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 140character messages called Tweets.

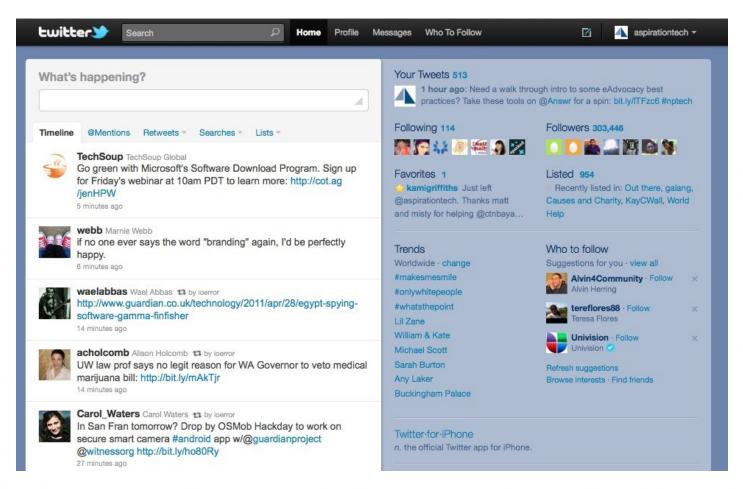
You can follow the latest news & issues you care about







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?







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



<u>VILLEGASLUIS77</u>: 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:









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 A Favorite 13 Retweet A 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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