



#SocialChange

Effectively Using Twitter in the Nonprofit Sector

10 Curious Facts about Twitter

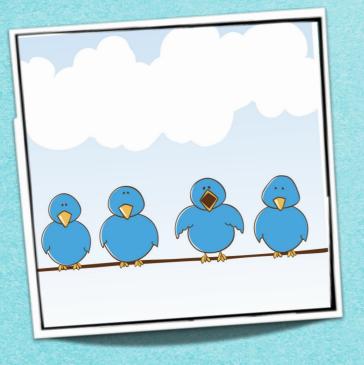
https://www.youtube.com/watch?v=xuuUToffs-E



Why use Twitter as a Nonprofit?

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





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



The Big Question: PROFESSIONALISM

Campus Kitchens @campuskitchens · 17h

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 @KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics

Tweets that can be offensive to followers.

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

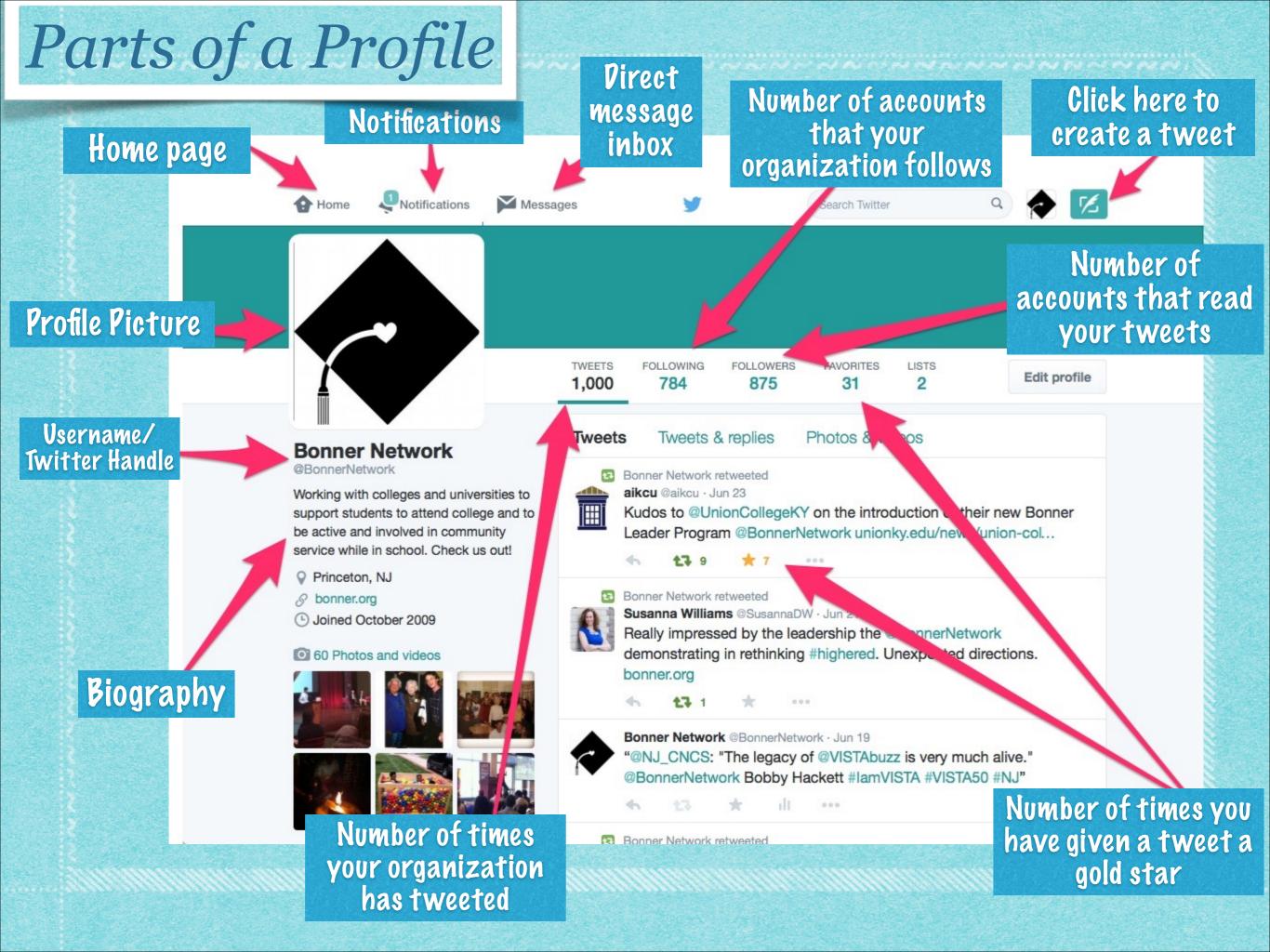
Professional:

"You can't waste what you don't buy in the

first place." Try shopping more frequently to

View summary

reduce #foodwaste slate.me/1RQG8HC



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Parts of a Profile

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Home page:

Home

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

Notifications:

Notifications

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

Inbox:

Messages

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:

Bonner Network @BonnerNetwork

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

Bonner Network

Working with colleges and universities to support students to attend college and to be active and involved in community service while in school. Check us out!

