

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



The Bonner Community Engagement Curriculum

Overview:

Over 215 million users actively utilize twitter each month, making it a significant social media platform. Most Twitter users actively engage with companies and brands which is useful in raising awareness for nonprofits. This training is an introduction to creating and effectively using a Twitter account with a non-profit organization. It will cover why Twitter is useful for nonprofits, how students can play a role, and what should be included in the Twitter posts. The main focus of this training is to encourage participants to take action in supporting their community partner to take advantage of the Twitter social media platform.

This training is part of a #SocialChange series, which includes trainings for using Twitter, Facebook, and LinkedIn with a nonprofit. Each training can be facilitated independently, or in any order as a full 3-part series.

Category:

Capacity Building, Social Networking, Leadership Skills

Level:

Moderate to advanced; assumes participants have a solid understanding of the vision and goals of the community partner they serve.

Recommended Bonner Sequence:

While this training can be developed to be used on any level, it is most appropriate for a third or fourth year student.



**3rd or
4th Year**

expectation	explore	experience	example	expertise

Learning Outcomes:

By the end of this training, participants will know how to use Twitter to:



post relevant and interesting material for a nonprofit in under 140 characters.



follow other schools, organizations, and individuals in order to maximize networking.



get the word out about nonprofit events and recruit volunteers.

Materials:

- Projector for powerpoint (including internet for video)
- Six pads of sticky notes
- Appropriate copies of the handouts provided
- **OPTIONAL:** One piece of flip chart paper for #TwitterWall, explained in first activity

How to Prepare:

- Set up a projector with the prepared presentation
- Test the video on the second slide of the presentation
- Make appropriate copies of the handout for "Create-Your-Own"
- Make appropriate copies of the handout for "Call to Action"
- Thoroughly review each activity
- **OPTIONAL:** Tape the flip chart paper on the wall and label it "#TwitterWall": If you're feeling creative, draw the Twitter bird at the top of the paper

Brief Outline:

In this trainer guide, you will find suggested activities for helping participants understand how to use Twitter in the nonprofit sector. The training starts with an activity to help students practice making big statements with few words, followed by a powerpoint with tips on how to use Twitter effectively. The main activity allows students to interact with one another and create a realistic Twitter page for a mock nonprofit. At the end, they will be allowed to share and reflect on each other's creations, as well as learn how they can realistically take action and support their community partner in creating and maintaining a Twitter.

The 60 minute session has the following parts:

- | | |
|--------------------------------|-------------------------------|
| 1) Ten Words or Less | suggested time: 5-10 minutes |
| 2) #SocialChange Presentation | suggested time: 15-20 minutes |
| 3) Create-Your-Own | suggested time: 20-25 minutes |
| 4) Call to Action: What's Next | suggested time: 5-10 minutes |

Part 1: Ten Words or Less

Suggested Time: 5-10 minutes

Have each participant pick up two sticky notes and a writing utensil on their way in. Welcome participants and tell them that you are going to give them two questions, and they must answer each in ten words or less and write one answer each on the sticky notes. Ask the following two questions:

- *Who are you?*
- *What is the mission of your community partner?*

Give participants an example by answering the first question for yourself before you begin the activity. After five minutes (or less), instruct participants to get in groups of 2-3 and share their answers with each other.

[OPTIONAL: To make this activity more interactive, tape a piece of flip chart paper on the wall. Label it "#TwitterWall", and draw a twitter bird on it or other decorations to make it festive. After they have shared their Ten Words or Less answers, have them place their sticky notes on the Twitter Wall. This can be used in the Create-Your-Own activity as well.]

After they have had time to share, ask them the following questions:

- *Was it difficult to answer the questions with such short answers? Why?*
- *Did it make your answers more meaningful because you had to intently think about what to say?*

Explain to participants that Twitter is a social media platform that thrives on the ability to make people say things in a very small number of characters, just like they had to do. People share their lives and things that they are passionate about, in less than 140 characters. However, explain that Twitter is not just used for individual people but also for businesses, schools, philanthropists, founders, and nonprofits. If there is time, ask participants if they know whether their community partner has a Twitter or not. If they have smart phones, have them look on Twitter to see when their nonprofit's last tweet was and what it was about, and ask them if they follow their nonprofit on Twitter. You could also pull up the Twitter of a large nonprofit such as Habitat for Humanity or Oxfam America to introduce the topic. Lead this conversation into the #SocialChange presentation.

