

# High Impact eAdvocacy

## Using Twitter for a Communications Goal

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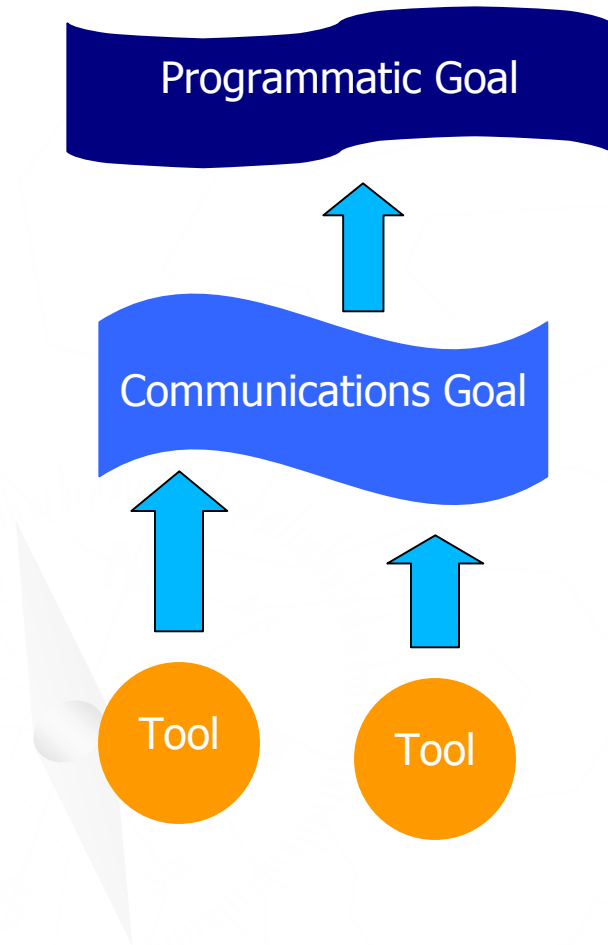
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# Learning Goals

- ▶ Stress importance of having a measurable communications goal before tool selection
- ▶ Explore Twitter as a useful tool for organizational communications
- ▶ See an example of utilizing Twitter's strengths in a real situation

# Communications Goal



- ▶ Tool Agnostic
- ▶ Measurable
- ▶ What does “Success” look like?
- ▶ No Goal means you don’t know if it’s working

Example Goal:

# Increase Event Attendees

▶ Tool Agnostic

- We can increase event attendees with many tools if one fails on us

▶ Measurable

- We can measure the number of event attendees and where they signed up from

▶ What does “Success” look like?

- “Success” looks like over 100 people at our event

# Choose a Tool to Use

- ▶ Who is our intended audience?
  - Who are we trying to reach?
  - Organizational-specific Audiences
- ▶ Which of our online channel(s) is good for outreach to that audience?
  - Channel-specific Audiences

# Tool Choice: Twitter

## ▶ Our Intended Audience:

- General Public
- People who may not be in our network

## ▶ Our Tool Choice: Twitter

- Public by default
- Information flows easily & quickly
- Easy to connect to people outside your network

# Tool Choice: Twitter

The screenshot shows a Twitter profile for 'aspirationtech'. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user's name 'aspirationtech' is visible in the top right. The main content area is divided into two columns. The left column, titled 'What's happening?', shows a search bar and a 'Timeline' tab. Below this, four tweets are visible, all from the user 'kanter' (Beth Kanter). The tweets discuss dashboard design, social media reporting tools, and a humorous anecdote about being referred to as a 'n00b'. The right column shows 'Your Tweets' (548), 'Following' (115), and 'Followers' (305,834). Below these are sections for 'Who to follow' (listing 'pepsi', 'mobileactive', and 'PhilFR') and 'Trends' (listing 'Transformers', '#honestyhour', '#whatmakesablackgirlmad', '#ialwayswantedtobea', 'Mission Impossible', 'News Corp', 'Shia LaBeouf', 'Amber Rose', 'Megan Fox', and 'Oxford').

# Twitter Tactics: Tweeting



- ▶ 140-Character message sent to all your "Followers"
- ▶ Plain text
  - Sent from phone or internet device

