

Twitter Manual

Non-Profit Organizations



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Note: Twitter/Facebook are popular, internet-based, for-profit social networking companies that offer a range of services. By referring to them and supplying “how to” type manuals, we do not endorse them in anyway. While both companies offer significant opportunities for non-profit organizations, your organization should be familiar with how they do business. We highly recommend that you read their Terms of Service before creating an account and using them for your organization.

This Manual is part of a series on Non-profit Technical Assistance

Provided through BICED

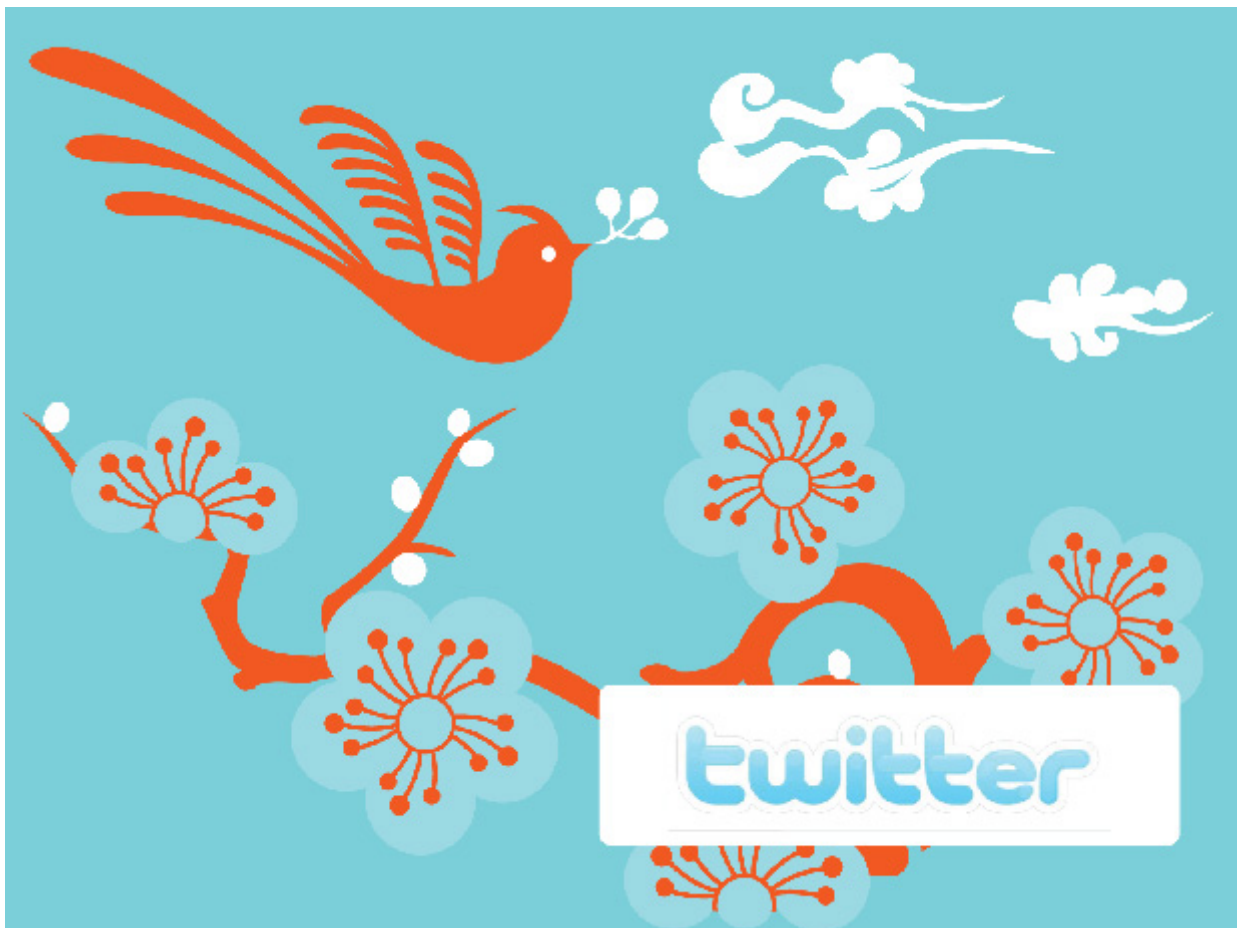
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What is Twitter?

