

The general strategy

Twitter can be a great way to reach out to Champions and Donors who pay attention to social media, however, the character limit of your “tweets”, your public posts, makes it difficult to tell your whole story. So, an easy way to overcome this is by using links in your Twitter posts; your “Tweets” with links to your updates, Facebook posts, and other activity should hook more people into viewing your website.

There are other strategies organizations can use to interact with followers on Twitter, such as running contests or asking a question to start a conversation. However, Twitter is generally not an organization’s most important mode of communication. The strategy we suggest helps you use this marketing channel effectively without taking up a lot of your time.

To create a Twitter account, visit the following URL: <https://Twitter.com/signup>

How to get your first “Followers”

1. First and foremost, you can ask your existing friends, family members, or coworkers to follow you on Twitter and “retweet” your “status”.
2. Second, you can link to your Twitter profile on existing marketing (e.g. Facebook). Be sure to list your Twitter account in your PEAKS profile, which you can edit on the dashboard.
3. Beyond that, you will largely have to rely on your followers naturally growing as you create content.

When should I Tweet on Twitter?

You can post on Twitter as frequently as you want, since most users follow many accounts and are accustomed to seeing a lot of new content every time they log in. Because our strategy is to use Twitter to link users to the rest of your PEAKS content using links, a good way to schedule Twitter usage is to tweet whenever you are putting anything else up online. So, for example, if you make Facebook posts twice a week, you should also plan to write on Twitter twice a week with links to your Facebook after each post.

How to write a Twitter post

Twitter only allows you to post 140 characters. Because of this limit, users are used to greetings like “Hey everyone” being cut from the message; it’s entirely acceptable to jump straight into the content of your message. Beyond that, your goal should be to make the content you are linking to sound as enticing as possible.



Bunny @ProlessBunny

Matt just reached his goal of \$5000 and met a new furry friend in the process! primitivepursuits.peaksoverpoverty.org

Expand

Focus on the content of what is being linked to, not the fact that you are linking to it. Do not say “I just wrote a blog post about my friend Matt who met a squirrel!” Instead, write a short and enticing description of what you’re linking to, and then let them learn more by following the link.

How to invest more time in Twitter

Twitter can be an even more effective tool if you are willing to spend additional time engaging users on the site.

Twitter is designed so that in addition to having your own followers, you can also follow other peoples’ accounts. Often, following other peoples’ accounts and interacting with them can be a way to generate additional followers.

You can start a conversation on Twitter, and keep the conversation going. You can also take the time to respond to other Tweets.

If you have many followers and would like to encourage more interaction, one idea to consider is running a “tweet contest” where you challenge users to write something relating to your Cause that can fit in one tweet. So, for example, if you were managing a Twitter campaign for a healthy eating organization, you might challenge your followers to describe what they’re having for dinner in 140 characters or less.