

## Enable individuals to show their support using



### What is Twibbon?

[Twibbon.com](http://Twibbon.com) is free online tool that enables you, as a voluntary group to gain greater exposure about your cause through your supporter's use of Facebook and Twitter. This can be done in a number of ways:

- Encouraging your supporter to add a 'twibbon' (your logo or an element of your logo) to their profile picture or avatar on their Facebook page or Twitter account - rather like adding a sticker to their car window. The example below shows that by adding the red ribbon promoting World Aids day to their profile picture, individuals show their support spreading the word about the cause



- Individuals can also publish messages of support on their Facebook page and Twitter account or add your cover to their Facebook timeline

- By changing their background to your design in Twitter , individuals can again show their support

So, in addition to encouraging users to 'like' your Facebook page or re-tweeting your tweets, ask that they add a Twibbon supporting your cause to re-enforce your message and spread the word.

## To support a campaign

- Click on [www.twibbon.com](http://www.twibbon.com)
- Click on 'Find a campaign' and in the search box type in the keyword or charity name you wish to support. For example, if you search for 'children', all children's charities will appear
- Select the charity you wish to support, for example 'Children in Need'. You will see the Pudsey Bear logo appear on an example profile picture. Simply click 'Add to Twitter' and 'Add to Facebook' to see the logo appear on your profile. (Bear in mind it may take up to 24 hours to appear)
- A message of support is automatically tweeted on your behalf or added to your Facebook status, or you can edit this and add your own message of support
- At this stage you also have the opportunity of changing your Twitter background, opening a discussion about the site or adding a 'widget' (code for the logo) on to your website

## To set up a campaign

- In order to set up a Twibbon campaign for your organisation, you need to log in via your Facebook or Twitter account and select 'authorize app'
- Add your email address purely for contact purposes
- Add a short but eye catching title for your campaign followed by a brief description of what your campaign is about and why people should support it

- Create a Twibbon, choose from 3 style options; badge, border and fill and upload my own
- Finish your campaign by clicking 'I just want a free campaign' (you will be asked if you want to pay for an upgrade at this stage)
- Finally and **most importantly**, don't forget to promote your Twibbon campaign to all of your Facebook friends and Twitter followers. Encourage them to add your Twibbon to their profile, each time a user adds it they will send out a message supporting your cause to all of their friends and followers
- Ask that your Twibbon supporters include your [localgiving.com](http://localgiving.com) page to their message so their friends and followers can go online and donate to you

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