

# Twitter Step-By-Step

*Basic Strategies and Terms  
That You Need To Know*



## How To Get The Most Out Of This Guide

1. **Read the entire guide once** and allow yourself to absorb the general concepts and ideas.
2. **Print out the "Rules of The Road" found on page 12 and post it in your cube.** More important than the abundant "how-to" tactics presented in this guide is the respect and character that you demonstrate through your online communication.
3. **Find others who have downloaded this guide** and ask how they are applying the strategies. You can easily find these people by searching Twitter for other non-profit folks. After you've connected with them, ask them if they have downloaded the "Twitter Jump Start" guide.
4. **Take notes at the end of each section.** Record your thoughts and progress. When you're ready to share your own discoveries, please Tweet them (instructions on sharing ideas, using hashtag are found at the bottom of page 4 and 10).

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### Quick Definition:

Twitter is a micro blogging platform which allows you to publish short messages of less than 140 characters through different mediums like IM, cellphones and the web.

Also see Twictionary on page 11

# 14 Benefits Of Using Twitter For Your Non-Profit

1. **Brand Builder:** Use Twitter to build your non-profit's image and refine your messaging over time by testing out how people react to your posts.
2. **Get Feedback:** Twitter can be used to get feedback on articles or projects. Posting questions will get quick responses, often by the experts on your subject.
3. **Hire People:** Post requests for job openings. Twitter has a high concentration of tech-savvy and smart talent.
4. **Direct Traffic:** The more you get involved in Twitter and develop mutually-beneficial relationships, the more folks will refer traffic to your site. Friends can post news about your site, asking for a "retweet" in the process.
5. **Network for Benefits:** Use Twitter to connect with other like-minded people. It can be used to establish consistent and deeper relationships for partnerships or peer recommendations.
6. **Manage Your Non-Profit:** Use Twitter as a non-profit intranet connecting your employees to one another. Collaboration can be brought to a new level when working on group projects, especially if some folks work remotely.
7. **Notify Your Donors:** Set up a Twitter feed for the specific purpose of notifying donors about important news about your cause. Donors who use Twitter can subscribe via mobile or RSS for instant notification.
8. **Provide Event Updates:** Non-profits can use Twitter as a means to inform event participants and latest event happenings/changes. This is valuable, especially when you're not able to set up a direct mobile link between you and the audience.
9. **Find Donors:** Twitter can be used as a means to find potential donors online. Do a search for keywords related to your cause on Twitter Search and then follow users. Make sure you make it very easy for people to connect to your website via Twitter.
10. **Broadcast The News:** Twitter allows you to provide real-time commentary which may help to spark further discussion or interest on the event as other Twitter users spread the message. Very useful for citizen journalism.
11. **Schedule Meetings:** Twitter can help you organize impromptu meet-ups. It's an informal and casual way of arranging a meeting, which again, reflects on your brand.
12. **Read News:** Twitter users often link to useful and alternative news. You can also subscribe to Twitter feeds for news related to your non-profit. Using <http://tweetbeep.com>, or a reader allows you to receive, organize and view this news quickly.
13. **Make New Friends:** Like any other social network, Twitter has a built-in function for you to befriend and track the messages of other users. Make an effort to be the Go-Giver!
14. **Scalable Executive Blog:** Executive Director has no time to blog? Have her use Twitter. The content and time commitment are minimal.

**Have a valuable tip not mentioned here?**

\*\*\*Tweet me at [twitter.com/johnhaydon](https://twitter.com/johnhaydon) and include "#TweetJump" in your post. I've set up an RSS feed to compile these tips in my reader. I'll retweet the best ones (and give you credit, of course).

## Village?

"For me, connecting on Twitter with someone I've just met in person is inviting them to live in "my village." Follow-up won't be limited to the "nice meeting you" email cul-de-sac. On Twitter, we'll cross paths incidentally and without pressure. I may bump into them "around town" for maybe a word or two at the "coffee shop" or "post office." Over time we may discover common interests (aka social objects) in each others' tweets, and connect more deeply as neighbors or friends.

For a contrived, weird and techie way to communicate, Twitter's "passive conversation" fosters very natural, gradual relationship-building."

-Laura Fitton,  
Pistachio Consulting

[http://  
pistachioconsulting.com/](http://pistachioconsulting.com/)

## To tweet and not to tweet. That is the answer.

**The only way to find out if your non-profit should pursue Twitter is to jump in and swim - to tweet and then not tweet. That's pretty much that case with anything - in business and in life. You try and then stop. Re-evaluate. And then try another way.**

### There are four reasons why this is the best approach:

1. Only you understand your non-profit's unique business issues. No one can (or should) tell you what to do with Twitter.
2. Twitter is still uncharted territory. You may discover something useful that no-one has thought of.
3. See who's out there. Only by jumping in will you find out how many of your clients (and friends) use Twitter and to what degree folks are talking about your cause.
4. Signing up and getting started with Twitter will take about 10 minutes. Reading about the pros and cons of Twitter will take a month.

