



## Best Practices for Nonprofits

# **TWITTER**

- The best nonprofit Twitter voices have personality. They share opinions and contribute to discussions on Twitter. There is no doubt there is a real person behind the Twitter avatar.
- General rule – only one out of 10 tweets should be a direct request, such as “subscribe to our e-mail newsletter!”, “Like us on Facebook!”, “Donate Now!”
- Create a custom Twitter background – Mytweetspace.com
- Use Twitters lists to manage the people and organizations that you follow to collate tweets and easily find info. List ideas are: Staff, partners, supporters, volunteers, community groups.
- Monitor certain hashtags to find new followers and to follow new people
  - #CharityTuesday #FollowFriday #giving #nonprofits #philanthropy
- Join a TweetChat – example #NPTalk – to interact with others and get new followers.
- Use Hootsuite to organize and schedule tweets. (Don't sync Twitter with LinkedIn and Facebook!)
- Reply, retweet, join discussions, and promptly address Mentions.
- Follow everyone who follows you. (Unless they are spammers or share obscene content.)
- Use “Favorites” to organize the chaos and to build partnerships.
- Limit Tweets to 5 per day, no more than 6.
- Poll your followers – Twtpoll.com
- Share photos – Twitpic.com
- Tweet powerful statistics
  - Example - [@gorilladoctors](#) Only 740 mountain gorillas remain on Planet Earth. Sad, but true and definitely ReTweet worthy to animal lovers and activists.
- Claim your organization's Give a Tweet profile (GiveaTweet.com)
- Go easy on the public “Thanks for the RTs!” – use #ThankfulThursday or #FollowFriday instead; message people directly to thank them. Group TY tweets together.
- ASK followers to retweet by writing “Please RT!”
- Encourage staff and volunteers to participate and retweet your content.
- Use bit.ly to shorten your links or use HootSuite to schedule tweets and shorten links.
- You can automate direct messages to your followers through SocialOomph. (Thank you for following us! We look forward to connecting. Please join us over at FB)

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