eAdvocacy: Basics, Best Practices and New Tools

Introduction to Twitter

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Learning Goals

► Learn Twitter fundamentals
► Explore using the tools for network organizing
► Understand the differences of personal vs. organizational use
► Understand the Twitter properties
Twitter Basics: What is it?

- A public online network made up of 140-character messages called Tweets.

- You can follow the latest news & issues you care about.
Twitter Basics:
What Does Twitter Look Like?
What’s a “Tweet”?

► 140 character status message
  ▪ Developed from text message
  ▪ Send-able from text message, internet-ready device

► Can contain a few special Twitter conventions
  ▪ Hashtags (e.g. #nptech)
  ▪ Mention (e.g. @aspirationtech)
  ▪ Shortened URLs (e.g. http://bit.ly)
What Does a Tweet Look Like?

Mention

Shortened URL

Hashtags
Twitter Stream

A real-time updating list of Tweets from Twitter users you choose to follow

- Tweets are not weighted
- Your Tweets are public by default
  - Anyone can “Follow” you (i.e. get your Tweets in their Stream) unless you make your account private
Let's Follow a Tweet

► We posted this:

Great HTML newsletter editing survival guide from @npshana & @seanpowell: http://t.co/Q4kkbAz #11ntc #nptech
What Happens Next?

- Retweets (RT)
- Direct Message (DM)
- Mentions & Replies
And the Conversation Continues…

@johnmerritt @SteveHeye @aspirationtech @techsoup Thanks for the love of our HTML email survival guide! cc: @seanpowell

28 Mar via TweetDeck  Favorite  Retweet  Reply
Message Propagation

- Public messages + easy Retweets means potential for fast forwarding
- Make your tweets Retweetable (i.e. Valuable)
- Tap into your network’s hubs
  - Find influential players through #hashtags and search terms
  - RT, mention and share their content to get on their radar
Getting Started on Twitter

► Follow People You’re Interested in
► Search keywords
► Listen
► Be responsive
  – Say thanks
  – Ask questions
Summary

► Twitter is one of many social networks.
► Twitter is useful for public announcements and message propagation
► “Social” networks mean interacting like you’re talking to someone (rather than an official voice)
► Support your network and have fun!
End Of Section

► Questions?
► Comments?

Thank You!

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