Part 2: #SocialChange Presentation

Suggested Time: 15-20 minutes

The presentation can be found on slideshare at <http://www.slideshare.net/BonnerFoundation/social-change-twitter>. It contains information on why using Twitter as a nonprofit is important and provides tips on how to use it. Talk through the powerpoint with participants, using the following talking points provided. *Suggested direct quotes are in italics*, and **informational points for the slide are in bold**.



This presentation contains tips and tricks on how to use Twitter in the nonprofit sector.

Mention to participants that all tweets contained in the presentation are real tweets taken from Twitter. They weren't created for the purpose of the presentation.

10 Curious Facts about Twitter

<https://www.youtube.com/watch?v=xuuUToffs-E>

This is a link to a video on Youtube that has ten random facts about Twitter. The video is not embedded in the presentation, there is simply a screenshot of it. Please pull up and test this video before beginning the presentation. If you only have a small amount of time for the powerpoint, skip this portion. The video can be found at: <https://www.youtube.com/watch?v=xuuUToffs-E>

Why use Twitter as a Nonprofit?

- Drive traffic to your website
- Stay updated on the nonprofit world
- Raise awareness for your cause

Recruit volunteers
Find donors
Shareable content means more exposure in the moment!

Twitter can be a very effective resource for nonprofits, but many organizations don't use it because they don't understand why it is useful. Twitter can drive traffic to your website using links, it can keep you updated on the nonprofit world, and can be used to raise awareness for your organization's cause. It can also be used to recruit volunteers and find donors, if it is utilized correctly.

The Big Question: PROFESSIONALISM

Twitter is what you make it: It can be professional, but it can also be unprofessional. It all depends on what you post.

Unprofessional:

KitchenAid @kitchenaid
Obama's grandma knew he was going 2 b bad! She died 4 days b4 he became president. #obcritisize

Racist, sexist, misspelled, personal, or offensive to followers.

Professional:

Green House
"You can't waste what you don't buy in the first place." Try shopping more frequently to reduce #foodwaste slate.com/1HG98HC

Relevant to your organization's issue field, spelled correctly, with appropriate hashtags.

One of the biggest reasons that nonprofits don't utilize Twitter is because they see it as unprofessional. It can be unprofessional if it is used incorrectly. One example of being unprofessional is when an employee at KitchenAid accidentally tweeted an inappropriate comment about President Obama. However, Twitter can be very professional if used correctly. To be professional, don't post any personal opinions, slang, words that are misspelled, or hateful jokes. Stay professional by posting content relevant to your organization, spelled correctly, and with appropriate hashtags. Have participants share other examples of how organizations have been or could be unprofessional on Twitter.

Parts of a Profile

This slide contains a description of the parts of a Twitter profile. Point to each part, but don't spend too much time on this as all descriptions for this slide are explained on the next slide.

For anyone unfamiliar with the Twitter platform, here is a picture of a Twitter profile page. The Bonner Foundation Twitter has been used as an example.

Parts of a Profile

Home page: This is where you will see the tweets of accounts that your organization follows.

Notifications: This is where you will be notified when someone replies, retweets, or mentions your account.

Inbox: This is where you will find direct messages from other accounts.

Followers/Following: Your followers are the accounts that see your tweets; "Following" is the number of accounts whose tweets you see.

Favorites: A "Favorite" is when you give a tweet a gold star.

Profile Picture: This is the picture that your followers will see next to your tweets. For a nonprofit organization, it is best to use a logo or trademark.

Username/Twitter Handle: This is the @name that other Twitter users will use to tag your account.

Biography: This is a description that belongs on the profile page. All followers can see the biography.