Princeton, NJ
 bonner.org

Joined October 2009

Biography:

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

#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.



DiGiorno Pizza 🥝 @DiGiornoPizza

#WhylStayed You had pizza.

11:11 PM · 08 Sep 14

@DiGiornoPizza



DiGiorno Pizza 🤣

Follow

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A million apologies. Did not read what the hashtag was about before posting. 6:15 AM - 9 Sep 2014

270 RETWEETS 352 FAVORITES

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 @VISTAbuzz · Jun 24 AmeriCorps VISTA. Since 1965, working to

lift people out of poverty. #VISTA50 #lamVISTA goo.gl/CPxDeS



Everyone who follows you

Other local nonprofits





Accounts that post inappropriate material

Random accounts with no connection to your organization



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What to Tweet

in many of the second second

UNICEF

WUNICEF

How much longer must #childrenofsyria suffer from
hunger, lack of medical care in #Yarmouk refugee
camp? thndr.it/1acPVbp

10:18 PM - 20 Jan 2014

159 RETWEETS 42 FAVORITES

Raise awareness for an open
position in your nonprofit.

Make tweets relevant to your nonprofit's issue base.

Include links: it drives more traffic to your main website.

Quaker Vol. Service @quakerservice · Jun 26

17 8

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

@habitatoc HabitatforHumanityOC

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#VOLUNTEER: Help the **@ReStoresOC** with donation pick-ups Thursday (12/8) & Friday (12/9.) Sign up today! ow.ly/7SaK1 **#voluntweet**

/ Decivia HootSuite 🖞 Favorite 🕫 Retweet 🖶 Reply

Advertise events or volunteer opportunities within your nonprofit.

When to Tweet

Bonner Network @BonnerNetwork · Jun 11 The more pictures and creativity the better your chances. Make sure you use the hashtags #25Yearsof #Bonner25 #BonnerLove #SLI2015

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Bonner Network @BonnerNetwork · Jun 11 WIN A SWAGG!! Share pictures of your conference experience to win. Make sure you use the hashtags #25Yearsof #Bonner25 #BonnerLove #SLI2015 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.





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



Campus Kitchens retweeted

23 4

DC Central Kitchen @dcck · Jun 28

* 2

5 Amazing Strategies to Eliminate #FoodWaste and Feed the Hungry via @TIME. ti.me/1JTgb9q

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

CityYear retweeted

Kid President @iamkidpresident · Jun 29 Children are not a distraction from more important work. They are the most important work. - C.S. Lewis

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13 675 # 770

You can, and you alread

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

Campus Kitchen @ ECU @CKECU

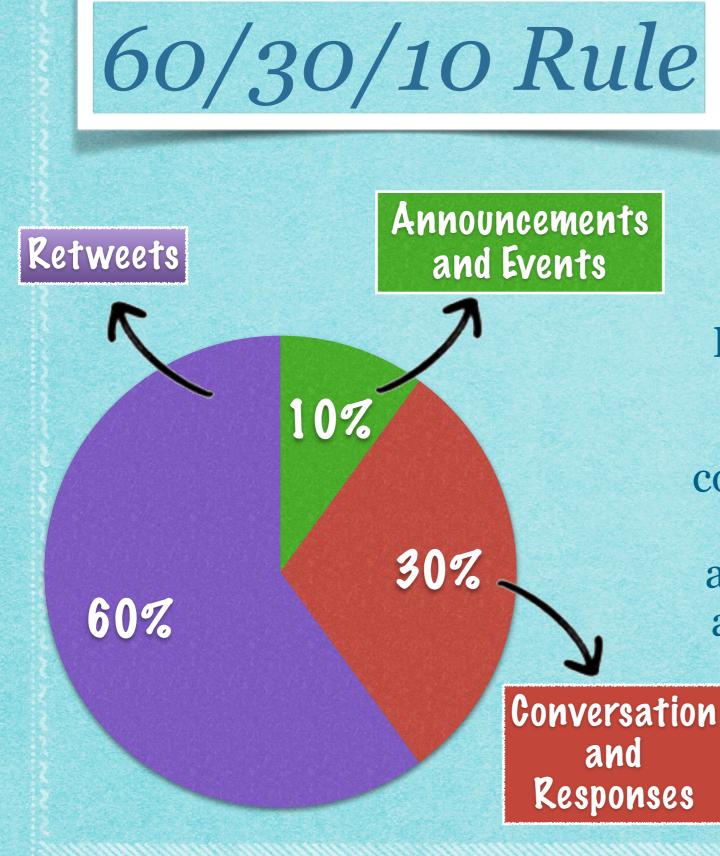
Greenville is one of the most food insecure cities in NC. We've got our work cut out for us, but we can definitely make a difference!

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

Quoting

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

View summary



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 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.