



CAMPAIGNING ON TWITTER

HANDBOOK FOR NGOs

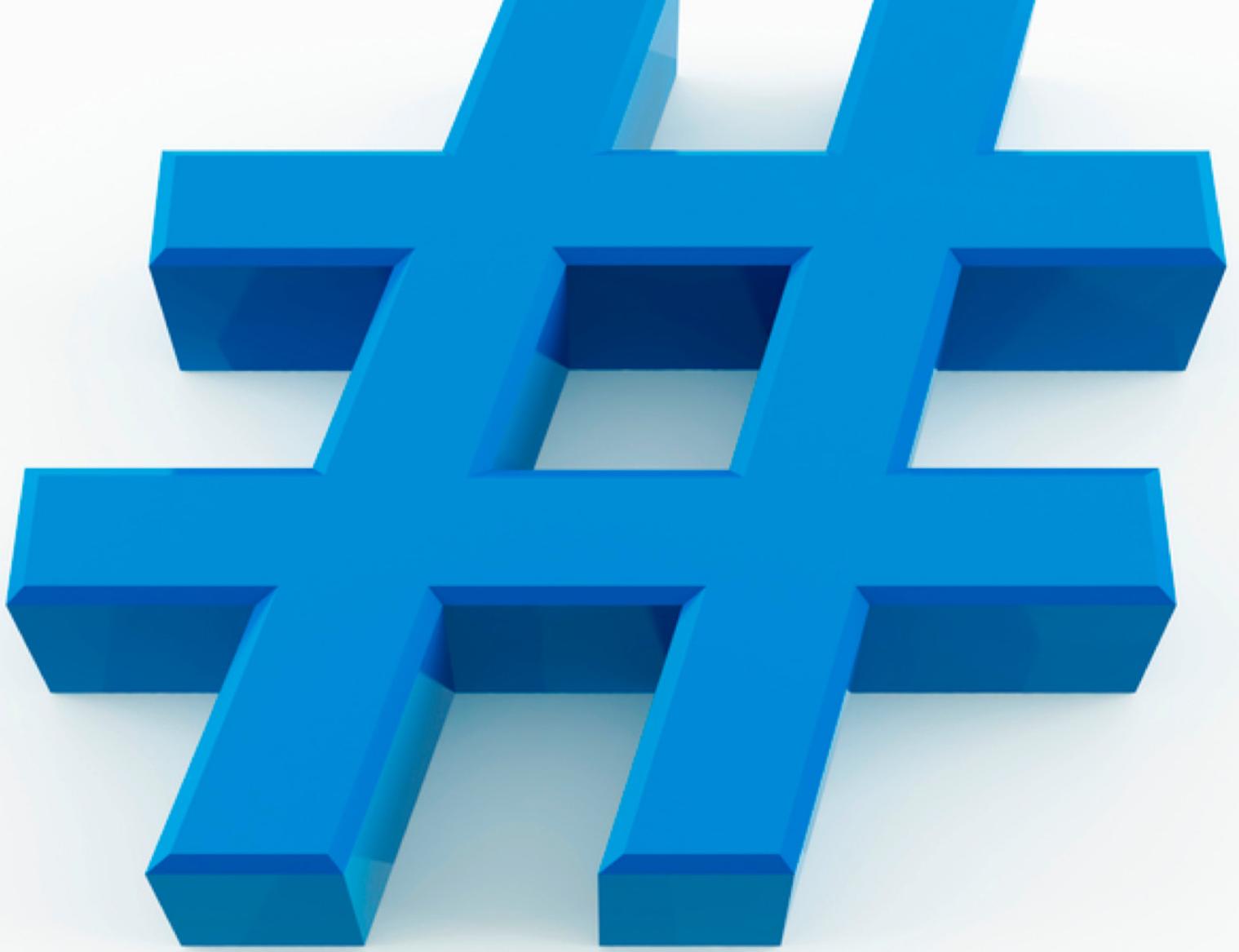


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OVER
320 MILLION
MONTHLY ACTIVE USERS

OVER
500 MILLION
TWEETS EVERY DAY



INTRODUCTION

Twitter allows an individual or NGO to broadcast, engage with and listen to people. It's the world's online public space, a one-to-many communications platform where conversations happen that shape opinions.

This handbook will help you make the best use of this unique tool. It's a tool that's particularly suited to the needs of NGOs, organisations that necessarily rely on the participation of volunteers and activists to achieve their aims.

When used correctly, Twitter will help you to inform and engage people who would naturally gravitate to your organisation, but it will also allow you to reach those who might never have

thought they'd become involved in civic society. If you're lucky, you might even find that a timely, well-crafted message achieves international resonance and recognition.

Whatever your level of ambition on Twitter, our Public Policy team will be there to help you every step of the way. We wish you and your cause the very best of luck.

@policy
@nonprofits

WHERE DO TWEETS APPEAR? WHO READS THEM?

When you Tweet, your message is publicly posted on your Twitter profile. In addition, people can follow your account so that your Tweets automatically appear in their own timelines every time they log in to Twitter.

WHY 140 CHARACTERS?

Twitter was born as a mobile service, designed to fit the character limit of a text message. Today, Twitter still works on any SMS-ready phone. Brevity keeps Twitter fast-paced and relevant by encouraging people to Tweet in the moment and to focus on the essential ideas they want to communicate.

ANATOMY OF A TWEET

Twitter helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses and social causes that are dear to your heart. Before you get started, it will help to learn some lingo.

Tweet: A message posted via Twitter that may contain photos, videos, links and up to 140 characters of text.

Tweet, Tweeting, Tweeted: The act of sending a Tweet.

1. **Profile photo:** The personal image uploaded to your Twitter profile.
2. **Twitter account name:** The name on your account. Think about whether you want to use your real name or some other identification.
3. **Twitter @username:** Your @username is your unique identity on Twitter and is always preceded by the @ symbol. The @ sign is also used to mention people in Tweets, like this: "Hello @Twitter!" Your account name and username do not need to be the same.
4. **Tweet timestamp/date:** This tells you when the Tweet was sent. Click the date or time to view the permalink page for a Tweet.



The image shows a tweet from Oxfam International (@Oxfam) dated Nov 2. The tweet text is "15 Striking Photos Show Harsh Reality Of Refugee Life ow.ly/U7ILF @toreyvanoot #refugees #migrantcrisis". A photograph of a person sitting on a bag in a refugee camp is attached. Below the photo are icons for reply, retweet (35), like (9), and a menu icon. Numbered callouts 1-8 point to: 1. Profile picture, 2. Account name, 3. Username, 4. Date, 5. Tweet text, 6. Link, 7. Hashtags, 8. Interaction icons.

5. **Tweet text:** Every Tweet fits into a space that's 140 characters or less — just the right size for a big idea, a headline or a timely observation.

6. **Links:** You can link to other websites, articles, photos and videos within a Tweet (Twitter automatically shortens links).

7. **Hashtags:** A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

8. **Tweet actions:** There are three Twitter icons that allow you to take action and interact with a Tweet: Retweet, Reply, and Like

Twitter Timeline: A timeline is a real-time stream of Tweets. Your home timeline is where you see all the Tweets shared by your friends and other people you follow.

Twitter Bio: Your bio is a short (up to 160 characters) description that appears in your profile that serves to characterise your persona on Twitter. Connect with people by sharing your organisation's mission and how they can get involved. Add a link to your website so that they can take the next step. Utilise keywords, account @usernames and hashtags to make your account more searchable.

HOW TO POST A TWEET

To post a Tweet: Select the compose Tweet icon in the top menu on the right. Compose your 140-character message and select Tweet. The Tweet will be posted to your profile.

To reply to another user:

1. Select the reply icon in a Tweet.
2. The @username of anyone mentioned in the Tweet you're replying to will already appear in your "Reply to" box.
3. If you want to add more @usernames, simply type the @ username of the person you want to mention.
4. Compose your 140-character message and select Tweet.
5. The Tweet will be posted to your profile.

To mention another user:

1. Select the compose Tweet icon in the top menu on the right.
2. Compose your 140-character message and type the @ username of the person you want to mention.
3. As you start typing a username, a list of potential matches will appear.
4. Once you've found the user you're looking for, select his/her @username and it will be populated in the Tweet.
5. If you want to add more @usernames, repeat steps 2-4.
6. Select Tweet and the Tweet will be posted to your profile.

TO INCLUDE A HASHTAG IN YOUR TWEET

1. Select the # symbol and as you start typing, the list will narrow down to fewer results.
2. You can choose to include one of these suggested hashtags or add your own hashtag text.

