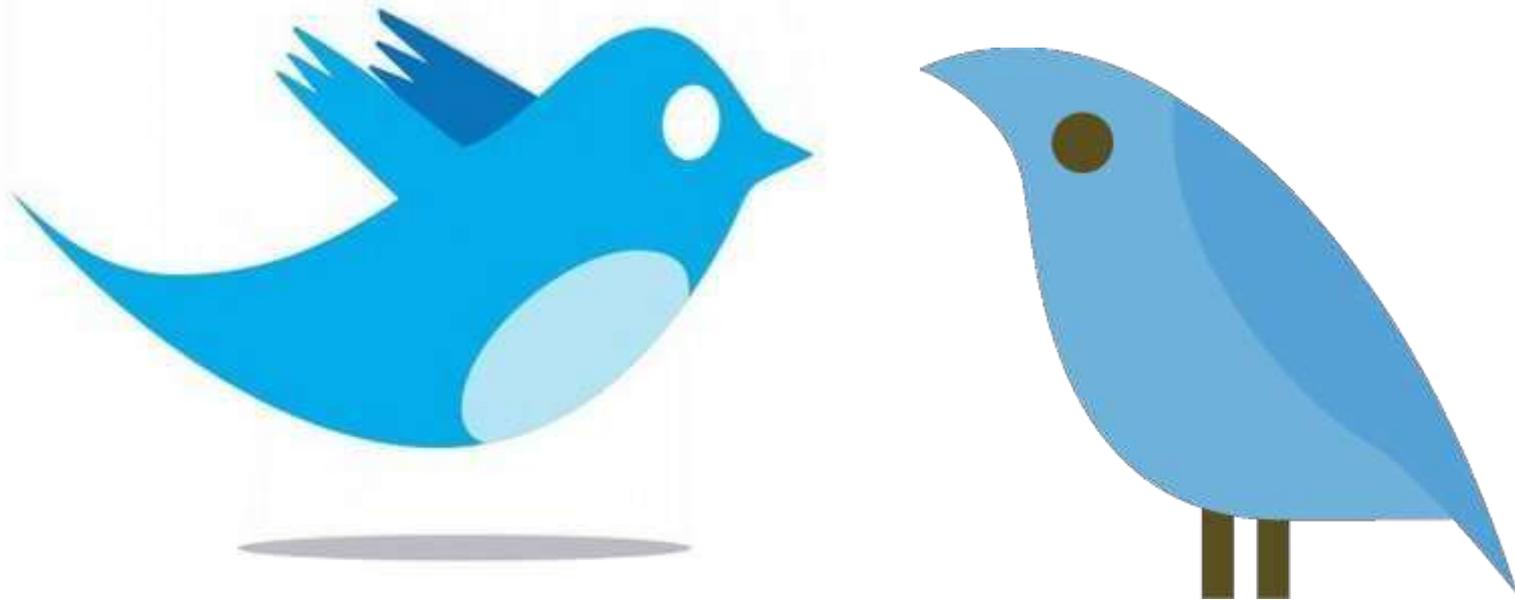


Starting Conversations with Twitter



What is Twitter?

Twitter is an information network made up of 140-character messages called Tweets.



GlobalGiving

@GlobalGiving

The world is full of problems. GlobalGiving is full of solutions. 10+ years, 1,000+ projects in 100+ countries in 140 characters.

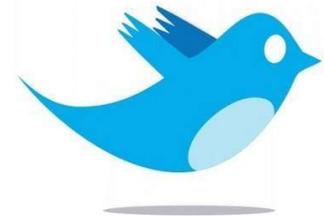
Washington, D.C. · <http://www.globalgiving.org>

Edit your profile

9,697 TWEETS

20,631 FOLLOWING

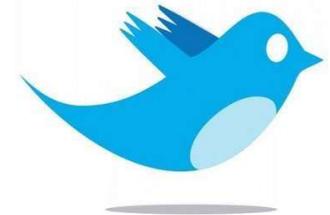
38,672 FOLLOWERS



What is Twitter?

