High Impact eAdvocacy

Using Twitter for a Communications Goal

These training materials have been prepared by Aspiration and Radical Designs

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BETTER TOOLS FOR A BETTER WORLD

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

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Communications Goal

Programmatic Goal

Communications Goal

Tool   Tool
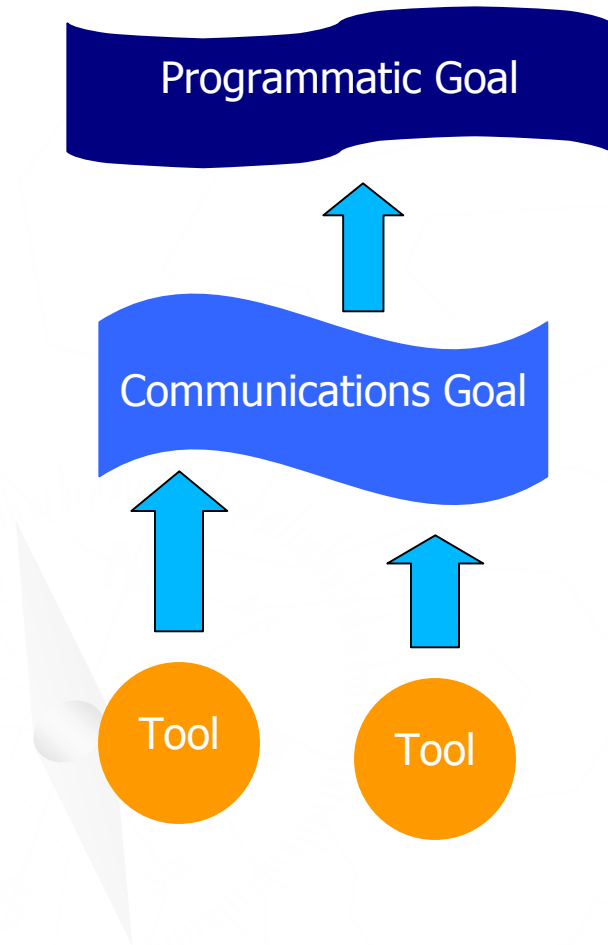
► Tool Agnostic

► 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

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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

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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

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Tool Choice: Twitter

Twitter Tactics: Tweeting

What's happening?

Save the Date for the 2011 Nonprofit Software Development Summit this Nov 16-18 in Oakland! http://bit.ly/k4qm9K

Link will appear shortened   29   Tweet

Your Tweets **548**
7 hours ago: bensheldon Broken record Ben: I don't...

Following **115**   Followers **305,834**

▶ 140-Character message sent to all your "Followers"

▶ Plain text

  ▪ Sent from phone or internet device

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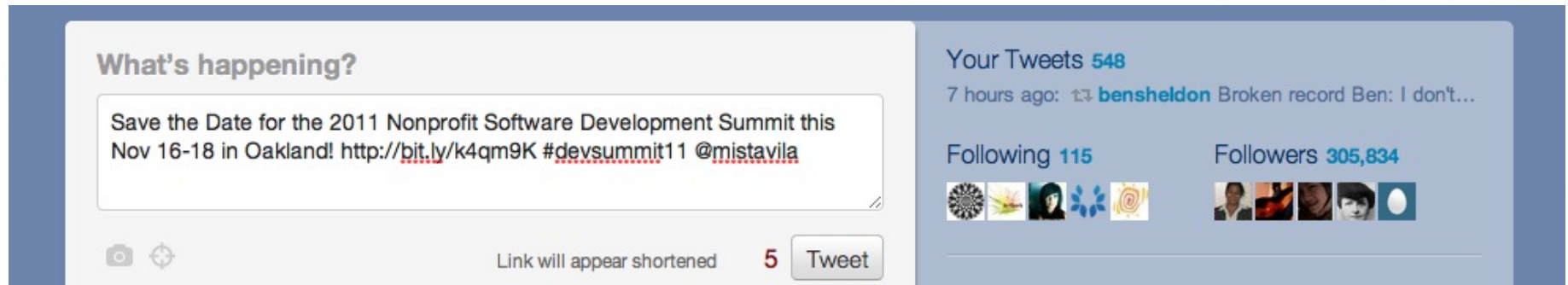
Twitter Tactics: Hashtags

► Subject line of a Tweet

► Shared hashtags link tweets together informally

► Plain text

  ▪ Just put at # in front of a word

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Twitter Tactics: @ Mentions

▶ Way to notify another user of a tweet

- You don't have to be following each other to mention someone

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The Message is Tweeted

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 #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	460	2,704	278
Tweets	Following	Followers	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

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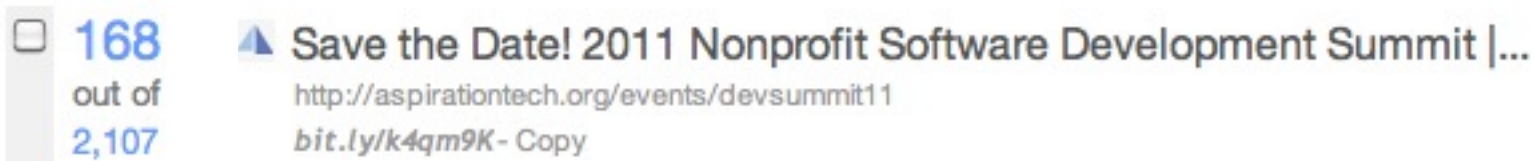
Results:

► 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!

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Success?

► Bit.ly Link Tracking

☐ **168** out of **2,107**	▲	**Save the Date! 2011 Nonprofit Software Development Summit |...** http://aspirationtech.org/events/devsummit11 *bit.ly/k4qm9K* - Copy

► Web Site Analytics

	Source/Medium	None ⌄	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?

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End Of Section

►Questions?

►Comments?

Thank You!

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