**Just like LinkedIn, Facebook, Stumble and Digg, Twitter allows you to search your email accounts for current users. So - even if Twitter is not for you, you'll at least find out which of your colleagues and friends are using Twitter. Then you can ask them how they use it.**

## So let's get started...

# **“10 Twitter tips to increase online donations”**

**Your donors are no longer interested in getting news about your non-profit by email.** Nicholas Einstein, at DM Media cites the JuniperResearch study on social media trends: "Some customer are apparently spending less time in their e-mail inbox and may be paying less attention to the messages they receive there. This shift is causing some to question, perhaps prematurely, the future of e-mail as the dominant social networking tool."

**Below are some of the creative ways small non-profits use Twitter to increase on-line fundraising activity.**

1. First, create a Twitter section within your non-profit's blog or website specifically designated as a "campaign headquarters". Use this as a platform to directly engage with and inform your fans who use Twitter.
2. Link to this page in your non-profit's Twitter account. Post updates to your Twitter "campaign headquarters" on twitter each week. Encourage your board of directors and fans to link to the "campaign headquarters" on their Twitter pages.
3. For campaign-specific activities with your Twitter fans, use hashtags so that Tweeples can easily recall and search on posts related to a campaign (read more here: <http://twitter.pbwiki.com/Hashtags>)
4. Engage fans directly by asking them questions, answering their questions - pay attention and listen to them!
5. Small donations are best with Twitter. It might be hard getting even 2 people on Twitter to donate \$100, but asking for \$5 - \$10 will get results - it's easy and people don't have to budget for those dollar amounts. Ask for \$5 donations using services like [MGive.com](http://MGive.com).
6. Have your fans get in the habit of retweeting the moment they've donated \$5
7. Try out an "Honor System Donation" campaign asking Tweeples to pledge a small donation. It's an easy commitment for folks to take part in and it will get them talking. Post all Tweeples on your site who have pledged to donate.
8. Retweet Success Stories Each Week. Encourage your fans to retweet as well.
9. Be Immediate and Relevant: Keep your Twitter landing page updated!
10. Display facts on your Twitter Background Page about what \$5 will buy.
11. Get set up with one of the 24 social action platforms on <https://twitterfeed.com/socialactions>

**Have a valuable tip not mentioned here?**

\*\*\*Tweet me at [twitter.com/johnhaydon](https://twitter.com/johnhaydon) and include "#TweetJump" in your post. I've set up an RSS feed to compile these tips in my reader. I'll retweet the best ones (and give you credit, of course).

# Twictionary

**Tweets**

140 character posts on Twitter

**Followers**

Folks who have chosen to follow your posts

**Following**

Folks that you have chosen to follow

**Retweet**

A request to tweet what you have just posted:  
"Retweet. The Twitter Jump Start is a great tool for non-profits!"

**Tweeple**

Twitter People - folks that use twitter

**Twits**

Folks who understand the technology and culture Twitter!

**Tweetup**

A meet up of Twitter friends.

**Hashtags**

A method of tagging content associated with a specific event, topic or group of people.

# The “Rules of The Road” For Non-Profit Social Media

Every six months, a new generation of Social Networking tools show up - it’s always changing - and that freaks people out (including moi)! But what remains unchanged is our fundamental desire to be heard and connect with others.

**Web 2.0 is simply a function of two our most basic human needs:**

**We need to be heard**

**We need to connect**

**\*\*\* It’s all about the “social” - not the “media”.**

Social networking initiatives should put technology aside and focus on the human-to-human elements of positive communication. This is the only way to build a lasting foundation to a powerful brand for your non-profit. For guidance, post a sticky note of these “rules of the road” in your cube:

1. **Be Positive:** With all of your social networking communication, present a positive message. Think of yourself as the ambassador of your cause whose job is to spread hope. This is especially crucial during periods when there are thousands of reasons to be hopeless. Folks will respond positively to a person who is consistently encouraging.
2. **Be Open and Honest:** Social networking is always two-way communication. Because of this, you will encounter folks that might ask difficult and challenging questions regarding your non-profit. Don’t be defensive - listen to what people are saying. Responding honestly will often transform misconceptions and negative attitudes into sincere support for your cause.
3. **Listen and Acknowledge:** Sometimes we’re so busy “getting the word out” that we forget to listen to and acknowledge people when they post comments, link back to us, or send us e-mails. Remember that these folks have a desire to be heard. Responding thoughtfully to each person may take time, but create tremendous value in the long run. I posted a comment on a blog recently and received a personal e-mail from the author saying “Another useful comment. Thanks so much.” This e-mail, which took her less than 15 seconds to write, made me great and made her look like a complete professional.

## **You are what you write**

Remember that everything you put out there on the web - the tone, the words, the energy - creates an infinite impact on your Non-Profit’s brand and thus it’s future. Will this impact be positive and create growth? Or will it be negative and create failure? By following the “rules of the road” above, you’ll be better equipped to forge a path towards growth and victory.

**\*\*\* Please see Katya Andresen's blog at <http://www.nonprofitmarketingblog.com> for more on this topic**