

#SocialChange

*Effectively Using Twitter in the
Nonprofit Sector*

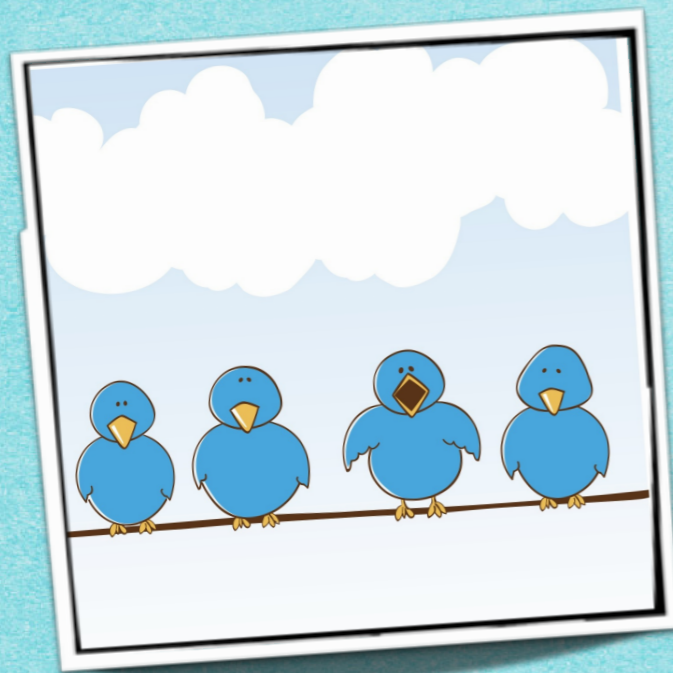
10 Curious Facts about Twitter

<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

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.

Professional:



Campus Kitchens @campuskitchens · 17h

"You can't waste what you don't buy in the first place." Try shopping more frequently to reduce #foodwaste slate.me/1RQG8HC

← ↻ 1 ★ 1 + 👤 ...

[View summary](#)

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

Parts of a Profile

Home page

Notifications

Direct message inbox

Number of accounts that your organization follows

Click here to create a tweet

Profile Picture

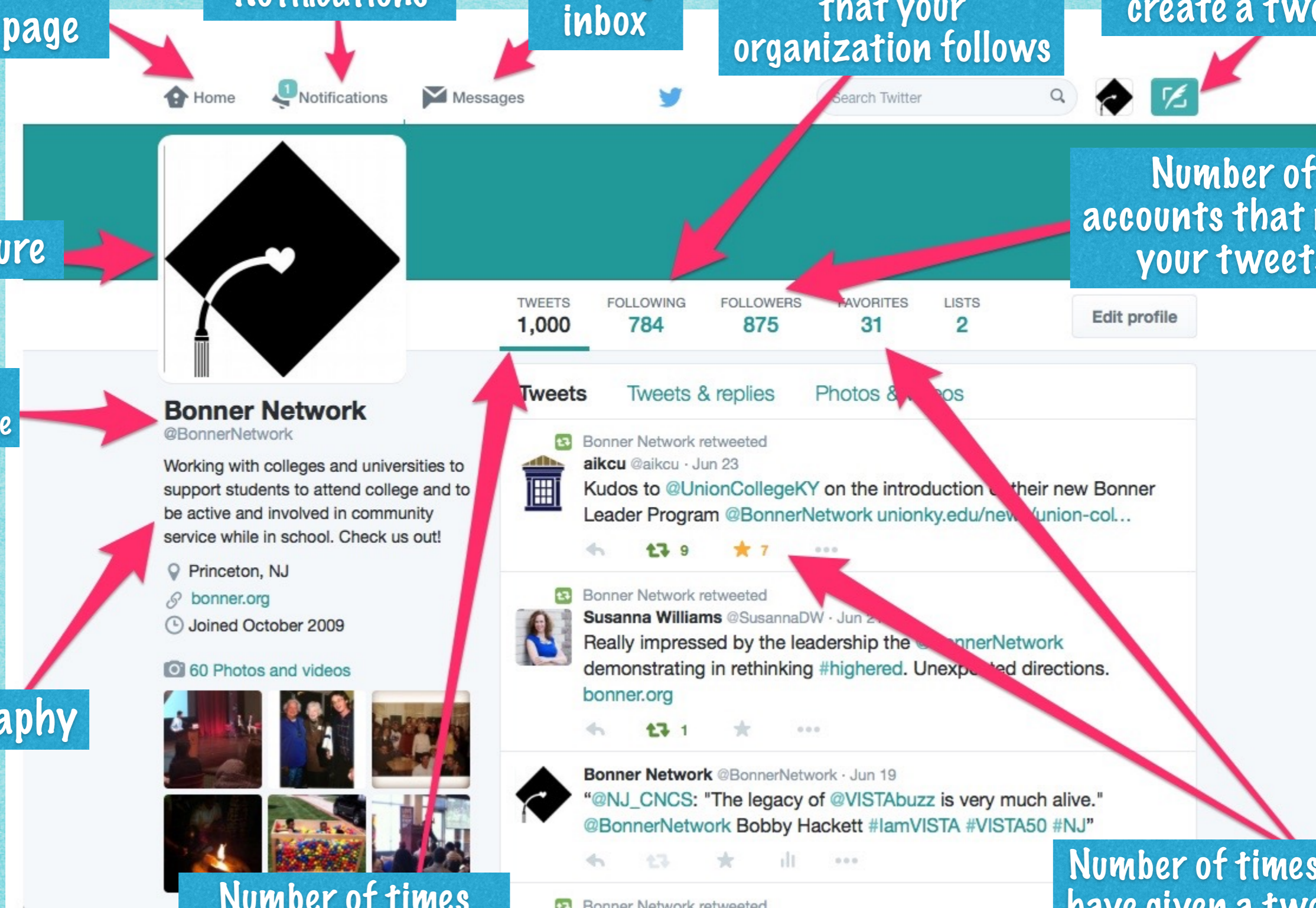
Number of accounts that read your tweets