TO INCLUDE A PHOTO OR VIDEO IN YOUR TWEET

You can take a photo or video in the moment or choose an existing one from your device.

1. Select the compose Tweet button and choose an existing image or video from your gallery or select the camera icon to shoot new material.
2. Once you have taken or selected your photo, you will have the option to apply a filter and crop the image. Similarly, you can crop the video.
3. When you are finished, select Done; the photo/video will be attached to the Tweet. You can select up to four photos for a single Tweet.
4. You can tag people in your photo(s) by tapping Who's in this photo? Type in the full name or @username and then tap Done.

Adding a photo will utilise 23 characters of your 140-character Tweet limit. You can add up to 4 photos and it will still be 23 characters. Additionally, you can tag up to 10 accounts without taking away from your character count.



Barack Obama 
@BarackObama

 Follow

Four more years.

10:16 PM - 6 Nov 2012

757,673 RETWEETS 288,935 FAVORITES



35%

The percentage increase in likelihood of a Retweet when you add a photo.

Four More Years

A perfect example of how a powerful yet simple photo can make one Tweet go around the world.

ACCOUNT SECURITY

WE'RE HERE TO HELP

It's important to keep your account secure. Adjust your account settings at twitter.com/settings to maximise your account protection:

CHOOSE A STRONG PASSWORD

We recommend using a password containing at least 20 characters. It should be either randomly generated or consist of a random string of words. Don't use words like Twitter or your name in the password, and choose a unique password for each password-protected website and device you're using.

USE A SECURE EMAIL ADDRESS

Use a campaign or other privately-managed email address rather than a public service such as Gmail or Yahoo! Mail to reduce the risk of emails being intercepted and your security compromised. If you do use a widely available free email provider, use precautions such as two-factor authentication.

STRENGTHEN YOUR SECURITY SETTINGS

Instead of relying on just a password, login verification introduces a second check to make sure that you and only you can access your Twitter account. After you enable this feature, you will need both your password and a designated mobile device to log in to your account.

REQUIRE PERSONAL INFORMATION TO RESET PASSWORD

Typically you reset a password simply by entering a username and clicking on a confirmation link sent by email. For added security, you can check the "require personal information" box in your settings. With this enabled, reset requests will have to be accompanied by your email address or phone number if you forget or need to change your password.

ADDITIONAL TIPS

LOOK OUT FOR SUSPICIOUS LINKS IN YOUR
TIMELINE, EMAIL AND DIRECT MESSAGES

NEVER PROVIDE YOUR USERNAME OR
PASSWORD TO THIRD PARTIES

ENSURE THAT YOU HAVE THE MOST
UP-TO-DATE TWITTER APP, OPERATING SYSTEM
AND ANTI-VIRUS SOFTWARE

OUR RULES

ENSURING A PLEASANT EXPERIENCE

Our goal is to provide a service that allows you to discover and receive content from sources that interest you as well as to share your content with others. We respect the ownership of the content that users share and each user is responsible for the content he or she provides. Go to support.twitter.com for more on our rules and to browse the Help Center.

ABUSIVE BEHAVIOUR POLICY

We take action on accounts found to be in violation of the Twitter Rules and Terms of Service, including (but not limited to) the following types of abusive behavior:

Violent threats (direct or indirect): Users may not make threats of violence or promote violence, including threatening or promoting terrorism. Users also may not make threats or promote violence against a person or group on the basis of race, ethnicity, national origin, religion, sexual orientation, gender, gender identity, age, or disability.

Abuse and harassment: Users may not engage in targeted abuse or harassment. Some of the factors that we take into account when determining what conduct is considered to be targeted abuse or harassment are:

- if a primary purpose of the reported account is to send abusive messages to others;
- if the reported behavior is one-sided or includes threats;
- if the reported user is inciting others to harass another user; and
- if the reported user is sending harassing messages to a user from multiple accounts.

Self-harm: Users may encounter someone considering suicide or self harm on Twitter. When we receive reports that another user is threatening suicide or self harm, we may take a number of steps to assist the reported user, such as reaching out to that user expressing our concern and the concern of other users on Twitter or providing resources such as contact information for our mental health partners.

Private information: You may not publish or post other people's private and confidential information, such as credit card numbers, street address, or Social Security/National Identity numbers, without their express authorisation and permission. In addition, you may not post intimate photos or videos that were taken or distributed without the subject's consent.

Impersonation: You may not impersonate others through the Twitter service in a manner that is intended to or does mislead, confuse, or deceive others.

Please note that when a Tweet or account is reported, we may investigate the full account reported, including profile, media and other Tweets.

CONTENT BOUNDARIES AND USE OF TWITTER

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter. These limitations comply with legal requirements and make Twitter a better experience for all.

Trademark: We reserve the right to reclaim usernames on behalf of businesses or individuals that hold legal claim or trademark on those usernames. Accounts using business names and/or logos to mislead others may be permanently suspended.

Copyright: We will respond to clear and complete notices of alleged copyright infringement. Our copyright procedures are set forth in the Terms of Service.

Unlawful Use: You may not use our service for any unlawful purposes or in furtherance of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content.

We aim to empower the user.
[@support](https://support.twitter.com)



Twitter

Tools



The Twitter Tools and user controls are designed to help you stay safe, have control and enjoy a positive experience whilst using Twitter.

Mute

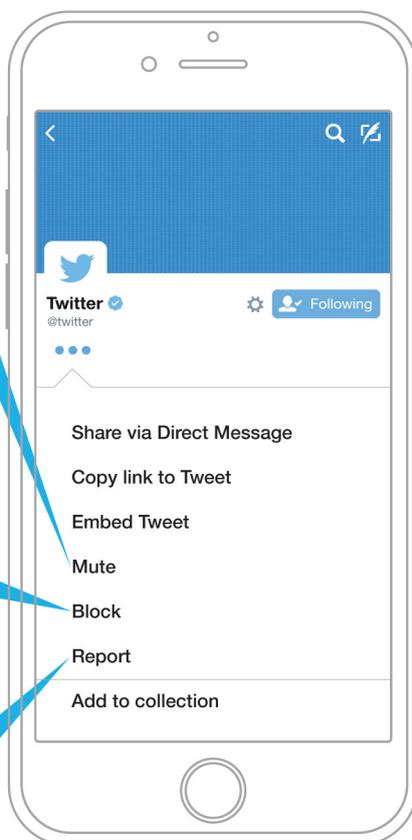
Sometimes, simply ignoring the user can end an altercation. Abusive users often lose interest once they realize that you will not respond. You can hide a user's Tweets from your timeline without blocking them by using the mute function. A red mute icon visible only to you will appear on their profile and remain until you unmute them.

Block

Use the block function to stop a user from following you, tagging you in photos, or accessing your Tweets. Any @replies or mentions from a blocked user will not appear in your mentions tab (although these Tweets may still appear in search).

Report

To report content to Twitter, click on the "Report a Tweet" option found on each Tweet or fill out one of the online forms on the Twitter Help Center (support.twitter.com/forms) to message our highly trained Trust & Safety team.



Protect your Tweets

If you want to control who sees your updates, you may choose to protect your Tweets, which will only be visible to followers whom you approve. Similar to other social media sites, users with protected accounts can approve requests from other users to follow their accounts on a case-by-case basis. Additionally, only approved users are able to view or search for Tweets on a protected account. Opting for a protected account prevents unwanted followers from viewing their content.

Unfollow

Users can unfollow others if they no longer wish to see that person's Tweets in their home timeline. Unless his or her Tweets are protected, you can still view a user's Tweets by visiting his or her profile. You can unfollow Twitter users from your following list and from a user's profile page or by SMS/text message. Note that anyone who reports another account as spam unfollows it automatically.

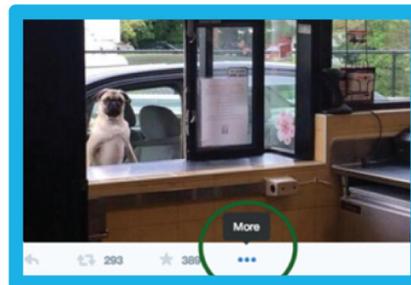
Flag Media

If you believe that an image or video should be brought to the attention of the Twitter team for review, please report it by clicking on the "... More" button located beneath the image.

You can also label your own media for the appropriate viewers and select whose

media appear on your timeline. We ask users to mark their Tweets as "sensitive" if they contain content such as nudity, violence, or medical procedures.