- Twitter can be used by businesses. It allows businesses to send updates to their customers and for intra-communication with employees.
- Twitter is an online social media that allows individuals to keep in touch with their loved ones instantly. Twitter was built with the main purpose to accommodate being updated from your mobile phones.



Recommendations: Due to influx of advertisements and unnecessary emails from Twitter; it is recommended to create a new user ID from either Hotmail or Yahoo to reduce the frustrations that one might experience from the excess emails.

What is Twitter?

What?

Why?

How?



[▶ Watch a video!](#)

Please sign in

user name or email address:

password:

Remember me

[Sign In »](#)

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

[Get Started—Join!](#)

Suddenly, it seems as though all the world's a-twitter.

Newsweek

If you aren't familiar with Twitter, it is one of those things, like MySpace, that sounds totally ridiculous and stupid when you first hear about it. But once you start using it, you realize how much fun it is.

Eric Nuzum, Author of The Dead Travel Fast

It's one of the fastest-growing phenomena on the Internet.

New York Times

How to create a Twitter Page

1. Type-in the name of website (www.twitter.com) in the URL address bar
2. This step will take you to the Twitter login page. The login page looks like the picture above.
3. Click on “Get Started—Join”
4. Fill-out the Information section. This section requires that you input your name, email address, and to create a new password.
 - a) In order to create generate a new password; you will have to enter a security check word.
 - b) Once the security check word has been entered, click on “Create my Account.”
5. Twitter will import your friend list from the major email service provider such as: Yahoo, AOL, Hotmail, Gmail, and MSN.
6. If your friends are on Twitter, you have the option to follow or “Tweet” them.
7. If you don’t wish to follow or “Tweet” them; deselect the friends you wish not to follow and click “Continue.”
8. Twitter permits their users to follow famous individuals with Twitter profiles, such as: Serena Williams, Dick Cheney, NPR radio, and so on...
9. If you wish to follow some of these users; make your selection. If not, click on “Finish.”
10. Your account is created!!

Recommendations: If you believe that you will use Twitter for both personal and Business use. It is important to create two accounts. The account names may be different. It is important to grab your names before someone else does, even if you don’t plan on using the account for a while.



How to Customize your Twitter Page

1. Give an update to your followers in the update box. (Keep it to a minimum; you are only allowed 140 characters).
2. In the upper right hand corner, there are several tabs. Click on the Settings button to change your basic account info, fill in your profile data, and set whether you want to be private or public.
3. Under the Settings button, there are several Tab, Account, Password, Devices, Notices, Picture, and Design are all located under this Button.
 - a) Under ACCOUNT you will be able to maintain you privacy on Twitter.
 - b) Under PASSWORD you will be able to generate new password for your account.
 - c) Under DEVICES you will be able to provide a mobile phone number from which you will be able to send updates to either friends or clients.
 - d) Under NOTICES you will be able to control the amount of updates you receive from Twitter.
 - e) Under PICTURE you can upload a profile picture or business logo that will help friends or clients instantly identify who you are.

- f) Logos must be reduced to a thumbnail size in order to for the logo to fit in its entirety on Facebook.**
- g) Thumbnail sizes are within the range of (75x75) or (150x150). Sources are listed at the end of the Manual.**

- h) Facebook allows you to upload a picture of a maximum size of 700k. Therefore, before uploading any picture or logo on Facebook, It is recommended that the size be verified. The best way to do so is by going onto www.picnik.com and uploading the logo. If the size is bigger than 700k it will appear on the picture or logo box of Twitter as an X. Therefore, after uploading the picture on Picnik resize it to 75x75 or 150x150.

Please refer to the series of picture below to aid you in the visualization process.




ADVERTISEMENT FROM NOW ON, BING & DECIDE. **bing** FIND FLIGHT DEALS

bing.com English Help Upgrade to Premium Register Sign in Fullscreen Microsoft

picnik

Resize ? New dimensions: 75 x 75 Use Percentages Keep Proportions OK Reset Cancel



BARRY
Institute for Community & Economic Development

Zoom 976x1149 32%

twitter Home Profile Find People Settings Help Sign out

Jack Kleban

Account Password Devices Notices Picture Design

La Browse...