Username/
Twitter Handle

Biography

Number of times your organization has tweeted

Number of times you have given a tweet a gold star



Parts of a Profile

Home page:



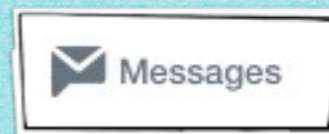
This is where you will see the tweets of accounts that your organization follows.

Notifications:



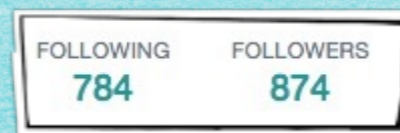
This is where you will be notified when someone replies, retweets, or mentions your account.

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:

Bonner Network @BonnerNetwork

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.

#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
@simplymeasured

#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
#IamVISTA goo.gl/CPxDeS


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



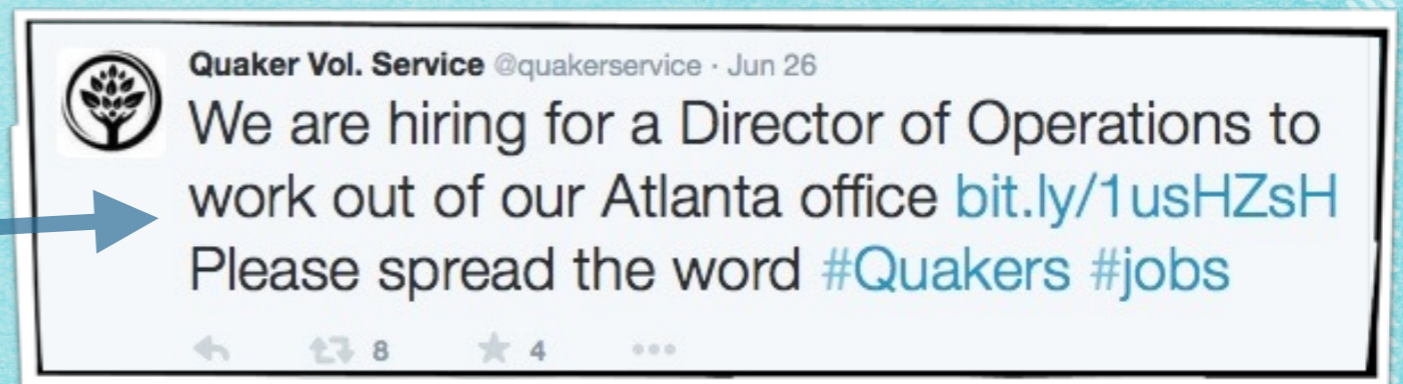
What to Tweet



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.



Advertise events or volunteer opportunities within your nonprofit.

7 Dec via HootSuite ☆ Favorite ↻ Retweet ↩ Reply

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



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.