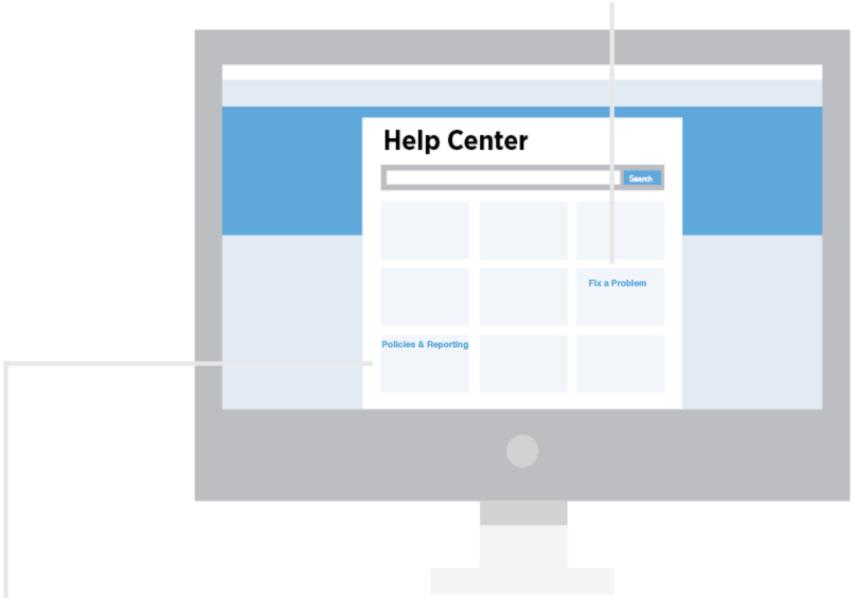
The default setting for sensitive media requires Twitter users to click through a warning message before viewing the content. Anyone who would prefer to remove this protective barrier may do so by changing his or her account settings.



Twitter Reporting Guide: How to Submit a Report

1 Go to <https://support.twitter.com>.

2 For account- and feature-related problems, select **fix a problem**. This section offers solutions to common problems about logging in, managing an account, and using other features on Twitter.



3 For information about policy violations, select **Policies & Reporting**. This section contains all of Twitter's policies and explains how to report violations.

4 Navigate to the section that best describes the issue you've encountered. Clicking on any section will guide you through a reporting form. To complete the form, provide all necessary information it asks for, such as contact information and a brief description of the issue.





YOUR PROFILE

BEGINNINGS AND FOLLOWERS

SETTING UP YOUR PROFILE

Your Twitter profile shows the world who you and your organisation are, moment by moment. Your profile is where you demonstrate what they can expect from your Tweets and why they should follow you.

It is especially important for organisations to define their voice and the issues for which they stand. Here are some tips for setting up your Twitter profile to best represent your values and your campaign.

Your username on Twitter is part of your identity on the platform.

It will be displayed when people reply to your Tweets or add you to a conversation. The username is the one that begins with the “@” — it can be up to 15 characters in length. Your name display can be up to 20 characters in length.

TIPS FOR GROWING YOUR TWITTER @USERNAME RECOGNITION

- Put your Twitter @username on your printed materials and merchandise. Adding your Twitter @username to your promotional materials and merchandise is a great way to get wider exposure and name recognition for your candidate, campaign and policy concerns. It also indicates that people can reach you directly through this channel — that you read and respond here.
- Put Twitter on your website. Adding Twitter buttons to your website is a great way to gain wider distribution for your content and gain more followers. See our section on “Powering your site with Twitter” for more instructions.

BIOGRAPHY

Your account bio must be 160 characters or fewer. We recommend that you include details about your organisation and its mission. Utilise keywords, account usernames and hashtags, all discoverable through search, in the bio to connect with other conversations and accounts related to your organisation, primary campaign you're running at that moment, etc.

PHOTOS

You can reinforce a campaign message with powerful, high-resolution imagery, especially with the new web profile that features a larger profile photo and customisable header to enhance the narrative around the account's purpose. These photos are visible on all official Twitter platforms (Twitter.com, Twitter mobile apps and TweetDeck) when you view a profile. The profile photo will appear along with every individual Tweet message.

You don't have to ask permission to follow.

HOW TO FIND PEOPLE TO FOLLOW

Start by following people you know. Search for their names or their @usernames, or find them all instantly by importing your contacts from your email address book. Then search for your favorite sports teams, actors, local newspapers, writers or schools. Lastly, search for accounts of people sending the type of Tweets you'd like to receive: breaking news, community leaders and other campaign-related accounts.

Finding a conversation is a great way to find people to follow as well. If you see an interesting hashtag, tap the conversation there, engage the community and follow anyone with whom you would like to connect. Simply follow what interests you.

LISTS

WHAT IS A TWITTER LIST?

Twitter lists let you organise Twitter users in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else. Twitter lists can be used to follow a separate group of Twitter users from those you follow in your home timeline. Creating or subscribing to a list allows you to see only Tweets from users on that list. Lists are not a way to send Tweets to a select group, but to organise and read them. In this regard it

can prove invaluable if you want to keep track of what groups of key opinion formers are saying, or indeed your political colleagues and rivals.

If your organisation has many entities within it, Twitter lists are a great way to see Tweets from just that subset of users in a dedicated timeline — a great resource for organisation staff, the public and media.

TO CREATE A LIST ON THE WEB

1. Select the "Me" tab at the top of the page.
2. When on your profile page, select the "More" tab and then select "Lists."
3. Select the "Create new list" button.
4. Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
5. Select "Save list."

TO CREATE A LIST ON MOBILE

1. Select the "Me" tab on the bottom of the screen.
2. Then on your profile page, scroll down and select "Lists."
3. Select the "+" on the top right to create a new list.
4. Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
5. Select "Save."

OVER
77% OF USERS
ARE OUTSIDE OF THE U.S.

OVER
40% OF USERS
ARE “LISTENERS”

YOUR VOICE

WHAT YOUR NGO DOES EVERYDAY

Twitter allows you, the individual or the organisation, to pull back the curtain and give your followers a peek into your daily life. Whether you're snapping a group "selfie" at a campaign event or announcing breaking news, each Tweet demystifies the process and personalities of activism by letting your followers learn a little more about you.

A DAY IN THE LIFE

Twitter is the real-time bridge to your supporters. Take your followers along for the ride by sharing authentic moments.

- **Be authentic.** Share your experiences as an individual or organisation, from morning until night, to give an insight into your average daily routine. Define the conversation with a hashtag.
- **Tweet rich media.** Use photos and videos to take followers behind the scenes.
- **Connect directly.** Conduct Twitter Q&As and reply to followers throughout the day.
- **Tell followers where to find you.** Announce campaign events and tell followers where to meet up. Encourage them to live-Tweet the experience.
- **Document the campaign.** Create a custom collection of Tweets from the day to showcase your work as an engaged NGO.
- **Amplify your message.** Leverage Promoted Tweets to target key people — and to increase impressions and engagements for your most compelling content.



You don't expect to save a life when you're on a stag do – but that's exactly what Michael did: bit.ly/1x7GkuX
#CallPushRescue



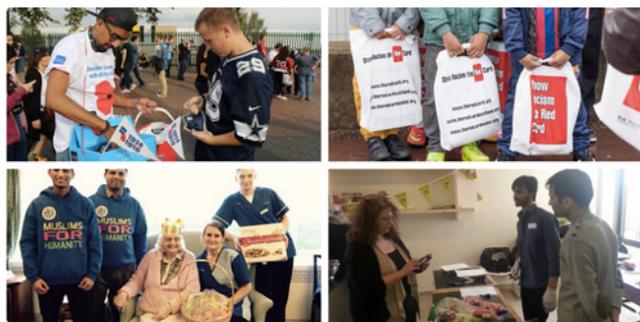
Letting people see the work you do

These screenshots from the British Heart Foundation and the Ahmadiyya Muslim Youth Association demonstrate an appreciation for how Twitter works. They offer a glimpse of their campaigns and a look at the day-to-day work of these NGOs, something which users always appreciate.



#YouthSocialAction bringing communities together #iwillPledge iwill.org.uk/pledge/ahmadiy... #Muslims4Humanity

Royal British Legion, Mitzvah Day 365 and ShowRacismtheRedCard



RETWEETS 29 FAVORITES 11 



Check out what @JessieJ inspired one of our fundraisers to do for us! justgiving.com/Sophie-Watford1 #DoltYourWay



RETWEETS 20 FAVORITES 24 



IN-DEPTH

WHAT FUELS A TWEET

Each Tweet represents an opportunity to show your organisation's voice and strengthen the relationship with your followers. But building a healthy Twitter account is about more than just seeing how many people will Retweet your posts.