Maximum size of 700k. JPG, GIF, PNG.

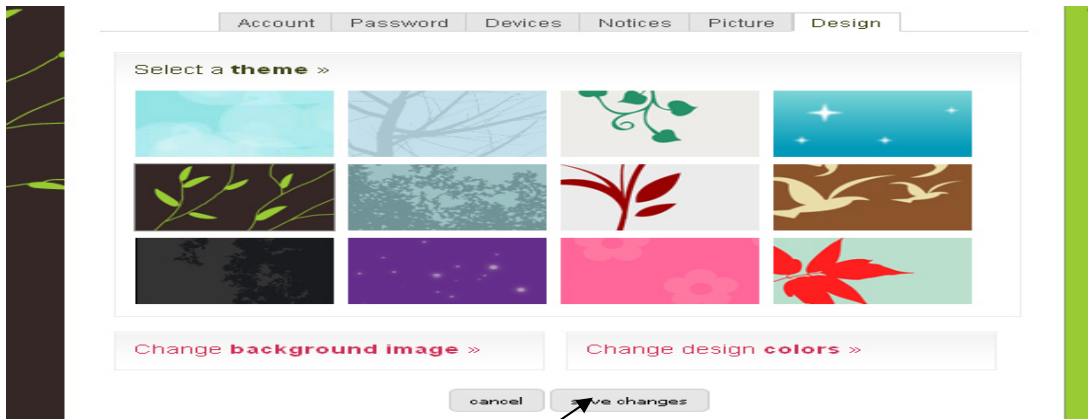
Save Delete current

Picture
Your Twitter profile pic helps instantly identify you to those following you -- and tells those who aren't more about you.

Tips

- A real picture of yourself is encouraged. It adds personableness to your tweets.
- Because the images are usually seen in a small version, a crop of your face works best.
- People can see the full-sized version when they click on your picture from your profile page. So don't upload a tiny one -- we'll create the thumbnail for you.
- If you want to control exactly how it will be cropped, upload a square picture.
- Nudity or obscene images are not allowed.
- Be sure you have permission to use the photo you're using. (And don't use a celebrity's picture -- unless you're that celebrity.)

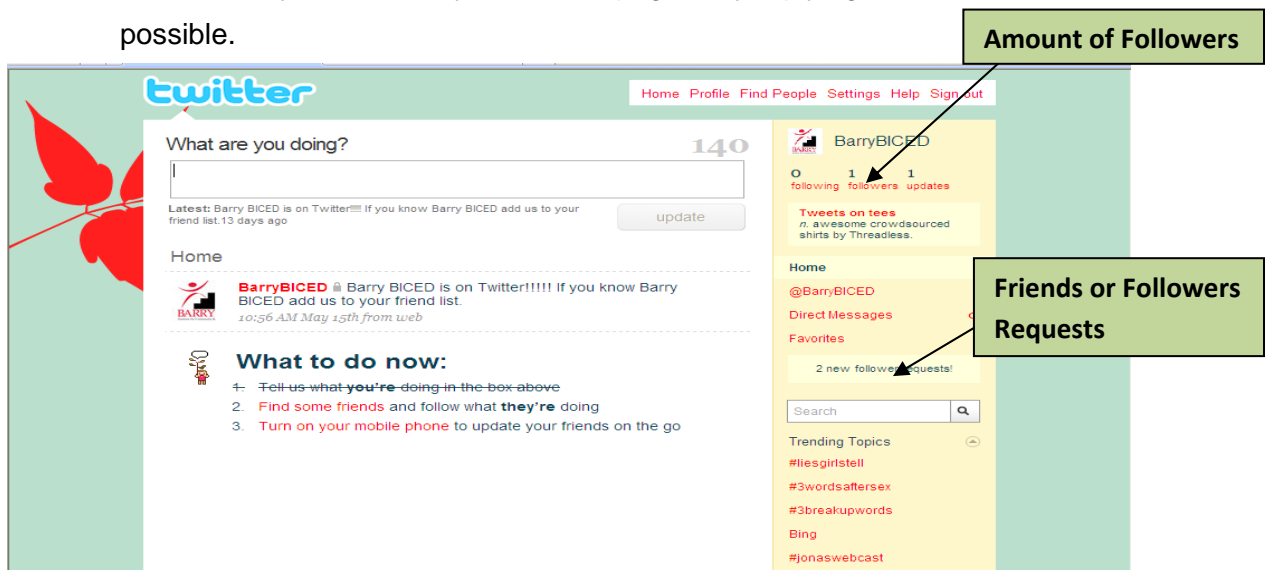
- i) Under BACKGROUND Twitter provides you with a few free background to give your profile a more interesting touch.
- 4. Once the customization process is complete, click on “Save Changes.”
- 5. Refer to figure below to aid you in customization process.