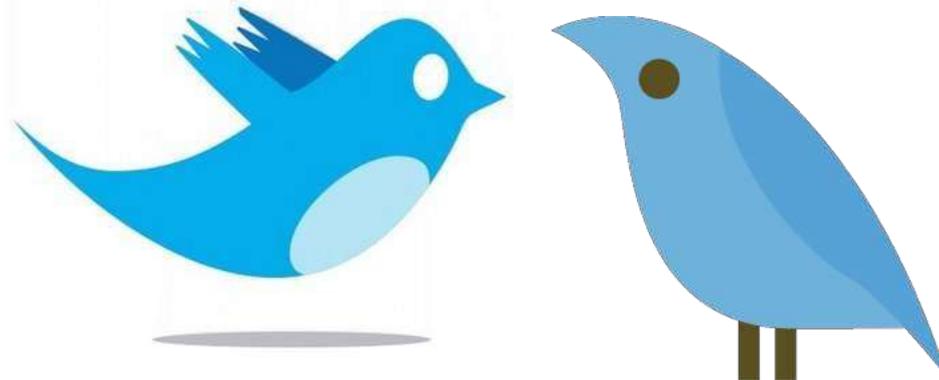
Millions of people, organizations, and businesses use it to discover and share new information.

It has approximately 100 million users who send around 250,000,000 tweets per day.



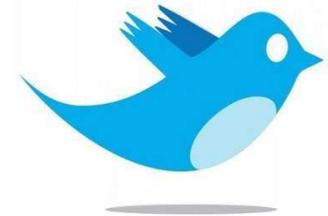
Why should I use Twitter?

- ‡ Immediate connections
- ‡ No apps or groups, just conversation
- ‡ No barriers to engage in relationships
- ‡ It's a great way to get to know people!



What can Twitter do for my organization?

- ‡ Provide a way to receive feedback
- ‡ Direct traffic to your project
- ‡ Provide information about your work
- ‡ Connect you to your target audiences
- ‡ Raise awareness about your campaigns



How is Twitter different than Facebook?

- ‡ More immediate
- ‡ More 'newsy'
- ‡ More concise
- ‡ Better for finding out information about you
- ‡ Fewer barriers to entry



Tweeting From The Office: Commentary



Bad Tweet:

[FlightpathNY](#): Chris Anderson was great on The Daily Show last night

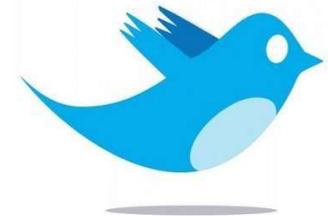


Good Tweet:

[FlightpathNY](#): Enjoyed [@chrisanderson](#)'s funny explanation of Freeconomics on [@The_Daily_Show](#): <http://bit.ly/MJQU>

How do I join Twitter?

‡ Go to <http://www.twitter.com/signup/>



How do I join Twitter?

Join Twitter today.

Full name

Enter your first and last name.

Email

Password

Username

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

Printable versions:

[Terms of Service](#) · [Privacy Policy](#)

Create my account

How do I join Twitter?

- ‡ Go to <http://www.twitter.com/signup/>
- ‡ Type in your name and email address, then create a username and password
- ‡ Click 'Create my account'
- ‡ Start following users, like [@GlobalGiving](#)
- ‡ Congratulations, you've successfully joined Twitter and started following GlobalGiving!