We wondered why certain Tweets see higher-than-average engagement. Adding a hashtag, photo or video to Tweets undoubtedly makes them richer, but does it bring you more user engagement?

WHAT WE EXAMINED

To help get insight into what resonates most with followers in specific vertical categories, we analysed the content of millions of Tweets sent by verified users in the U.S., looking at the numbers of Retweets that included specific features:

- Photos
- Hashtags
- Links
- Videos
- Tweets containing a number or digit

RESULTS

People don't engage equally with every Tweet. Now we can confirm that adding video, links and photos all result in an impressive boost in the number of Retweets.

% INCREASED LIKELIHOOD OF A RETWEET

Photo	35%
Video	28%
Quote	19%
Number	17%
Hashtag	16%

PHOTOS

In our analysis of Tweet engagement, verified users in who posted photos in their Tweets saw a significant bump in Retweets — on average, 35% higher than they would receive normally. Let’s say a person or organisation’s account normally receives an average of 100 Retweets per post. A photo would be predicted to receive an average of 135 Retweets per Tweet.

The popularity of photos suggests that authenticity and access are paramount for your followers. As a civic leader or NGO, it’s important to build an authentic, transparent relationship with your followers. A photo provides a candid insight into your life or work.

You can use images and photos to tell a story or to trail a major event. Photos can help demystify the issues you advocate for and build a connection with those who might be interested in your cause.

For individuals and organisations, Twitter is an invaluable way to reach beyond press conferences and news releases to connect with user in a more intimate way. People love behind-the-scenes content; it brings them up close and personal with the campaigns they hear about but don’t necessarily understand.

 **Annie West**
@anniewestdotcom  [Following](#)

#marref #hometovote



RETWEETS **1,282** FAVOURITES **1,076** 

@anniewestdotcom - #hometovote

The image above struck a chord during the Irish referendum on marriage equality.

Features and tools to enhance your photos

MULTIPLE PHOTOS IN ONE TWEET

You can share up to four photos in one Tweet, which lets your followers get the big picture in one place. The photos are displayed as a preview collage in your followers’ timeline. They can then expand to see each photo individually. The multiple photos will also be displayed if your Tweet gets Retweeted or embedded on another site. See examples on previous pages from the British Heart Foundation, etc.

TAGGING PEOPLE IN PHOTOS

You can tag people in a photo (or collection of photos) that you post. The tags don’t count towards your 140-character limit, so you have more room to express yourself. You can tag up to 10 people, and their names (not @username) will be displayed alongside the photo. As a default, anyone will be able to tag you if you have a public account. If desired, you can change that (to “only allow people I follow to tag me in photos” or “do not allow anyone to tag me in photos”) via your Account Settings.

FILTERS

You can make your photos look even more expressive by using Twitter photo filters. When you upload a photo using the Twitter mobile app for iOS or Android, simply tap on the image to see the editing options. There are eight creative filters to add style and mood to your photos, ranging from antique sepia tone to saturated colors, as well as a one-click auto-enhance tool and cropping tool.

MEDIA-FORWARD TIMELINE

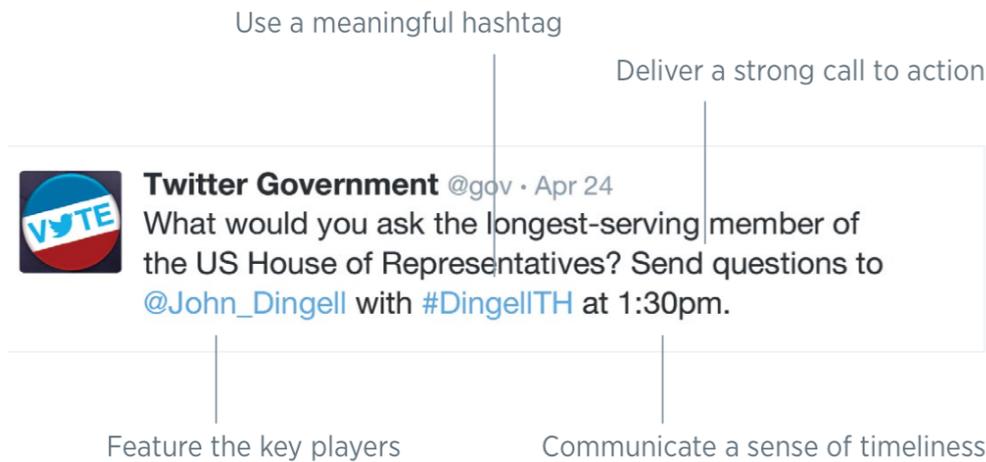
When you upload a photo via Twitter, it shows up right in the timelines of all your followers, letting them get an immediate glimpse into what you’re sharing. With one click or tap, they can expand the photo within the app, and easily Retweet, favorite or comment on it. The image will also display when the Tweet is embedded on the web.

CALLS TO ACTION

Sometimes you can drive engagement from a Tweet just by asking for it. Government officials and leaders often encourage their followers to Retweet a post to show support or spread awareness for someone or something.

Tweeting a photo in your call to action is a great way to depict

your issue or cause and also drive more Retweets. The call to action can also encourage constituents to Tweet their own photos. Finally, calls to action can make people feel like they are a part of an event



AUTHENTICITY

For the leaders on your team, Twitter is a great way to show your followers your personality. Define your voice on Twitter: Share things about yourself and show who you are. These are a few key ways to best do this, all of which will help display your voice to the world.

A PERSONAL BIO

Connect with users by sharing your career background and personal interests in your Twitter account bio. This can be as simple as adding in your hobbies, favourite sports team, committee work or family life (see example on the right). Use keywords and hashtags to activate engagement with people and enhance discoverability.

STRIVE FOR A PERSONAL TONE

Sending personal Tweets to friends and family for all of Twitter to see is a great way to show your personal side, and this resonates well with followers. Being as personal as you feel comfortable being is a great way to develop and build a loyal following. Ultimately, personality wins on Twitter.

SHARE YOUR INTERESTS

Let your followers know what interests you, be it sports, films, music or all of the above. Share articles to interesting content and @ mention the author if you can.

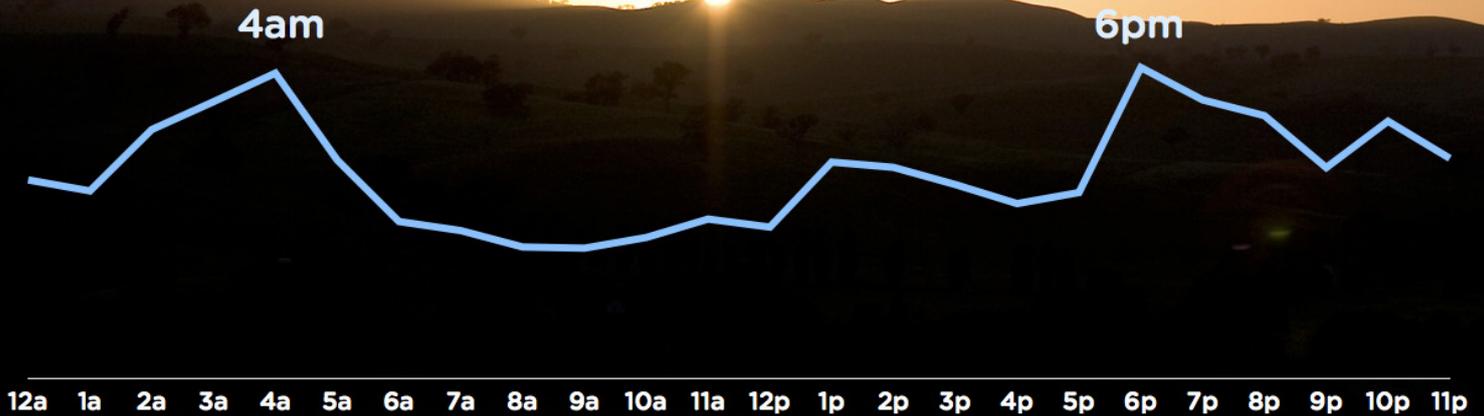


@amnesty

"We've been fighting the bad guys since 1961 - you can join us!" is not only an informal, personality-driven mission statement, but a persuasive call to action.

Two birds, one stone.