These are all of the different parts of the profile. Point to each one and read the descriptions provided for participants unfamiliar with the Twitter platform.

#Hashtag Rules

What is a hashtag?
A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

Research your hashtags before you use them; make sure you don't accidentally reference something inappropriate.

Don't use more than two or three hashtags; it clutters the tweet.

Simply Measured
#Tweets #With #More #Than #Three #Hashtags #Average #Significantly #Lower #Engagement

Create a branding hashtag; when people see it, they will think of your organization.

AmeriCorps VISTA Since 1965, working to lift people out of poverty. #VISTADo #AmeriCorpsVISTA.gov/CPCDad


Hashtags are one of the most popular parts of Twitter. They have even expanded now to Facebook, Instagram, and other social media platforms. Make sure to not use more than 2-3 hashtags in a tweet, as it clutters the message. It is also important to create a branding hashtag; when people see it, they will think of your organization. One example is the AmeriCorps VISTA program with the hashtag #IamVISTA. However, make sure to research trending hashtags before you use them. One example of this mistake is when Digiorno used the hashtag #WhyIStayed and didn't realize it was about why people stayed in domestically violent relationships. Have participants share an example of a hashtag used inappropriately.

Who to Follow

- Everyone who follows you
- Other local nonprofits
- News sources


Who Not to Follow

- Accounts that post inappropriate material
- Random accounts with no connection to your organization



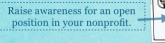
Another big part of Twitter is who to follow and who not to follow. First of all, make sure to follow back anyone who follows your organization on Twitter. Otherwise your account will be considered elitist, and nobody likes that. You should also follow other local and national nonprofits, as well as news sources. You should not follow accounts that post inappropriate material, or random people who have no connection to your organization.

What to Tweet




How much longer must #childrenwithcancer suffer from hunger. Link of needed can be #fundraiser #cancer #hunger #help

Make tweets relevant to your nonprofit's issue base. Include links: it drives more traffic to your main website.



Raise awareness for an open position in your nonprofit.

Include the details: We are hiring for a Director of Operations to work out of our Atlanta office bit.ly/1u8h2Zd! Please spread the word #Quakers #jobs



#VOLUNTEER: Help the @ReStoreDC with donation pick-ups Thursday (12/8) & Friday (12/9) Sign up today! ow.ly/7SaK #volunteer

Advertise events or volunteer opportunities within your nonprofit.

What you choose to tweet as an organization is also very important. Make sure that all of your tweets are relevant to your organization's issue base and always include links in order to drive traffic to your main website. You can use your tweets to raise awareness for an open position in your nonprofit, in order to get more qualified applicants. You can also use it as a way to recruit volunteers or raise awareness about an event. **Be sure to point out and discuss each example provided.**


When to Tweet

Bonner Network The more pictures and creativity the better your chances. Make sure you use the hashtag #Bonner2014 #BonnerLive #Bonner14

Bonner Network Make sure you use the hashtag #Bonner2014 #BonnerLive #Bonner14

In the moment: Twitter is all about the here and now. Tweet during nonprofit events and fundraisers, and create event hashtags so participants can tweet as well.

Weekends: Many businesses don't tweet on the weekends, which will make your tweets stand out even more.




1,434,168 Tweets

No more than 5 times a day: if you chatter up people's news feeds, they will unfollow you very quickly.

When you tweet will make a difference on who will see them. Make sure to tweet during the moment; Twitter is all about the here and now. Tweet during nonprofit events and fundraisers, and create event hashtags so participants can tweet as well. One example is how the Bonner Network tweets during conferences. It is also important to tweet on the weekends. Many organizations don't tweet on the weekend, so your organization will stand out. However, make sure you don't tweet more than 5 times a day. If you tweet too much, people will unfollow your account.

Retweeting




A retweet is an exact tweet from another account, posted on your page.

Quoting



You can, and you already have! Proud of you for continuing to fight hunger throughout the summer. #hungerfighters

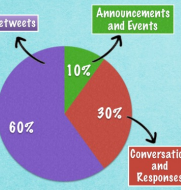
A quote is a copy of someone else's tweet with your comment added onto it.



