

Make Twitter work for you!

You've set up your Twitter account but what next?

'Tweeting your way to online donations' (Information sheet 2) explained the benefits of using Twitter for the voluntary sector along with setting up instructions. So now you've set up, how do you go about attracting new supporters and 'tweet' like a pro?

Follow these simple steps....

1. Start to 'follow' the right people - these are people or organisations that are relevant to your group and provide useful information and opinions about the sector. For example, if you are registered with www.localgiving.com make sure you follow them to stay informed about their latest initiatives
2. The Twitter community is vast so how do you go about sifting through all the names to find the right people or organisations who are most appropriate? In your internet browser type <http://search.twitter.com> to bring up the following page:



3. By clicking on 'Advanced search' you can search for certain keywords, exact phrases, all words and hash tags. Once you have found people/ organisations you want to follow, click on their avatar to discover how they 'tweet speak'. If they are relevant to you, click 'follow' so every time they send a 'tweet' you will be able to view it

4. Once you have a list of people you are following and you are feeling confident, start interacting by reply tweeting, direct messaging or re-tweeting
5. Then when you have something compelling to say, send out a tweet of your own, ask engaging questions to initiate interaction and gain opinions. Before you know it, people you are following will follow you and others will find you
6. Don't forget to include your localgiving.com's URL in your tweet so supporters can click on the link and navigate straight to your donation page. All links are now automatically shortened in Twitter to 20 character

Twitter speak - what does it all mean?

1. **Direct message** - In Twitter everything is public so never share any confidential or sensitive information in this way. You can however send a direct message to someone that will remain private from the rest of the world. On your Twitter home page click on the gear symbol and select direct message. Choose the user you wish to send to, compose the message and send
2. **Follow Friday/#FF** - Follow Friday is used to recommend people that your followers should be following
3. **Charity Tuesday/#CT** - Every Tuesday charities and non profits tell the Twitter universe about their great work. So when a Twitter user clicks on the CT hashtag (#) they are shown a list of recent posts. So, if you have something important to Tweet about your charity, do it on a Tuesday for maximum exposure!
4. **Hashtag**- People use the # symbol before relevant keywords/ phrases in their tweets to categorise those tweets so they are more visible in Twitter search
5. **Trending** - The most popular topics being discussed on Twitter are said to be 'trending' topics
6. **Tweetup** - Is a face to face meeting of local Tweeters
7. **Twibe** -Is the group of people/ organisations following you

Replying, re-tweeting or blocking a message

- To reply to a tweet, simply hover your cursor over the tweet until you see various response options as below



- Then click on 'reply' and start typing tweet. Remember to start with the @ symbol and user name in the message eg. @localgiving.com so your reply is seen by the intended user
- Similarly, click on retweet to forward the message composed by another user on to your followers. If the message is short enough you can add/ modify it
- To block a follower from following you, log in to Twitter, find the persons Twitter page, click on the icon that looks like a gear and select 'block user'

For further information on how Twitter will benefit your organisation, please contact Carol Strachan – Donor Marketing Officer Slough CVS on 01753 524176.