Social Enterprise ASSOCIATES

www.socialenterprise.NET

Twitter: @SocialEntAssoc

Social Enterprise Associates' Tip Sheet #2

This document is an introduction to Twitter. It provides tips to leverage Tweeting to promote & increase exposure for NGOs and their causes.

Twitter 101

Building your brand & promoting your activities through Tweets

What is Twitter?[1]

Twitter is an emerging form of social networking allowing users to communicate with each other and to the whole world using short text messages. Text-based posts, limited to 140 characters – called Tweets, are posted and shared.

Twitter was built upon mobile phone SMS or texting services; that is why messages are limited to 140 characters. To keep track of another user's tweets, people subscribe to messages or "follow" some else. Tweets are made available to the public, allowing anyone interested to view them. Your followers receive your messages in their feed of all the accounts they have subscribed to.

Illustration of our Twitter Account at http://twitter.com/#!/SocialEntAssoc.

For your business or non-profit, use Twitter to quickly share information, promote activities or information, gather market insights, and build relationships with people who care about what you're doing. Additional information found at **http://business.twitter.com/.**

Twitter 101, continued

11 Ways to Maximize the Twitter Experience: [2]

1. Use a good photo/image   The image is the first thing most people look at when deciding to follow you – it should capture what your Twitter account represents.

2. Complete Your Profile   Include company/organization name, and bio information about your entity. Ensure time zone and location are accurate.

3. Recruit People To Follow YOU   Invite your friends, colleagues and stakeholders via email and from other social networks (like Facebook). Check out external trackers and directories Twittercounter (*twittercounter.com*) and Twellow (*www.twellow.com*). See who your friends follow. Repeat.

4. Follow Others   Be an active recipient. Follow organizations and business with similar purposes & seek to partner with others.

5. Be Interesting   Find and share content. Don't be typical.

6. Start Conversations With Strangers   Strike up conversations with people you don't know.

7. Ask Questions   Ask questions, both one-to-one and open to your entire network. Twitter is a great way to get solutions to things that require experiences or opinions.

8. Participate & Answer Questions   If you know the answer to a posted question, answer it. If you know some of the answer, reply back.

9. Use TweetDeck   TweetDeck (*www.tweetdeck.com*) is a desktop application that makes Twitter easier to use by linking networking sites and allowing feed categorization.

10. Build A Positive Reputation   Etiquette (*twittercism.com/twitter-etiquette*) is important:
- A-B-C: Always Be Crediting.
- Re-tweet others' good content (*twittercism.com/ninja-links-twitter*).
- Thank people when they re-tweet you.
- Use short links (*searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204*).
- Use hashtags (*hashtags.org*) but do so sparingly and with good reason.
- Have an opinion, but not overly negative.

11. Leave space for Re-Tweets   To increase the chance of being re-tweeted, make sure you leave enough spaces for your followers to easily do this be keeping your tweets to 128 characters. Leaving 12 characters allows: space for the 'RT', space after it, the @ sign, and a final space after your username.

NPOs That Tweet: Examples
The Gates Foundation (*twitter.com/gatesfoundation*) uses Twitter to promote its news, campaigns, and publications to over 523,000 followers.

Epic Change (*twitter.com/epicchange*) created TweetsGiving in 2008 as a 2-day celebration of gratitude and giving. Built in 6 days by 6 volunteers, the event raised over $11,000 to build a classroom in Tanzania.

References
1. Twitter. "What is Twitter?" business.twitter.com/basics/what-is-twitter

2. Mediabistro.com. "10 Quick & Easy Ways To Maximise Your Twitter Experience." www.mediabistro.com/alltwitter/10-easy-ways-to-maximise-your-twitter-experience

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