Curate good content through retweets: make it useful, informative, and relatable to your followers. Retweet other local nonprofits, national policy decisions, and occasionally an inspiring quote.

Another action you can do on Twitter is retweeting and quoting tweets. A retweet is an exact tweet from another account, posted on your page. A quote is a copy of someone else's tweet with your comment added onto it. Be sure to retweet people who positively mention your organization, and use the quote action to thank people who mention you. Also be sure to curate good content through your retweets by posting relatable material and retweeting reliable sources.

60/30/10 Rule




That's 60% retweets and pointers to promote items from other users or nonprofits, 30% conversation and responses, and 10% announcements and events. If you only talk about yourself, people will stop paying attention.

Now that you know what to post on a nonprofit, you need to know how much of each to post. This diagram shows how much of each to post: all you have to remember is 60/30/10. Use 60% of your posts to retweet other organizations and nonprofits, with tips and pointers about social justice issues. Use 30% of your posts to converse and respond to your followers who mention your organization in their tweets. This portion is very important as it makes your followers feel special to be tweeted at. Finally, use 10% of your posts to announce events and recruit volunteers.

Now It's Your Turn!

Now that you know how to create and effectively use a Twitter in the nonprofit sector, you can practice creating your own!



Use the mock nonprofits on the worksheet to practice writing tweets, bios, and hashtags for a nonprofit. All instructions are on the worksheet provided.

Now it's your turn to practice applying the information that you just learned!

At this point, move on to the Create-Your-Own part of the training. Leave this slide up as you pass out the worksheets for Create-Your-Own and share instructions.

Part 3: Create-Your-Own

Suggested Time: 20-25 minutes

For the main activity, participants will be able to practice developing twitter posts for either a mock nonprofit, or the nonprofit they serve at. There are two ways to do this activity. As the facilitator, you will choose before the training begins. Option 1: If many of the participants in attendance serve at the same nonprofits, you may have them fill out the Create-Your-Own worksheet in reference to their nonprofit. Option 2: If few participants serve at the same nonprofit, you may use the mock nonprofit profiles provided at the back of this training guide. This way participants can work together in groups to make the activity more engaging and fun. Combination: If your group has a mixture of those serving at the same and those working at different sites, you can do a combination of Option 1 and Option 2.

Split participants up into groups. Explain that this activity allows for real-life application of what they learned in the presentation. Pass one Create-Your-Own handout (either with the mock nonprofits, or without) to each group. Also, give each group a pad of sticky notes. The handout has the information about what participants will create during this activity. Each group will be making a biography, four tweets, and a branding hashtag for the mock (or real) nonprofit that they represent. Instruct them to write their creations on sticky notes as they progress through the activity.

When the groups are finished with the activity, have them share what they created. If there is time, allow participants to reflect and comment on each group's creation.

[OPTIONAL: As participants create their tweets and hashtags, have them write them on sticky notes and place them on the #TwitterWall from the opening activity]

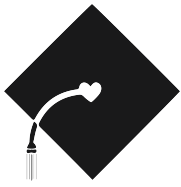
Part 4: Call to Action: What's Next

Suggested Time: 5-10 minutes

This part of the training is included in order to encourage participants to take what they learned and put it into action. As the training wraps up, encourage students to take the information that they have learned and help their nonprofits reach more people through Twitter and other social media platforms. **However, be sure to emphasize the fact that you should not create a Twitter for your community partner without discussing it with them first. All decisions of social media representation should be done with full understanding of the nonprofit:**

This isn't all just hypothetical information. You now have the knowledge to take this back to your community partner. Now comes the action. As you leave, pick up this "Call to Action" handout. It has more information for you on how to use Twitter in the nonprofit sector, as well as information you can pass on to your community partner. Many nonprofits don't use Twitter because they don't understand it or they don't see it as professional, but you now have the opportunity to break down that barrier or misunderstanding and help your community partner. Twitter is great for nonprofits who don't have time to research program models and potential donors because you can follow foundations, think tanks, and nonprofit experts in order to stay informed on the nonprofit world. It can be a great resource for any organization. However, be sure that you make no decisions without the approval of your supervisors. Get on the same page with representatives of your nonprofit before you move forward with creating a Twitter account for them.

