Agenda

• Twitter language 101
• Why is Twitter an important channel?
• Potential Goals for a Twitter Handle
• Constructing a Twitter Strategy
• Using Twitter to Support Marketing Objectives
• Twitter as a Reputation Management Tool
• Benchmarking and Tracking Twitter Metrics
• Best Practices
• How do I gain followers?
• Twitter – The Big Picture
• Key Takeaways
Twitter Language 101

- **RT (Retweet):** Showcase you are tweeting content that was posted by another user. The format: “RT @username” or you can click the “Retweet” button below a tweet for it to appear in your timeline.

- **# (Hashtag):** A word or series of words w/o spaces or punctuation – often refers to a specific category or topic and is abbreviated. Good for tracking purposes and to insert yourself into “clickable” conversations.

- **DM:** A direct message from one user to another that cannot be seen by the public.

- **@reply:** If you post another user’s username with an @ symbol directly prefacing it, that text will show up as a link to the other user’s Twitter page. They’ll also be able to see your tweet by clicking on their name.
Why is Twitter a Vital Channel?

- Roughly 58 million tweets per day from 115 million monthly active users
- Twitter grew 264% among nonprofits in 2012
- Conversations on Twitter are happening – with or without your involvement
- Passionate network of individuals. Twitter provides a mouthpiece for influencers to voice what they love or hate about your organization and service
- Sparks conversations and leads people to information (blog posts, external content) that might otherwise be ignored
- Is a place where competing nonprofits are actively leveraging the conversations in their favor
Potential Goals for a Twitter Handle

• Tell your organization’s story
• Boost awareness of your nonprofit’s cause and message
• Highlight champions
• Engagement with potential stakeholders, donors, influencers and partners
• Proactive reputation management
• Influence – Twitter notoriety can deem you an expert in a given field
• Insert yourself into relevant conversations
Constructing a Strategy

• **Audience** – Know who is active in social media, especially on Twitter. Donors? Partners? Bloggers?

• **Messaging** – Create and publish engaging content that is interesting to that audience.

• **Content Production & Editorial Calendar** – Similar to traditional PR, it’s important to identify appropriate content/company assets to promote and schedule in advance.

• **Interaction/Engagement** – As you build up your feed, begin to identify and target community influencers. Twitter is all about participation & recognition – even a simple RT or #FF will capture attention.
Using Twitter to Support Marketing Objectives

- Event announcements, milestones
- Messaging reinforcement
- Webinar promotion and engagement
- Commentary on trends, news, current events
- Promote key marketing themes
Reputation Management

- Use keyword monitoring to gauge sentiment and buzz around your nonprofit organization
- Inserting yourself in positive conversations acts as proactive reputation management
- People want instant gratification. Social media as a rapid response tool is valuable for donor retention and reputation management
- Gauge overall buzz around your niche topic – what are people saying about giving in Silicon Valley? Where can you insert yourself in the conversation?
Benchmarking and Tracking

- Track overall engagement, follower growth, sentiment

### Twitter Overview

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<th>Metric</th>
<th>Value</th>
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<tr>
<td>Total Followers</td>
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<tr>
<td>Total Interactions</td>
<td>4116</td>
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<td>Total Impressions</td>
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<tr>
<td>% Change - Followers</td>
<td>1.10%</td>
</tr>
<tr>
<td>% Change - Interactions</td>
<td>1.68%</td>
</tr>
</tbody>
</table>

### Twitter Follower Growth

- May 26th: 11100
- June 2nd: 11222
- June 9th: 11346
- June 16th: 11517
- June 23rd: 11660
- June 30th: 11764
- July 7th: 11895

### Twitter Interaction Growth

- May 26th: 3752
- June 2nd: 3825
- June 9th: 3902
- June 16th: 3963
- June 23rd: 4047
- June 30th: 4116

### Daily Activity

- Friday (6/24): 17
- Monday (6/27): 15
- Tuesday (6/28): 10
- Wednesday (6/29): 7
- Thursday (6/30): 5

### Week Over Week Growth

- 5/26 to 6/2: 124
- 6/2 to 6/9: 171
- 6/9 to 6/16: 143
- 6/16 to 6/23: 104
- 6/23 to 6/30: 131

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Social Media Management and Engagement
Free Tools

- **HootSuite** – Free scheduling tool that provides tweet summaries *(top right)*
- **Twitter Counter** – Allows users to see follower growth, impressions over 30 days *(middle right)*
- **Bit.ly** – Free link shortening tool – provides click-through summaries
- **TweetReach** – Free tool allows you to see the reach of your last 50 tweets *(middle right)*
- **Topsy** – Allows users to search for trends around key terms and hashtags *(bottom right)*
Best Practices

• Don’t be spammy
• Don’t syndicate everything from Facebook to Twitter
• Create shareable content in 140 characters or less
• What content gets the most traction?
  – Don’t reveal every detail of information – instead, provide a call to action
  – Informational stats with a call to action link
  – Live tweeting around events with key takeaways
  – Consistent hashtag
  – Content with an incentive
  – Shared content from blogs, news outlets – don’t’ be all about your nonprofit, share the love!
How do I gain followers?

• Nothing beats quality content
• Manual research – competitor, influencer, partner
• Targeted Twitter lists or Tweepz.com
• Promotion and integration of your handle
• Engagement activities tailored to your audience
  – Twitter chats
  – Interactive hashtags
  – Promotions and competitions, giveaways
• Create incentives
The Big Picture

• Twitter should be a key component of organic digital content distribution network

Event RSVP link → Summarized but compelling blog post teasing content → Syndicated To RSS, Twitter, Facebook, LinkedIn, etc.

Users share across the web → Organic reactions from new and traditional media (+ links!) → Search and Social KPI growth
Key Takeaways

• Content should be balanced – mix of relevant marketing assets, interactions, event promotion and third party content
• Start testing and continually refine your approach. Figure out what content and engagement activities work best for your brand
• Don’t worry about being perfect
• Be transparent
• Biggest takeaway: participation in Twitter should be integrated with a larger social media strategy for your nonprofit. Always give more than you get.
• Example hashtags to be used:
  – #charity
  – #charitytech
  – #citizenship
  – #donate
  – #foundation
  – #fundraising
  – #giving
  – #local
  – #nonprofit
  – #nptech
  – #philanthropy
  – #SiliconValley
  – #sm4np
  – #socialgood
  – #SVGives
  – #teched
  – #volunteer

• Existing TweetChats to join:
  – #nptalk – Wednesdays, 12-1pm PT
    • Focuses on all things nonprofit
  – #npcons – 3rd Tuesday of the month, 1-2pm PT
    • Focuses on nonprofit consultants
  – #fundchat – ongoing
    • Focuses on nonprofit funding tips
  – #smNPchat – every other Friday, 9-10am PT
    • Catered to challenges of being a small nonprofit
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