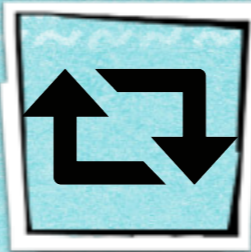
Weekends: Many businesses don't tweet on the weekends, which will make your tweets stand out even more.



~~1,434,138
TWEETS~~

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

Retweeting



Quoting



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.

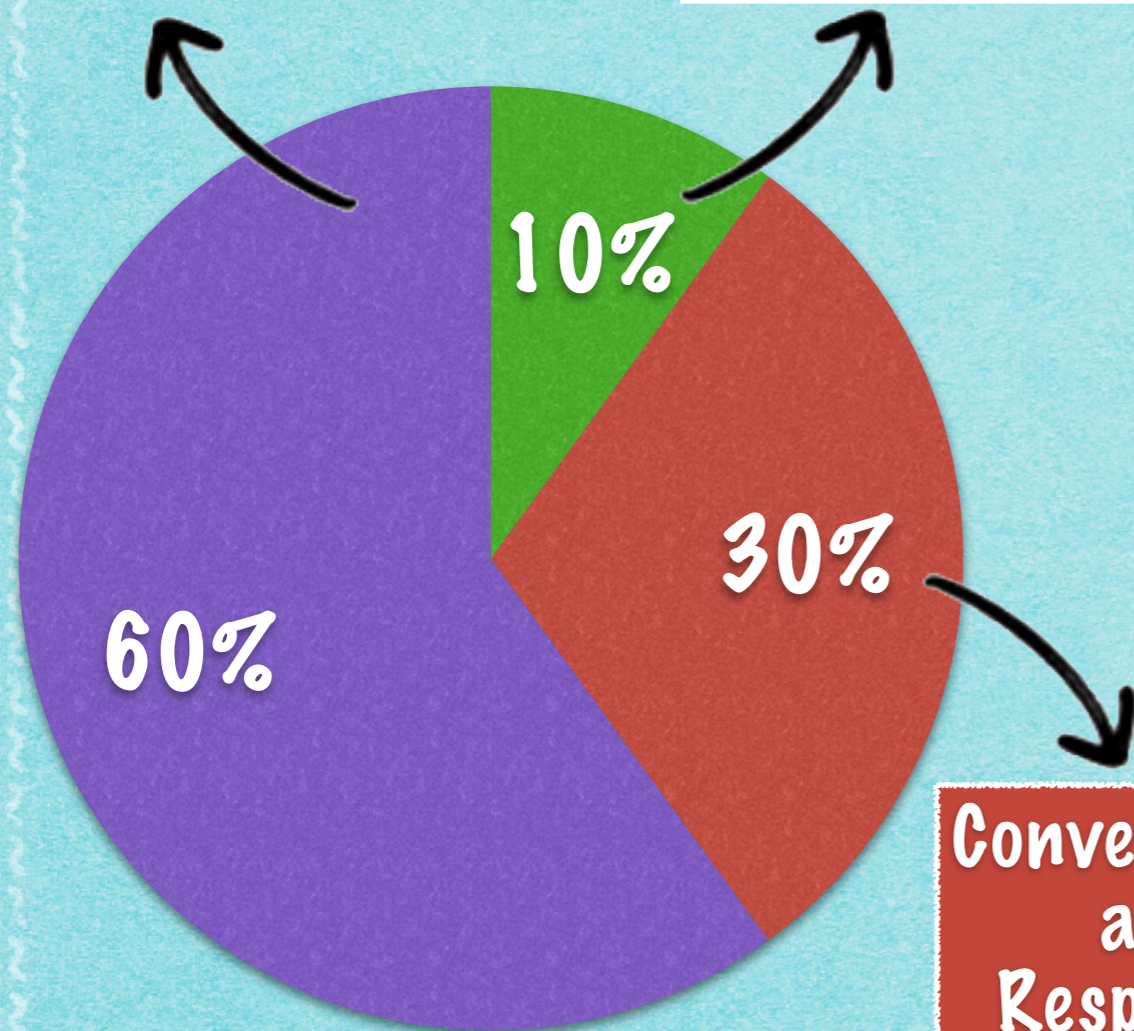


Curate good content through retweets: make it useful, informative, and relatable to your followers. Retweet other local nonprofits, people who mention your organization, national policy decisions, and occasionally an inspiring quote.

60/30/10 Rule

Retweets

Announcements
and Events



Conversation
and
Responses

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.