Provide a copy of the "Call to Action" handout for each participant. This handout explains to participants how they can further research the topic of Twitter use by nonprofits, as well as information they can provide to their community partner on why Twitter is important.



Call to Action: What's Next?

#SocialChange: Effectively Using Twitter in the Nonprofit Sector

Social Media can be an incredible platform for social awareness and change if it is utilized correctly. You now have the knowledge to support local nonprofits in your community in creating and using Twitter effectively. Here are some other resources to further your understanding of the use of social media in the nonprofit sector.

Comments on Professionalism

- *Social Media and Nonprofit Professionalism:*
 - <http://toscanoadvisors.com/social-media-and-organizational-professionalism/>
- *Nonprofit Social Media Policy Workbook:*
 - <https://www.rockford.edu/media/rockfordedu/pages/campusandcommunity/>

Videos and Webinars

- *Social Media Strategy for Nonprofits:*
 - <https://www.youtube.com/watch?v=bp4eFZNWyoA>
- *How to Use Social Media for Nonprofits:*
 - <https://www.youtube.com/watch?v=PRqbrl-tWSg>

Steps to Action

1. Research more.

- This handout offers many more resources to continue research on utilizing Twitter and other social media platforms in the nonprofit sector. Use it to further inform yourself on the topic before you move forward.

2. Meet with your community partner or a local nonprofit.

- Sit down with your site supervisor and discuss the pros and cons of creating and maintaining a Twitter account, or reviewing the current Twitter account and suggesting best practices. Make sure everyone is on the same page before deciding to move forward on the project.

3. Create a Twitter account!

- Now that you have approval and you know how to effectively use Twitter in the nonprofit sector, create a Twitter for your community partner!

4. Create a Sustainability Plan.

- If you are the one running your nonprofit's Twitter account, work with your site supervisor to create a sustainability plan. Who will run it when you are gone? Should you create a personalized handbook for whoever will use it after you?

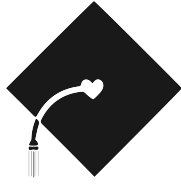
Nonprofit Accounts to Follow

<http://blog.everyaction.com/50-best-nonprofit-twitter-accounts>

- Habitat for Humanity: @Habitat_org
- The Bonner Foundation: @BonnerNetwork
- American Red Cross: @RedCross
- Feeding America: @FeedingAmerica
- DonorsChoose: @DonorsChoose
- Fair Trade USA: @FairTradeUSA

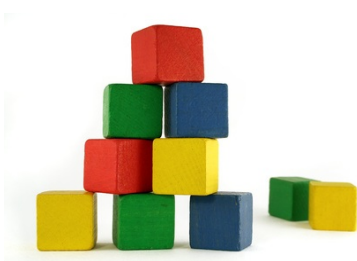
More Tips!

- *10 Twitter Tips for Nonprofits:*
 - <http://www.fundraising123.org/article/10-twitter-tips-nonprofit-organizations#.VZqUs2AUa0s>
- *10 Twitter Best Practices for Nonprofits:*
 - <http://www.nptechforgood.com/2015/02/08/10-twitter-best-practices-for-nonprofits/>



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



Building Blocks is a nonprofit organization based in Charlotte, North Carolina that works to fight poverty by creating housing opportunities in cities all over the United States. They repair battered houses, as well as build entirely new housing communities. Building Blocks has supported over 200,000 individuals in finding housing through repairing and building over 50,000 houses since the organization was founded in 1997.

Building Blocks also actively advocates for housing policy changes for low-income individuals. They believe that the cycle of poverty is endless if low-income individuals do not have a safe environment to live in, and they rally with local politicians to implement systematic change in housing laws to support individuals in poverty.

