

# eAdvocacy: Basics, Best Practices and New Tools

## Introduction to Twitter

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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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?


The screenshot displays the Twitter interface for the user 'aspirationtech'. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column, titled 'What's happening?', features a search bar and a 'Timeline' tab. It shows four tweets: one from TechSoup about a webinar, one from webb, one from waelabbas linking to a Guardian article, and one from Carol\_Waters about a hackday. The right column, titled 'Your Tweets 513', shows a tweet from 1 hour ago. Below this are sections for 'Following 114', 'Followers 303,446', 'Favorites 1', and 'Listed 954'. The 'Trends' section lists topics like '#makesmesmile' and 'Worldwide · change'. The 'Who to follow' section suggests accounts like Alvin4Community and tereflores88. At the bottom right, there is a link for 'Twitter-for-iPhone'.

# 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



idealware  
Great resource from @NancySchwartz: The Nonprofit Marketing Library <http://ow.ly/4IY3K> #nonprofit #fundraising #marketing

Shortened URL

Hashtags

The image shows a tweet interface. At the top, the word 'Mention' has an arrow pointing to the '@NancySchwartz' handle in the tweet text. Below the tweet, the label 'Shortened URL' has an arrow pointing to the 'http://ow.ly/4IY3K' link. To the right, the label 'Hashtags' has two arrows pointing to the '#nonprofit' and '#fundraising' tags. The tweet itself includes a profile picture of 'idealware', the text 'Great resource from @NancySchwartz: The Nonprofit Marketing Library', a shortened URL, and three hashtags. Interaction icons for reply, favorite, and retweet are visible in the top right of the tweet box.

# 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



[aditibhalla](#): RT [@aspireprez](#): Very clever RT [@ansinanser](#) A Nonprofit that Offers a Money-Back Guarantee? <http://bit.ly/k1y7iA> (expand)

8 minutes ago via *Plume* · [Reply](#) · [View Tweet](#)



[kivilm](#): **Nonprofit** marketing plan workshop in Seattle on 6/16 is filling up - early bird pricing ends Saturday. Details at <http://nancyandkivi.com>

8 minutes ago via *HootSuite* · [Reply](#) · [View Tweet](#)



[ncrp](#): RT [@fdncenter](#): Interested in attending one of our courses? Apply for a scholarship! ([#nonprofit](#) [#philanthropy](#)) <http://bit.ly/fgDSoE> (expand)

9 minutes ago via *SMX:Thrive* · [Reply](#) · [View Tweet](#)



[ToneAlliance](#): Great Music - Great Cause  
<http://www.firstgiving.com/fundraiser/Beyondthewire/special-operations-warrior-foundation/nonprofit>

9 minutes ago via *FanBridge* · [Reply](#) · [View Tweet](#)



[VILLEGASLUIS77](#): The unknown financial benefits of working for a **nonprofit** organization. - <http://ow.ly/4GSHD>

10 minutes ago via *HootSuite* · [Reply](#) · [View Tweet](#)

# Let's Follow a Tweet

- ▶ We posted this:



A screenshot of a Twitter tweet. The tweet is from the user 'aspirationtech' and contains the following text: 'Great HTML newsletter editing survival guide from @npshana & @seanpowell: http://t.co/Q4kkbAz #11ntc #nptech'. The tweet was posted at 10:07 AM on March 19th via Twitter for Mac and has been retweeted by 1 person. The screenshot also shows the Twitter logo, a 'Login Join Twitter!' button, and a footer with copyright information and various links.

twitter Login Join Twitter!

Great HTML newsletter editing survival guide from @npshana & @seanpowell:  
<http://t.co/Q4kkbAz> #11ntc #nptech

10:07 AM Mar 19th via Twitter for Mac  
Retweeted by 1 person

 aspirationtech  
Aspiration

© 2011 Twitter About Us Contact Blog Status Resources API Business Help Jobs Terms Privacy



# What Happens Next?

- ▶ Retweets (RT)
- ▶ Direct Message (DM)
- ▶ Mentions & Replies



# And the Conversation Continues...



**@npshana**

Shana Masterson

**@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

**Name** Aspiration  
**Location** San Francisco, CA  
**Web** <http://www.aspira...>  
**Bio** Better tools for a better world

112      301,362      933  
following    followers    listed

**Tweets**

**Name** TechSoup Global  
**Location** Global  
**Web** <http://www.techso...>  
**Bio** The technology place for nonprofits. #TechSoup #NPtech #dyb #NPSL @NPSL

1,060      8,907      1,042  
following    followers    listed

**Tweets**      5,272

# 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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