Twitter Speak and Symbols

Tweet:

The name of the message you send out, 140 characters or less



GlobalGiving @GlobalGiving

Close

Can't wait to get a copy of the @Womanthology project! Read more about this women-led comic anthology: to.gg/6f

9:43 AM - 15 Mar 12 via GlobalGiving · Details

← Reply 🗑 Delete ★ Favorite

Twitter Speak and Symbols

Followers:

A person who has chosen to read your tweets on an ongoing basis



A screenshot of a Twitter profile for a user named KC Ellis. The profile includes a profile picture, the name 'KC Ellis', the handle '@kcellis', and a 'FOLLOWS YOU' badge. The bio reads: 'champion for customer bliss @gladfulgiving and healthily obsessive online shopper. in love with craft cocktails and my two cats. words are my own.' Below the bio is the location 'washington, dc' and a link to a Pinterest profile. At the bottom, it says 'Followed by Mari Seto (瀬藤真理), Shayla Dietrich, Shonali Banerjee and 10+ others.' An orange arrow points from the word 'follower' (written in orange) to the 'FOLLOWS YOU' badge. A close button (an 'x' icon) is visible in the top right corner of the profile card.

KC Ellis ×
@kcellis **FOLLOWS YOU**

champion for customer bliss @gladfulgiving and healthily obsessive online shopper. in love with craft cocktails and my two cats. words are my own.

washington, dc · <http://pinterest.com/elliskc/>

Followed by Mari Seto (瀬藤真理), Shayla Dietrich, Shonali Banerjee and 10+ others.

follower

Twitter Speak and Symbols

Reply or @:

The @ symbol means you're talking to or about someone. If you start a tweet with someone's Twitter Handle, it only appears to your mutual



Twitter Speak and Symbols

Direct Message or DM:

A private message between two users. You can only send DMs to users who are following you.



Twitter Speak and Symbols

Retweet or RT:

The act of repeating what someone else has tweeted so that your followers can see it



Twitter Speak and Symbols

Hashtag or #:

Start with the symbol '#'. It is a theme for the tweet that allows all similar tweets to be searched.



The image shows a screenshot of a tweet from GlobalGiving (@GlobalGiving). The tweet text is "It's #WorldWaterWeek! Which of these #water projects resonates the most with you? to... 75". Two orange arrows point from the text "#hashtag" (written in large orange font to the right of the tweet) to the "#WorldWaterWeek" and "#water" hashtags in the tweet text. Below the tweet, there are 4 retweets, shown as a row of four profile pictures. The word "RETWEETS" is written below the number "4".

GlobalGiving @GlobalGiving Close

It's #WorldWaterWeek! Which of these #water projects resonates the most with you? to... 75

4
RETWEETS

#hashtag

Twitter Speak and Symbols

#WorldWaterWeek Search [Settings]

Tweets Top / All **#hashtag to search**

-  **Skoll World Forum** @SkollWorldForum 2 Mar
See all this year's #skollwf sessions and speakers on-line now
bit.ly/y3sjC5
Promoted by Skoll World Forum
-  **Allison Ip** @allelp 8m
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!
blog.seamless.com/2012/03/tappro...
-  **nukte tuncok** @NukteT 17m
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!
blog.seamless.com/2012/03/tappro...
-  **Jared Grossman** @jrod1489 26m
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!
blog.seamless.com/2012/03/tappro...

Twitter Speak and Symbols

Links:

Tweets are tight on space, so Twitter auto-shortens links. Plan accordingly!



FAIR Girls @FAIR_Girls

Close

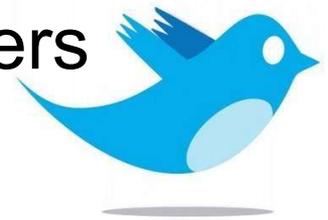
Thanks @fishbowlla for spreading the word about Alissa's story!
She needs to be heard. ow.ly/9LFei

6:30 PM - 20 Mar 12 via HootSuite · Details

← Reply ↻ Retweet ★ Favorite

Twitter Etiquette

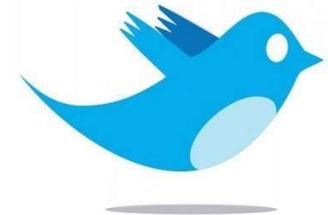
- ‡ Try to keep your tweets at 120 characters or fewer
- ‡ Don't only tweet about yourself
- ‡ Don't Just be in it for the numbers.
- ‡ Be consistent and be part of the conversation
- ‡ Be proud of yourself, but be proud of other people too
- ‡ Don't spam your followers or other users
- ‡ Be authentic!