ENGAGEMENT TIMES



Ramadan - Peak times for engagement

During Ramadan, people engage most at daybreak and dusk. Engagement remains high throughout the evening, as people use Twitter while watching TV. Al Arabiya, a pan-Arab news channel, planned their Ramadan tie-in campaign around this data.

PROACTIVE STRATEGY, PLANNING, SUCCESS

As the subheading suggests, a good Twitter campaign is all about setting out a strategy, planning your tactics around that strategy and working cleverly towards success.

Key to your strategy will be identifying your audience and the goals you want to achieve with them. Do you want to build your following? Drive traffic to a particular website? Your success will depend on how well you have judged and produced content aimed at the target audience.

Try to make your campaign timely. Examine what's trending, both online and offline. See if your campaign can dovetail with the zeitgeist and then Tweet into pre-existing hashtags or create a new and compelling one of your own.

Last, but absolutely not least, there's a handy rule of thumb to help guide your content creation. If the perfect Tweet has personality, conveys information and carries insight, then a very good Tweet will combine two of these qualities.

Tweets as Press Releases

More and more organisations use Twitter to break news, using it as their own news release service.



S.M. el Rey Juan Carlos I abdica la Corona de España. casareal.es
pic.twitter.com/YesVxDOblp

Reply Retweet Favourite More



RETWEETS 28,590 FAVOURITES 6,011



9:39 am - 2 Jun 2014

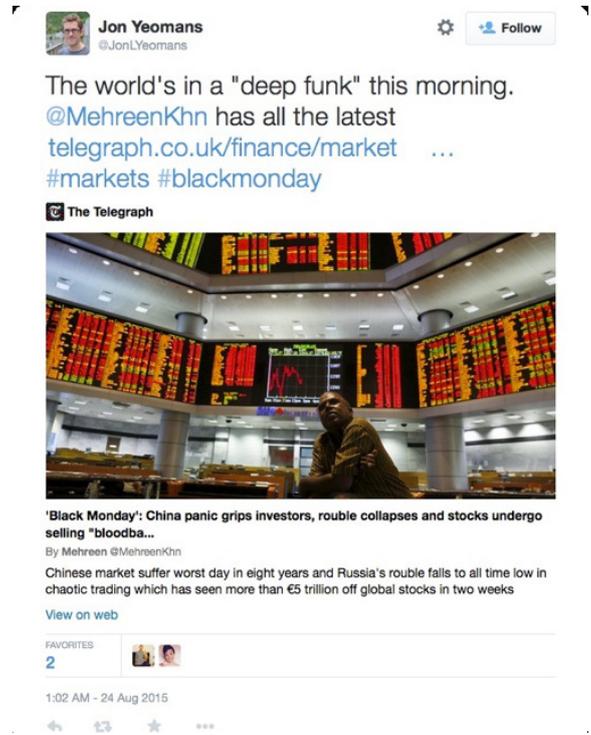
Flag media

WHY USE HASHTAGS?

An invention of the early Twitter community, hashtags have become synonymous with people, events and campaigns that have achieved a particular level of mass recognition. Sometimes for good reasons, sometimes for bad.

Your campaign should seek to either communicate into a popular pre-existing hashtag or identify space where a new, thoughtfully worded one might come to define a particular issue and then capitalise on this by making it the centrepiece of your Twitter campaign.

When using a hashtag that contains more than one word, be sure to capitalise the first letter of each word. This makes it easier to read for the first-time viewer.



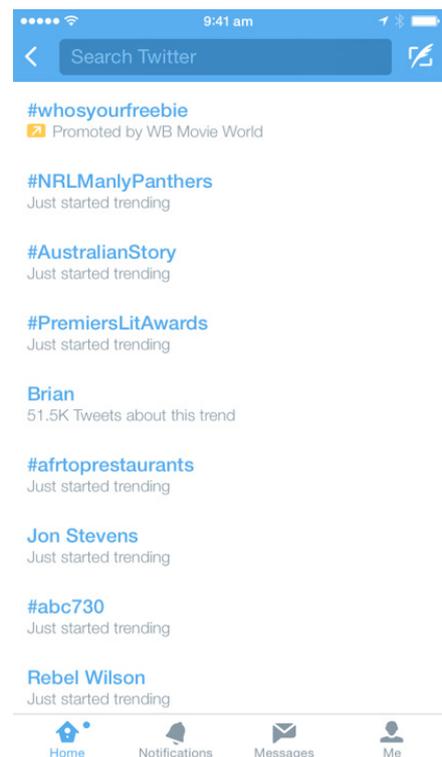
**Don't end up with a #hashtag fail.
Choose them wisely and try to tie them in
to existing conversations.**

TRENDS

As we've said on the previous page, Trends allow you to identify issues that are animating the audience you want to reach. This is vital knowledge when constructing a message with the potential to resonate, as it demonstrates and awareness of what's going on in the community.

While on a desktop, you can find the Trends list on the left of your timeline or, if you're on your profile page, it will be to the right of your Tweets. If on mobile, tap the search bar and a drop-down list will show you what's trending at that moment.

Note that you can purchase a promoted Trend to boost your reach. For more on Twitter's ad products, see the end of this handbook.



PUT A BIRD ON IT

TAKING YOUR CAMPAIGN OFFLINE

To boost your campaign, you should take your activity offline and reference your presence on Twitter as much as possible.

You could put the Twitter logo and your @handle in your email signature, on letterheads, on business cards, on your website or even on your organisation's car, as the NYPD did.

You'll receive more engagement and build your base over time, while also demonstrating an ability to combine all mediums in the communication of a coherent message.

AND DON'T FORGET TO TREAT ALL SOCIAL PLATFORMS DIFFERENTLY! ALWAYS POST PHOTOS DIRECTLY TO TWITTER SO THAT THEY DON'T APPEAR AS A LINK



PROACTIVE GAMEPLAN - RECAP

When summarising the steps you should take when planning and executing a proactive campaign, it might look something like the graph below. The Creative stage, the Targeting stage and the Measurement stage, where you assess how you did and how you could do things better the next time. Note that

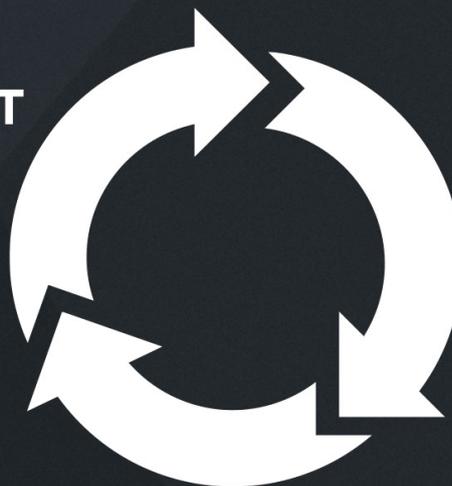
the Targeting stage suggests that you pick from our eight main options as regards ways to target various audiences using Twitter Ad Products. We examine those later on in this handbook. The Measurement stage asks you to use our Analytics tools - these are also summarised later on.