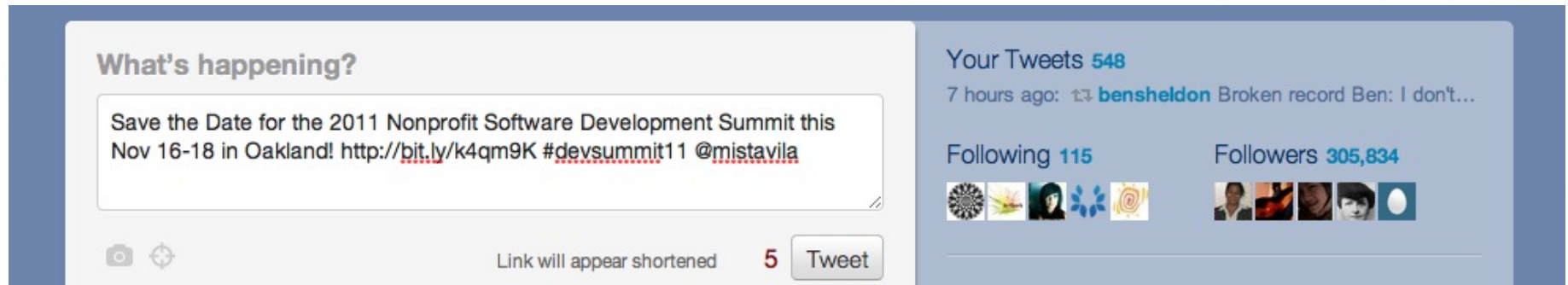


# Twitter Tactics: Hashtags



- ▶ Subject line of a Tweet
- ▶ Shared hashtags link tweets together informally
- ▶ Plain text
  - Just put at # in front of a word

# Twitter Tactics: @ Mentions



- ▶ Way to notify another user of a tweet
  - You don't have to be following each other to mention someone

# The Message is Tweeted



**aspirationtech** Aspiration

Save the Date for the 2011 Nonprofit Software Development Summit this Nov 16-18 in Oakland! [bit.ly/k4qm9K](http://bit.ly/k4qm9K) #npdev11 @mistavila

34 minutes ago

Timeline @Mentions Retweets Searches Lists



**globalexchange** Global Exchange

Cool! @christackett set up a @TreeHugger @Flickr group. You can share photos they may feature on their blog <http://ow.ly/5tp2V>

30 seconds ago



**EFF** EFF

Congrats @privacytoday for implementing HTTPS. <https://eff.org/r.27E> Use HTTPS Everywhere to make secure the default: <https://eff.org/r.m8u>

1 minute ago



**suzboop** Susan Tenby

RT @PRIResDev RT @kanter Here some good links on how to do curation [delicious.com/kanter/curation](http://delicious.com/kanter/curation) #sm4np

1 minute ago



**phillipadsmith** Phillip Smith ↻ by marcopolis

"Culture eats strategy. Every time" -- Love it. Culture change through digital projects - 8 steps [communicopia.com/insights/cultu...](http://communicopia.com/insights/cultu...) via @mogusmoves

21 minutes ago



**suzboop** Susan Tenby

RT @ thanks to @techpresident for pointing to the apps4russia challenge <http://ow.ly/5sYPI> (cc @techsoup @netsquared)

5 minutes ago



**Aspiration**

**@aspirationtech**

San Francisco, CA

*Better tools for a better world*

<http://www.aspirationtech.org>

**549**

Tweets

**115**

Following

**305,844**

Followers

**1,004**

Listed

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# Twitter Tactics: Retweeting



**aspirationtech** Aspiration ↻ by netfreedom

Save the Date for the 2011 Nonprofit Software Development Summit this Nov 16-18 in Oakland! [bit.ly/k4qm9K](http://bit.ly/k4qm9K) #npdev11 @mistavila

13 minutes ago



**Robert Guerra**

@netfreedom [view full profile](#) →

Toronto, Canada

*Robert Guerra - Internet Freedom, Tech + Security  
4 Human Rights and Social Justice networks.*  
<http://www.privaterra.org>

7,398

Tweets

460

Following

2,704

Followers

278

Listed

- ▶ Forwarding a Tweet from someone else to your followers
- ▶ Quick, easy spread of info to new networks
  - No need for them to be following you

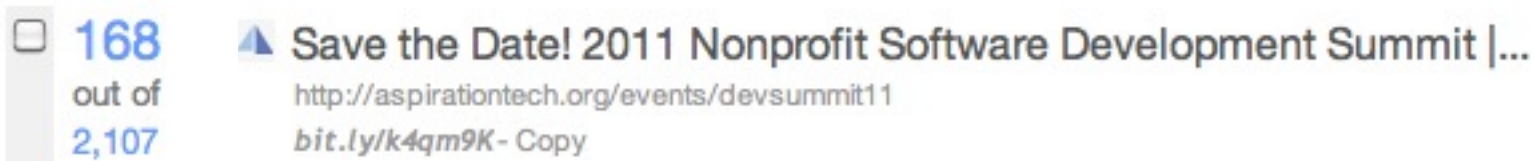
# Results:

- ▶ Tweet goes to our Followers
- ▶ Followers click on the link to learn about event
  - Bit.ly tracks clicks
- ▶ Misty gets special notification that she was mentioned
- ▶ Followers retweet our message to their followers
  - Reaching even more audiences

More eyeballs  
and  
(hopefully)  
more  
registrations  
on our event!

# Success?

## ▶ Bit.ly Link Tracking



## ▶ Web Site Analytics

	Source/Medium <span>None ▾</span>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google / organic	877	1.31	00:00:46	93.50%	83.69%
2.	(direct) / (none)	234	1.63	00:01:15	87.61%	76.50%
3.	twitter.com / referral	59	2.14	00:03:28	23.73%	76.27%
4.	socialsourcecommons.org / referral	43	1.84	00:01:36	34.88%	72.09%

## ▶ Question on Registration: How'd you hear?

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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