Event: Building Blocks is throwing a donor fundraising dinner to raise money to build a new house in a rural Appalachian community. Donors pay 30 dollars to attend the dinner and the money all goes to funding the new house.

Open Position: Building Blocks has a position open for a volunteer coordinator. The coordinator should have experience in the nonprofit sector.

Website: www.buildingblocks.org

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Use this mock nonprofit description to create:

1. A biography for your Twitter profile

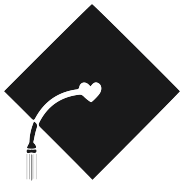
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of housing opportunities in the US

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



After School Club is a nonprofit organization based in Tulsa, Oklahoma, that works to create a better world by empowering children in cities all over the United States. They accomplish this goal by running an after school and summer program that promotes the development of education, leadership skills, and civic engagement in children. The students are taught the importance of investing in their future through education and investing in their community through service. The cost of the program is based on the income level of the family; low-income families pay little to nothing, and scholarships are available.

After School Club also supports youth empowerment by running a mentoring program. High school and college students are paired with younger members of the Club to help with education and development. A mentor and mentee meet weekly to discuss any issues they might have personally.

Event: After School Club is throwing a summer block party for local kids in the community. There will be a petting zoo, water games, balloon animals, and food.

Open Position: After School Club has a summer staff position available. Applicant should have experience in working with children. The job includes tutoring students, chaperoning field trips, and leading outdoor experiential activities.

Website: www.asc.org

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Use this mock nonprofit description to create:

1. A biography for your Twitter profile

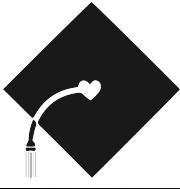
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of youth empowerment

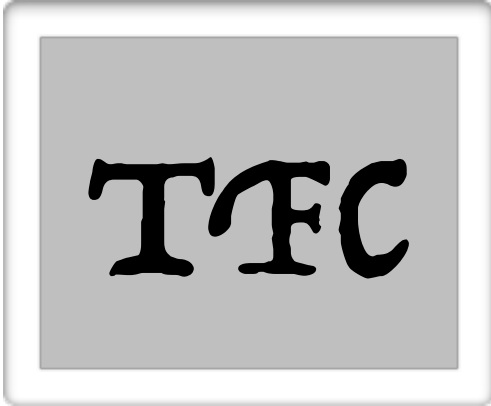
3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



The Food Closet is a nonprofit organization that works to end poverty by fighting hunger in the poorest areas of Nashville, Tennessee. They feed over 300 families a month, which is over 1,200 individuals. Many of the food comes from local donations, but TFC also has a community garden that they take care of and collect food from.

The Food Closet also actively advocates for the importance of health and eating well. They believe that poverty often forces unhealthy eating habits, and hope to work towards a healthier and happier community. TFC has representatives speak at local schools and community events to educate people on healthy eating and how to stay healthy on a budget.

Event: The Food Closet is hosting a hunger banquet at Vanderbilt University to raise awareness about hunger issues in the United States and abroad. It is five dollars to attend, and registration is on The Food Closet website.

Open Position: The Food Closet has a translator position open. Applicant must speak fluent Spanish and English and be available on weekdays from 8 AM to 12 PM.

Website: www.thefoodcloset.org

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative!. Use this mock nonprofit description to create:

1. A biography for your Twitter profile

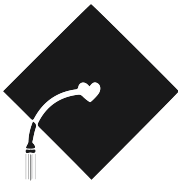
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of a healthy diet

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



Humans Not Commodities is a nonprofit organization based in Atlanta, Georgia, that works to end human trafficking by raising awareness about the issue all over the United States. They do social media campaigns, speak at conferences, and provide support for individuals who are rescued from sex-trafficking situations.

Since being founded in 2004, Humans Not Commodities has helped over 500 men, women, and children transition back into society after being in the human trafficking industry. They provide counseling, housing, and job opportunities, as well as access to educational opportunities.

Event: Humans Not Commodities is hosting a concert in the local library to raise money for Christmas presents for the children in one of their transitional facilities. The concert is five dollars a person and will feature Fox Trot, an Atlanta-native band.