CAMPAIGN SUMMARY

3. MEASUREMENT

MEASURE & LEARN

- + MONITOR PERFORMANCE - BE REACTIVE
- + TAKE INSIGHTS FROM ANALYTICS
- + TRACK CONVERSIONS



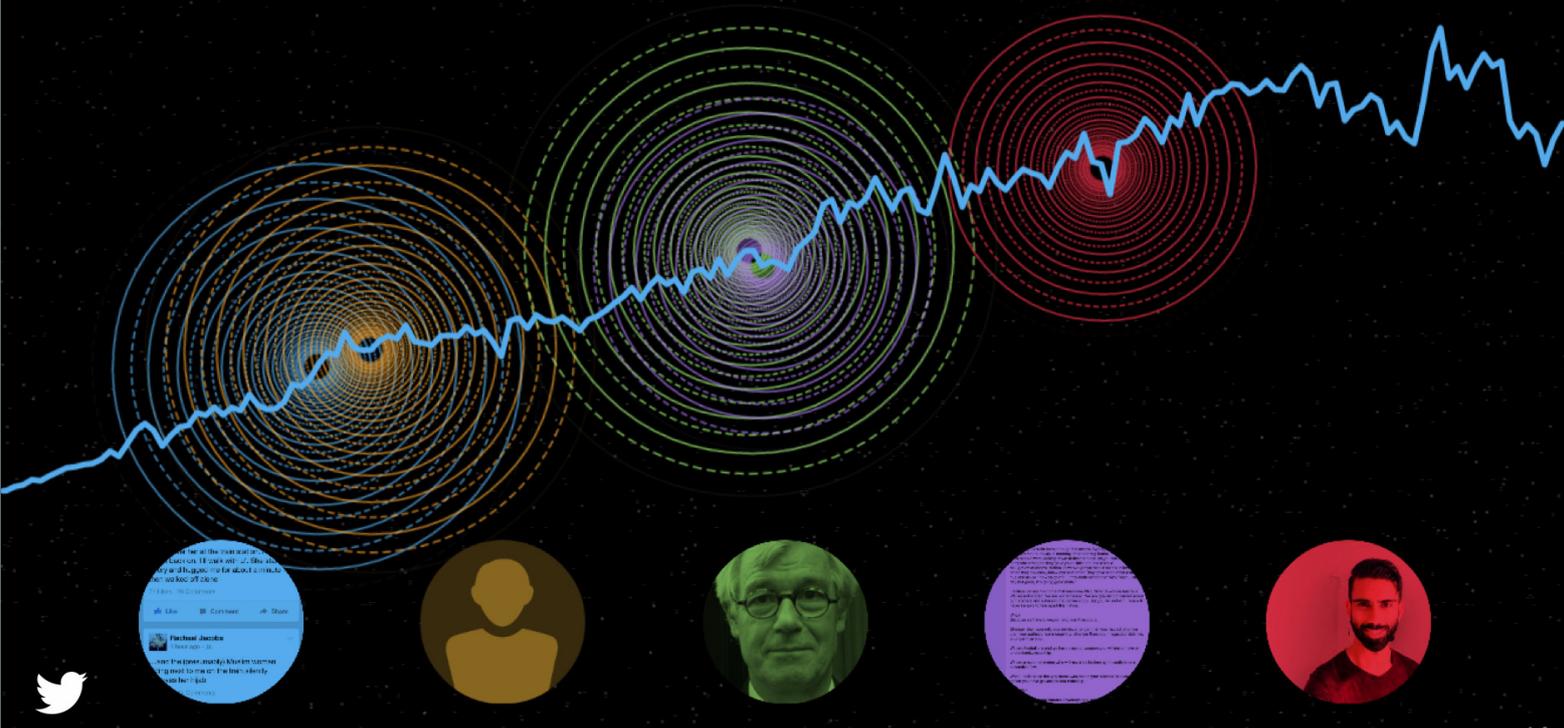
1. CREATIVE IDENTIFY YOUR GOALS

- + CHOOSE THE RIGHT FORMAT
- + STRONG CALL TO ACTION
- + TEST BEFORE SCALING

2. TARGETING REACH THE RIGHT PEOPLE

- + PICK FROM OUR 6 MAIN OPTIONS
- + OVERLAY THESE WITH LOCATION, GENDER, MOBILE, LANGUAGE





#illridewithyou

This was a spontaneous reaction to the hostage situation in Sydney in December 2014, as Tweeter users feared the Muslim community would suffer a backlash. It quickly went viral, with thousands voicing their support and offering companionship.

REACTIVE SPONTANEOUS, VIRAL, GLOBAL

Many of the best moments on Twitter are born from spontaneity. Be it something whimsical, something accidental or something very serious, these moments can light up the Internet within minutes and become global phenomena. Think of #JeSuisCharlie and how it expressed a unity, not just among Parisiens, but between the world and the people of France.

While it's trite to say that our NGO can't plan for these occasions, there are ways in which Twitter can be used effectively in a reactive manner. For example, it can be used to rebut and correct the record on an issue. An amusing example of this can be seen on the right, courtesy of the Canadian delegation to NATO.

It can also be used to engage in one-on-one campaigning. When someone responds to content you've Tweeted during a particular campaign, try to respon in a constructive manner. If the interaction is successful, others will see it and be more persuaded of your message than if it had been a broadcast-only experience.

Canada at NATO @CanadaNATO Follow

Geography can be tough. Here's a guide for Russian soldiers who keep getting lost & 'accidentally' entering #Ukraine

RETWEETS 42,468 FAVORITES 20,746

#NotInMyName

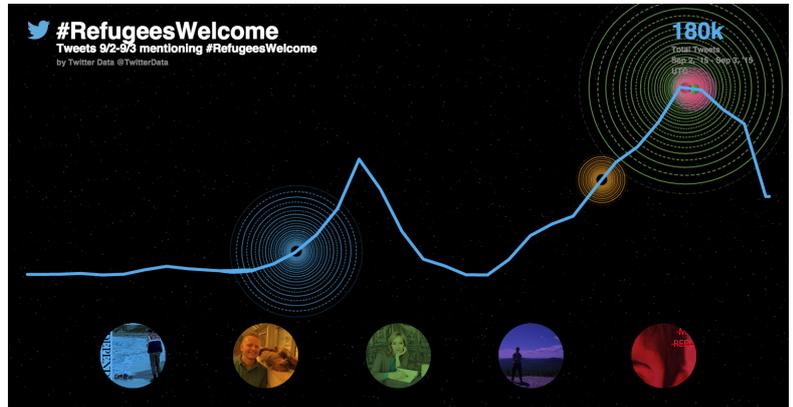
The Active Change Foundation, based in East London, is a community based organisation set up to protect and safeguard young people and families from unrest and violence in all its forms. #NotInMyName resulted from the rise of ISIS and the desire of young British Muslims to show their solidarity against the group and their actions. This simple message caught the imaginations of Muslims across the world who joined with their peers and Tweeted the message hundreds of thousands of times. It was a powerful repudiation of ISIS's actions and a reactive use of Twitter.



#Inspiration

#LookLikeAnEngineer

This hashtag began in early August, with a short essay from engineer Isis Wenger. In it, she detailed the negative experiences she'd had in her career due to the outdated perception that women were unsuited to the profession. Her essay went viral and set off a wave of female engineers Tweeting on her hashtag with photos of themselves, often accompanied with a few lines detailing their experiences. While Wenger's inclusion of the hashtag was deliberate, it provoked a reaction she could not have anticipated. It was topical, timely and resonated with people.



THE POWER OF POSITIVITY

What began as a tragic photograph of three-year-old Alan Kurdi was transformed into a movement of compassion and hope as people across Europe and the world spoke out to say refugees are welcome. As people took to social media to share their views, they challenged the prejudice they saw not with anger or the language of conflict, but by speaking to those most in need and offering a message of compassion.

While it is often assumed that anger is what makes us share content, and in the heat of the moment we sometimes allow our anger to consume our response to conflict or distressing events, in reality positive content is more likely to be shared.

“While common wisdom suggests that people tend to pass along negative news more than positive news, our results indicate that positive news is actually more viral. Furthermore, by examining the full corpus of New York Times content (i.e., all articles available), we determine that positive content is more likely to be highly shared, even after we control for how frequently it occurs.”

- Journal of Marketing Research

**So whatever you do,
be compassionate,
be human,
and keep it classy.**

OVER

1 BILLION PEOPLE

TWITTER'S SYNDICATED AUDIENCE

POWERING YOUR SITE WITH TWITTER

INCREASE YOUR REACH

Users love to share and discover great content from across the web via Twitter. By powering your website with Twitter buttons and embedded Tweets, you can increase your reach and influence in the conversation with just a few clicks. It's the instant activation that may get people to follow and engage with your content.

ADDING A FOLLOW BUTTON TO YOUR WEBSITE



The Follow button, shown above, lets users follow your account directly from your personal homepage or any website where the button is installed. When users click this button, the following occurs:

- For logged-in users, a small pop-up screen displays with more information about your account.
- Users who aren't logged in to Twitter will see a similar pop-up screen that allows them to view your account's following/follower information, sign in and then follow you.

How to add the follow button to your site:

- Log in to your Twitter account.
- Go to twitter.com/about/resources/buttons#follow.
- Customise the Follow button to your liking with the available options.
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

ADDING A TWEET BUTTON TO YOUR WEBSITE



The Tweet button lets users quickly share the web page they're viewing with all of their followers. Clicking the Tweet button provides you with a pre-populated Tweet containing a link to that web page, which the users can customise before sending.

Users love to share and discover great content from across the web via Twitter. This button encourages them to share your website and to follow your Twitter account in the process. You'll increase traffic to your site and develop a larger Twitter audience.

How to put the Tweet button on your site:

- Go to twitter.com/about/resources/buttons
- Customise the Tweet button – choose pre-populated text for the message, and confirm which Twitter accounts you'd like to suggest to users. The main account you specify will become an @mention in the Tweet. (By default, we'll use the username of whichever account you're currently logged into.)
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.
- The optional Tweet counter captures a sum of all Tweets and Retweets of your content, so you can watch the message spread as people share it.

