
Tweeting your way to greater online donations

Set up a Twitter account today!

Twitter is a **FREE** method of online communication allowing you to target those you are looking to build relationships with; existing and potential donors, volunteers, new members, your local community and local businesses.

9 reasons to start tweeting!

1. Twitter works in **real time** so it connects you to the latest news, opinions, ideas and stories that are of interest to you
2. Twitter enables you to **promote new projects and events to your supporters**
3. Twitter is all about **building an online community** so you get as many people as possible talking about you and the great work you do
4. Using Twitter's **Charity Tuesday** enables you to promote your cause on a dedicated day of the week. Just type #charitytuesday followed by your tweet
5. Twitter enables you to **build relationships** and **engage in two way dialogue** to encourage a lifetime of giving
6. Twitter allows you to reach out and **engage with supporters**. You can encourage them to retweet about you, email their contacts, write a blog about your cause and post about you on their Facebook page
7. Twitter helps **find new donors** so don't forget to add links like your localgiving.com

8. Twitter can help to **find new volunteers**
9. Adding a **Twitter feed** to your website homepage will keep your content fresh and promote search engine optimisation

What is Twitter?

- Twitter is an online micro blogging site that enables you to send and read text based messages of up to 140 characters
- Messages are called 'Tweets'. You can track the number of tweets you have posted, the number of people you are following and the number of followers you have
- 'Following' is how you receive status updates from people
- 'Retweets' (RT) means a follower of your Twitter feed can re-post your message to all their followers on their Twitter feed so you can target a much wider audience
- 'Hash tagging' important words for example #homeless is a powerful way of getting other people to read and increase visibility of your tweet. Twitter users will follow hash tags of something of interest to them
- A word or phrase that is hash tagged more than others is said to be 'Trending'
- 'Mentions' is when a name is used at any time during your Tweet, before you mention someone's name you add the @ sign. For example @sloughcvs thank you for your support. Mentioning is a great way of letting people know you are talking about them
- You can add links such as donation pages, photos, video, youtube to add visual

Simple set up..

- Click on the following link www.twitter.com
- In the section 'New to Twitter', fill in your details –name, email address and password
- This takes you to the 'Join Twitter Today' screen. Select a user name, accept T's & C's
- Click 'Create and account'
- Once you have created your account follow this link to discover more about Twitter

<https://support.twitter.com/groups/31-twitter-basics>

Then start Tweeting!

We look forward to following your news! Don't forget to follow us - @sloughcvs and we'll follow you!

To find out how Twitter can form part of your online marketing strategy please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.