Best Practices

Share.

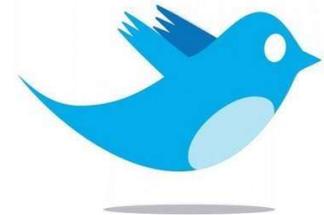
Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!



Best Practices

Listen.

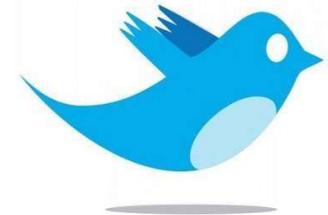
Regularly monitor the comments about your organization, brand, and products.



Best Practices

Ask.

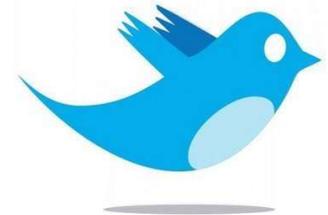
Ask questions of your followers to glean valuable insights and show that you are listening.



Best Practices

Respond.

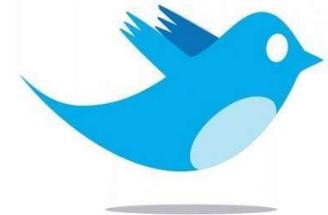
Respond to compliments and feedback in real time.



Best Practices

Demonstrate wider leadership and know-how.

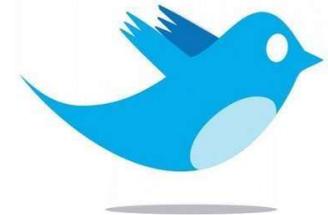
Reference articles and links about the bigger picture as it relates to your organization.



Best Practices

Champion your stakeholders.

Retweet and reply publicly to great tweets posted by your followers and customers.

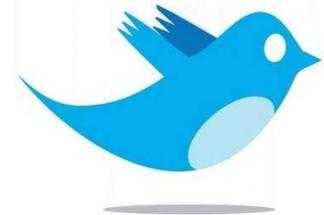


Best Practices

Establish the right voice.

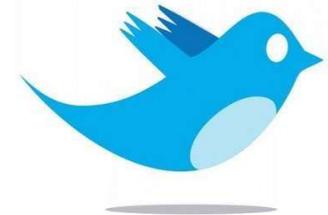
Twitter users prefer a direct, genuine, and of course, a likable tone from your organization, but think about your *voice* as you Tweet.

How do you want to appear to the Twitter community?



Encouraging Engagement

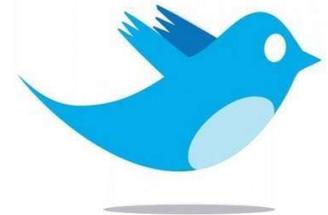
- ‡ Create a conversation
- ‡ Tweet things other users can retweet
- ‡ Be supportive of other users
- ‡ Reply to people when they mention you
- ‡ Remember to say 'please' and 'thank you'



But what about fundraising?

Being on Twitter doesn't necessarily mean people will donate to your project.

But it does mean that you have a new tool to start a relationship with potential donors.

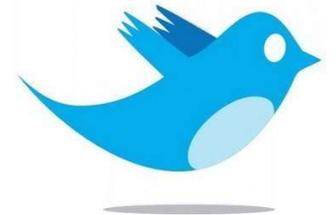


But what about fundraising?

Twitter is as simple as having a conversation.

First, you'll learn to listen. You can learn a lot!

Then, you can jump in and respond.



But what about fundraising?

The more you authentically connect, the more people will listen to you.

Not only will you be a part of the conversation, you'll be helping drive it. And this is the part that matters.