EMBEDDING A TWEET ON YOUR SITE

You can embed a Tweet directly onto your site to create a conversation between Twitter users and the people who visit your website. Want to highlight a particular Tweet that struck a chord with people or add context from Twitter users on a developing story? With embedded Tweets, you can incorporate your best Tweets or any other public Tweet into your online content. They function just like regular Tweets, so users can continue to engage by Retweeting, replying or favoriting the Tweet — all without leaving your site.

How to embed a Tweet:

- When you click on the "More" link at the bottom of a Tweet on the web, a drop-down menu will appear giving you the option to "Embed Tweet."
- When you click "Embed Tweet," a dialog box will appear. Copy and paste the HTML code from the dialog box and add the code directly to your website wherever you'd like the Tweet to appear.

ANALYTICS

MEASURE YOUR IMPACT

The billions of Tweets sent each week are a valuable source of data which can tell you how people are engaging with your Tweets. Whatever your goals are, we have many tools to help you understand and improve your performance on Twitter.

METRICS YOU CAN GET FROM TWITTER DATA

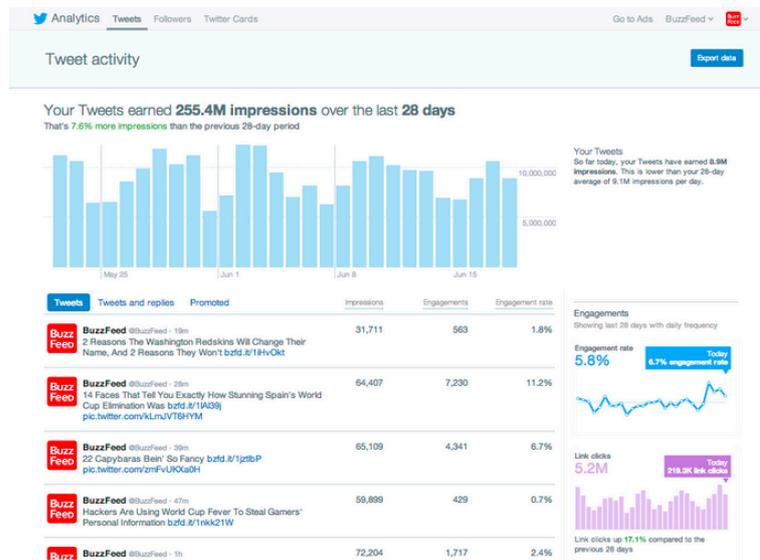
What is it that you want to know? Twitter can help you learn more about:

- Follower growth: How many new followers you get every day, week or month.
- Follower quality and engagement: How many users interact with your account.
- Reach: How many users see, favourite or Retweet your Tweets.
- Traffic: How many users go to your site.

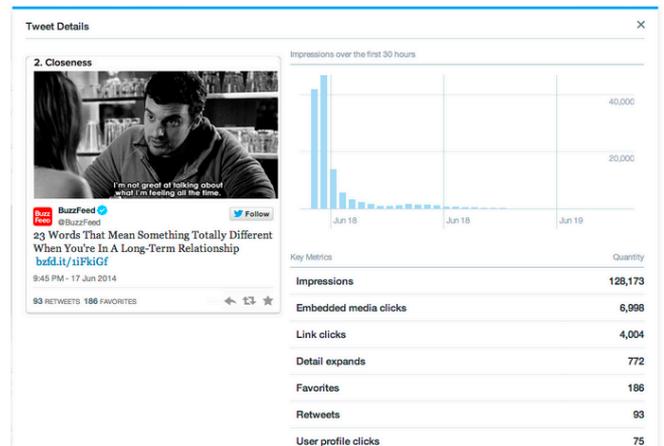
The impressions metric tells you how many times your Tweet has been viewed on Twitter’s Android and iOS apps or on Twitter.com. You can view the total impressions on a Tweet, as well as an hour-by-hour breakdown for the first day of that Tweet. You also get insight into total impressions for all your

Tweets in aggregate over a 28-day period.

In addition to the number of impressions, Retweets and favourites your Tweet received, the dashboard gives a breakdown of how people are engaging with it. Just click on the Tweet you’re interested in and it will expand to show you more detail. For Tweets with links, for example, you’ll see link clicks; for Tweets with hashtags, you’ll see hashtag clicks; for Tweets with App Cards, you’ll see how many times people clicked to install your app or open it (if it’s already downloaded). And if you receive follows or profile views from a particular Tweet, you’ll see that too. Finally, the CSV export tool will show you data for up to 3,200 Tweets (up from 500) and includes a breakdown of all impressions and other engagement numbers.



Analytics measures interaction, impressions and compares the reach of your tweets to previous activity and campaigns.



Twitter Analytics helps you determine what works and what doesn't for your NGO.

TweetDeck

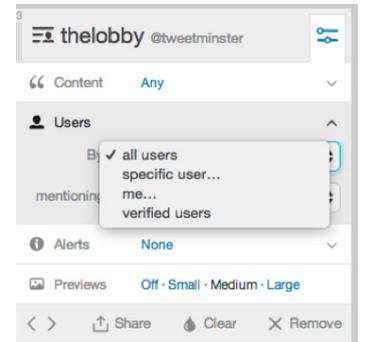
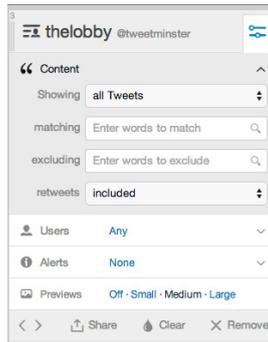
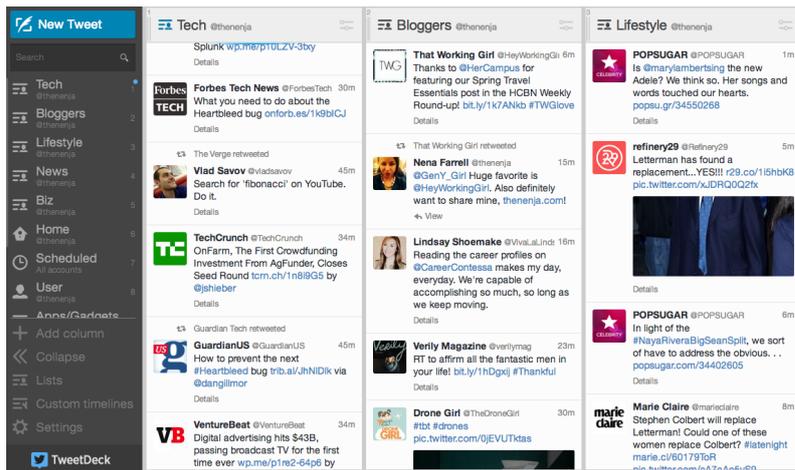
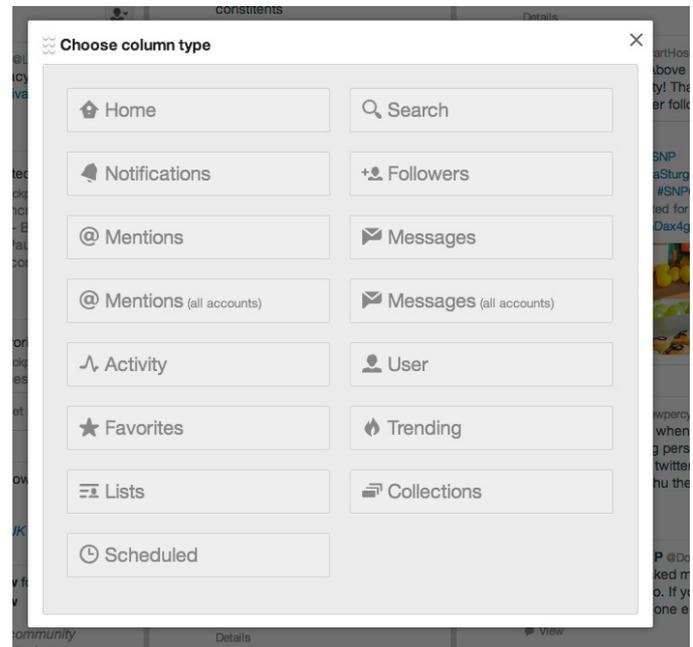
YOUR COMMAND AND CONTROL CENTRE

TweetDeck helps you organise and build custom timelines, keep track of lists, searches, activity and more—all in one interface. It also helps you to find exactly what you're looking for by enabling you to create searches to track topics, events and hashtags. You can then refine the results with filters.

