




## Twitter - The Basics

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 - article

 - best practices or top ten list

 - tools


### TWITTER BASICS

 Twitter Tips for Newbies - <http://barbgibson.x.iabc.com/2008/11/22/twitter-tips-for-newbies/>

 Top 7 Twitter Tutorials on YouTube - <http://mashable.com/2009/05/31/twitter-tutorials-youtube/>

 Twitter Basics - [http://www.kcnn.org/modules/twitter\\_basics/](http://www.kcnn.org/modules/twitter_basics/)

 Twitter Basics Primer - <http://www.livingstonbuzz.com/2009/03/05/a-twitter-use-primer/>

 Twitter Advice - <http://www.examiner.com/x-13637-Kansas-City-Social-Media-Examiner~y2009m6d17-Twitter-is-for-grandmas>

### TWITTER TERMS

*Tweet* - message you post on twitter (verb and a noun)

RT - *Retweet* - posting someone else's tweet, format is RT @someoneelse

*Tweeps* - people on twitter

*DM - Direct Message* - a private message to another twitter user

*# - Hashtag* - the hashtag followed by a word, identifies tweet topic, used for events, searches, helps to organize tweets, points to a particular issue # can go anywhere in the tweet, i.e tweet and then #iranelection multiple hashtags (in the same tweet) are permissible Make hashtags as short as possible

if you use a hashtag for a campaign, do a search on it first, so you know whether someone is already using it.

@ - at sign means you are talking (linking) to or about someone, these messages show up in your public timeline

*Profile* - list of all your tweets, plus bio which should define you/your org

*Home* - a compiled list of your tweets and the tweets of those you follow

*Followers* - the people who subscribe to your updates

*Following* - the people whose updates you subscribe to

 Twitter Glossary - <http://www.susanmernit.com/blog/2009/03/the-twitter-glossary-what-do.html>

 Twitter Speak 66 Twitter Terms - <http://mashable.com/2008/11/15/twitterspeak/>

 Twitter Terms, Abbreviations, Tools - <http://www.sitemasher.com/seed-the-web-blog/my-twittonary--every-twitter-term-and-tool-i-can-find>

### DEMOGRAPHICS

Most twitter users are 35 to 44 years old (25.9%).

Users who are 18 to 34 years old are the heaviest users.

The majority of twitter users are male (63%).

### GOALS

Your Twitter goals should be tied to your business and marketing goals. Some of them may be quantifiable.

Why are you twittering?

How will you measure success?

Sample Goals:

Increase number of followers.

Become an “influencer” in your market.

Drive traffic to your website.

Increase sign up rates.

Increase donations or volunteer enrollment.

Support your branding.

Build and sustain relationships, via following, retweeting, direct messages.

Establish your organization as a valuable resource for your clients/customers.

 Measuring Twitter Engagement – <http://www.cogniview.com/convert-pdf-to-excel/post/measuring-twitter-engagement/>

## MEASUREMENT

### Tracking


Track who is retweeting your comments and who is tweeting about you.


Sign up for bitly to see how many people click on your links.

Monitor your twitter account.

 HootSuite – <http://hootsuite.com/>

 Tweetdeck – <http://tweetdeck.com>

 Monitter Twitter Keyword Search – <http://monitter.com/>

 Twiogle Google & Twitter Search combined – <http://www.twiogle.com/>

 Twitter Analyzer – <http://www.twitteranalyzer.com/>

## METHODS

### Shorten URLs

Use a tool to provide short, permanent links.

 bit.ly – <http://bit.ly/>

 tinyURL – <http://tinyurl.com/>

### Post Twitter Content

Provide high quality, unique, relevant content.

Don't be afraid to express yourself occasionally, add a link or quote that you find entertaining and that your followers will appreciate. (Remember, however, if this is a Business Twitter Account, politics/religion/sensitive topic discussions are not appropriate)

Think before you hit the Update button. ALL tweets are forever. Even if you immediately delete a tweet, it has most likely already been picked up by a feed and is out on the web, although it no longer appears in your profile. Deleting provides limited damage control.

Generally, limit content to areas of expertise.

It is not all about you. Balance offering links of general interest to your followers with news about what your organization is doing.

Org specific tweet topics: web updates, press releases, events, milestones, resources, links to news coverage, impact statements, success stories – these are the spice, not the meat.


Watch what your peers and competitors are tweeting.


Use retweets wisely.

It is OK to change a person's tweet a little bit in order to RT within char limits.

Only tweet when you have something relevant to say.

Flag content with hashtags. Use hashtag tool to check out currently used hashtags.

 Check hashtag usage – <http://hashtags.org/>

 Charity Tuesday – <http://bit.ly/TbuZT>

### **Build Buzz**

Announce industry specific news, press releases, etc.

If you tweet using a public profile, remember that your tweets will be visible in Google search results.

(based on recent Google updates, assume ALL/ANY of your tweets could appear in search results)

Announce web updates IF they will interest your followers.

If you tweet something really important, don't hesitate to add Please RT (Please Retweet)

Getting retweeted is how tweets go viral on twitter.

Include tweeting in your Marketing/Fundraising Campaign Plans.

Coordinate your tweeting and Facebook posts.

★ How To Use Twitter Packs — And Twitter — Successfully – <http://davefleet.com/2008/01/how-to-use-twitter-packs-and-twitter/>

 Twitter Pack Wiki/Nonprofits – <http://twitterpacks.pbworks.com/Non-Profits>

### **Leverage Your Twitter Account**

Add your twitter address to your email signature.

Include a link to your twitter account on your home page.

Send an email to all your current users and tell them you are using twitter, include your link and encourage them to follow you and/or retweet your content.

★ Tips for Using Twitter for Your Business (Vertical Response) – <http://bit.ly/N6DQp>

### **Be Polite**

Provide positive comments.

Respond to Direct Messages.

Follow Twitter etiquette.

Do not engage in sparring.

Feel free to block or remove followers.

Do not use twitter as a chat room or instant messenger.

Do not post messages over 140 characters. Do not split your messages into multiple tweets to avoid 140 character limit.

Twitter is not intended to be used for extended personal conversations.

★ 14 Ways to Use Twitter Politely – <http://bit.ly/3ePsEp>

★ Twitter Etiquette – <http://dittochic.com/?p=4>

★ 10 Twitter Etiquette Rules – <http://bit.ly/19mBL7>

★ Twitter Etiquette: 5 Dos and Don'ts – <http://bit.ly/SxeG>

### **Accept Feedback/Respond to Criticism – Have a Plan**

Consider how you will respond to negative comments.

Point to your assets.

If you made a mistake, acknowledge it and move on or make amends.

★ How to Deal with Social Media Conflict – <http://mashable.com/2009/02/22/social-media-conflict/>

**Just for Fun!**

★ 17 Ways to Visualize the Twitter Universe – <http://flowingdata.com/2008/03/12/17-ways-to-visualize-the-twitter-universe/>