Open Position: Humans Not Commodities has a Communications Coordinator position available. Job responsibilities include managing the HNC website, social media platforms, and sex-trafficking awareness campaigns.

Website: www.humansnotcommodities.org

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Use this mock nonprofit description to create:

1. A biography for your Twitter profile

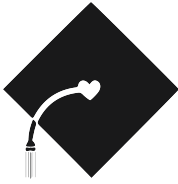
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of ending human trafficking

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



Fighting Disaster is a nonprofit organization that responds to natural disasters all over the world to provide relief to victims. They are some of the first responders to help victims find food and shelter, rebuild their homes, and deal with personal loss. They provide building materials to fix the homes, temporary shelter for those who have nowhere to stay, and food for the hungry. Fighting Disaster partners with local churches and other nonprofits to help as many people as possible recover from natural disasters.

Fighting Disaster also provides counseling for individuals who lost a family member or friend in a natural disaster. They help these individuals cope with their pain in a healthy way in order to recover properly.

Event: Fighting Disaster is hosting a food drive at a local grocery store. Volunteers will stand outside with a list of food needed, and give it to shoppers entering the store. As the shoppers leave, they can leave their donations in a box provided.

Open Position: Fighting Disaster has an Emergency Nurse position available. Applicant must have a nursing degree and at least 2 years of nursing experience.

Website: www.fightingdisaster.org

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Use this mock nonprofit description to create:

1. A biography for your Twitter profile

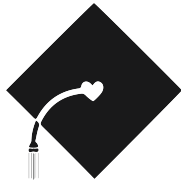
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of supporting natural disaster victims

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector



Fun With Friends is a nonprofit organization that pairs up college students with individuals who have intellectual or developmental disabilities in order to create lasting one-on-one relationships and break down the stigmas that are often attached to people with mental disabilities.

Each pair meets twice a month to go to fun events like corn mazes, roller skating, and movies. There are also larger events each semester for the group to come together as a whole and bond.

Event: Fun With Friends is hosting a carnival for all of the Fun With Friends members and their families. Anyone is welcome. There will be carnival games, food, and prizes.

Open Position: Fun With Friends has a local chapter management position open. Applicant must have a passion for the program and experience working with individuals who have intellectual or developmental disabilities.

Now it's your turn to create something! Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Use this mock nonprofit description to create:

1. A biography for your Twitter profile

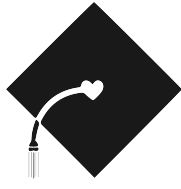
- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers
- One aimed at advertising the event (described above)
- One aimed at raising awareness for the open position at your nonprofit (described above)
- One aimed at raising awareness about the importance of supporting people with intellectual and developmental disabilities.

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.



Create-Your-Own

#SocialChange: Effectively Using Twitter in the Nonprofit Sector

Now it's your turn to create something! If your organization already has a Twitter, don't cheat and look at it. Perform this worksheet with your own knowledge of your community partner, and when you are finished you may look at your nonprofit's Twitter to see what you have done that is similar to the Twitter that already exists. It is possible that you could use the information you create on this worksheet to perk up your organization's current Twitter!

Feel free to use your organization's website in your tweets or bio in order to drive traffic to your main website, and be creative! Based on the nonprofit that you work at, create:

1. A biography for your Twitter profile

- The bio must be short and simple, but still get across the main vision or goal of your nonprofit. In no more than 2 sentences, summarize your nonprofit organization.

2. Four tweets: each must be 20 words or less

- One aimed at recruiting volunteers for your nonprofit
- One aimed at advertising an event that your nonprofit regularly hosts
- One aimed at raising awareness for an open position at your nonprofit: choose a position, pretend it's vacant, and create a tweet about the open position.
- One aimed at raising awareness about the importance of the issue that your nonprofit focuses on (i.e. poverty, education, immigration, etc.)

3. A branding hashtag

- Create a hashtag that can be used repeatedly on your organization's tweets. It should be a word or phrase that reminds the reader of what your organization does or who you are.