Screenshot of Twitter customization page

How to Maintain your Twitter Page

- Notifications from Twitter regarding the amount of followers on your page and/or friend requests will always be on the right hand corner of the Twitter page.
- The best way to maintain your Twitter page is by replying to followers as fast as possible.



Please refer to Twitter Help link below to assist on the creation of your Home page.
<http://help.twitter.com/portal>

Marketing Your Non-Profit using Twitter

Your non-profit organization can use Twitter as an effective tool to communicate immediate information or concerns that are relevant to your stakeholders. However, there are some important issues that you must consider in using this tool.

1. Who is your audience?

If Twitter will be used for broadcasting events, such as a performances or community meetings, or if it is to be used a general tool for informing the public of your activities, then it is important to maximize your reach. You will want to invite as many followers as are available in your general email directory in order to reach that largest set of individuals possible. **However**, if you intend to use Twitter for fundraising or targeted capacity building, then you will want to consider carefully who follows you. One immediate solution is to have multiple Twitter accounts depending on your followership. For example, you might have a general account for anyone to follow your organizations activities and a second account only for this individuals who are you organization's VIPs.

2. Market Segmentation

This is a business term that refers to how groups of your followers share one or more characteristics that cause them to have similar needs for the service you offer. True market segments are (1) distinct from one another; (2) exhibits common needs within itself, 3) responds similarly to market stimuli; and it can be reached by a market intervention (ie, your tweets). Again, you will want to consider the first question above in your invitation to follow your organization on social networking sites such as Twitter and Facebook. Specifically and generally, younger individuals are more likely to use Twitter than older individuals. However, again generally, older individuals have more disposable income. So you would not want to pursue a whole strategy with Twitter in manner that alienates or limits your ability to reach those market segments.

3. Overuse of Tweeting

Finally, be cautious on how you employ tweets, considering again the audience. You will want to tweet occasionally to remind people of your work (advocacy, activities, etc.). However, your audience should receive your message as a pleasant reminder of your work not as an incessant



stream of information. So, it important to be strategic about how your information is conveyed. Remember that individuals will be having your tweets go to their cell phones as text messages and that they may be incurring a charge to received message: you don't want to lose a customer who becomes annoyed that they had to pay ten cents for a useless message from you.

Closing Thoughts

Twitter, Facebook and other social networking sites provide a tremendous opportunity for non-profit organizations to reach their stakeholders with immediacy and scope that has never been offered through traditional marketing means or even email. So here are some additional tips:

1. Join other non-profits and watch their tweeting activities.
2. Twitter allows images through avatars. Use them.
3. Invite people to re-tweet your messages to their peer groups so your reach is broadened.
4. Link Twitter with your other networking sites (Facebook, for example).
5. You can send links on tweets. Invite them to your website and point out interesting things.
6. Partner with other non-profits to tweet to each others' stakeholders.
7. Identify who tweets for your organization and have a back-up.
8. Share success stories on your website and send a short-version as a tweet.
9. After your activities (performance for example) invite your audience to tweet about the event.
10. Occasionally, share information about non-core issues. For example, your organization may have nothing to do with poverty, but you can invite your followers to donate cans of food when postal carriers do their collections.

The overall point to keep in mind is that tweeting is about engaging your stakeholders into your mission.

