Tip #5: Integrate with other channels



Tip #6: Measure



Tip #7: Reflect and learn



Tip #8: Done beats perfection



What **Twitter** tools should I be using?



What **Twitter** tools should I be using?

1. Hootsuite.com, Tweetdeck.com

2. twitter.grader.com

3. hashtag.org, listorious.com

4. socialloomph.com

5. twitip.com



Questions?