With TweetDeck you can also share an account with your team without sharing your password. You can maintain full control of permissions at all times.

Right: Setting up a column based on your needs.

Below: The TweetDeck hub, filled with just a small selection of the total columns set up by this user.



With TweetDeck, you can keep track of all your accounts, hashtags and Tweets in one place.

Vine

The six second snapshot

Launched in 2013, Vine is an app that lets you easily create and share short (six-second) looping videos. Vine, is available for Apple and Android mobile devices, and individual videos can be seamlessly shared on Twitter. It has already been adopted by many government officials and agencies. The Vine video platform's brevity is perfect for a politician to speak directly to constituents or the general public and offer a quick response to a big speech or policy initiative.

Vine is an effective tool to explain data and statistics. In our analysis of Tweet engagement, Tweets with digits or numbers in them get 16% more Retweets — showing how the raw facts can be very powerful when presented on Twitter. With Vine's stop motion capabilities, you can bring the data to life in a creative and narrative way. This approach drives discussion and provides substance behind the argument, demonstrating that your opinions are informed and based in facts. Animating data further boosts engagement, as Tweets with video get 14% more Retweets than the average (that includes all types of video).



Oxfam

NGOs like Oxfam use Vine to augment their campaign and fundraising efforts affecting six second videos.

Periscope

Live-broadcast your campaign

Periscope allows you to broadcast live from wherever you are. Press a button, and instantly notify your followers that you're live. Whether you're documenting the progress of your campaign or tracking a newsworthy event, Periscope offers an audience and the power of a shared experience. Broadcasters on Periscope are directly connected to their audience, able to feel their presence and interact.

For viewers, it offers them the kind of behind-the-scenes experience of your NGO's activities that consistently proves more compelling than a more traditional media experience. They can interact with what they're seeing by commenting in real-time and they can show their appreciation by tapping the screen to send hearts.

Since launching in March, Periscope has built up a massive user base. In the first ten days after its launch, it hit 1 million users. This has grown at a phenomenal rate since then and will only climb higher as the app experience improves and the good word spreads.



The Periscope broadcast screen, with comments coming in real-time, a count of all the users viewing the broadcast and hearts streaming in from those who're appreciating what they see.



TWITTER AD PRODUCTS

MAKING YOUR MESSAGE GO FURTHER

Get your Tweets and your account in front of more people who are interested in your campaign. There are three opportunities to advertise on Twitter:

1. **Promoted Tweets** are regular Tweets but with the added bonus of reaching both current and potential followers. There are numerous targeting capabilities to help you reach the right audience.
2. **Promoted Accounts** quickly build an active community of advocates and influencers for your campaign. The bigger your follower base, the more people there are to engage with and spread your message.
3. **Promoted Trends** are national advertising opportunities that appear at the top of a list of popular topics happening right now, on Twitter. Because these Trends are placed prominently next to a user's timeline, they get mass exposure.



Mitt Romney @MittRomney · 15h
Another term for @BarackObama will bring more taxes, regulations, and debt that have ground our recovery to a halt. #CantAfford4More

 Promoted by Mitt Romney

Who to follow · Refresh · View all



Mitt Romney @MittRomney ×
 Promoted by Mitt Romney

 Follow

Trends · Change

#CantAfford4More

 Promoted by Mitt Romney

TARGETING OPTIONS

Get your Tweets and your account in front of more people who are interested in your campaign. There are three opportunities to advertise on Twitter:

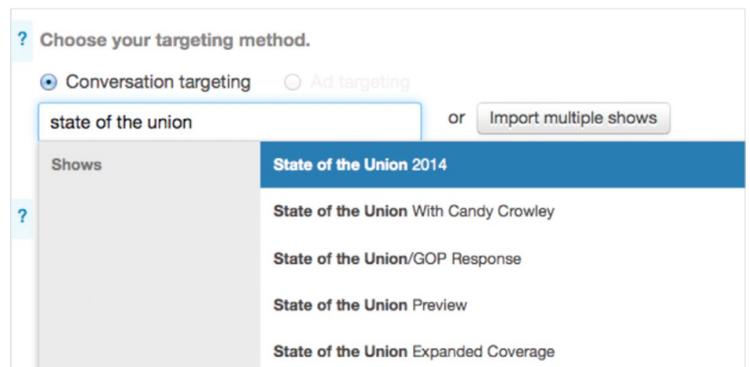
- 1. Keywords in timeline.** People express interests and opinions on Twitter all the time. Keyword targeting in timeline lets you reach Twitter users based on the keywords in their recent Tweets and the Tweets with which users recently engaged. Show users the right message, at the right moment, in the right context.
- 2. Interest.** Our community is passionate about everything from shoes to semiconductors. We can help you find your ideal audience using hundreds of different interest targets, political and otherwise.
- 3. Geography.** Twitter is used in nearly every country in the world and is available in more than 35 languages. Reach

a global audience or one that's specific to Ireland.

- 4. Gender.** Have a message more suited for men or maybe for women? Reach either or both with gender targeting.
- 5. Similarity to existing followers.** Your followers already love you. We'll help you find more just like them.
- 6. Device (mobile, desktop).** 78% of Twitter users log in via their mobile device. Twitter Ads give you the option to target your ads to Android, iOS or Blackberry, in addition to desktop.
- 7. Keyword search results.** Users are searching for information on Twitter. Insert your message in front of users interested in the issues and candidates important to your campaign.

TV CONVERSATION TARGETING

Through our conversation mapping technology, political campaigns can promote Tweets to users who engage with specific televised shows, whether or not the campaign is running a spot in the programme. This is an ideal complement to your TV strategy, as well as an opportunity to reach your targeted TV audiences beyond your flight dates.

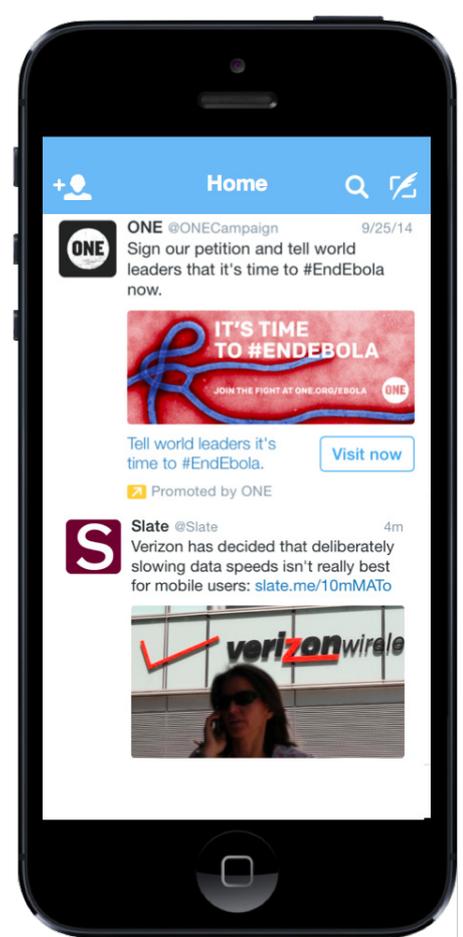


LEAD GENERATION CARD - LEFT

Since databases help drive campaigns, building them is a main objective for many NGOs on Twitter. Adding Twitter Lead Generation Cards to your tweets makes it easy for people to express interest in your NGO or campaign without having to fill out a form or leave Twitter. With just a couple of clicks, users can share their contact information with you so that you can follow up with your new potential activists and supporters.

WEBSITE CARD - RIGHT

Website Cards allow you to better promote your website on Twitter by adding an image, related content and a strong call to action button to your Tweet. By linking a preview of your website to your Tweet, the Website Card offers a seamless way to drive the right audience to your site with a single click. We found that Tweets with Website Cards drive 43% more clicks (Twitter internal data, 2014).



SELF-SERVICE ADS PLATFORM

If you're working with a modest budget or you simply want to get a campaign up and running quickly, you can try our self-service ads platform. Simply go to ads.twitter.com when logged in and you'll be brought to the ads dashboard. From there you can enter your credit card details, selected what kind of campaign you want to run (see below), who you want to target, create your content (see right) and you're good to go. It's as simple as that.

	Tweet engagements (e.g., retweets, favorites, replies) Reach more people and drive conversation	<input type="button" value="Select"/>
	Website clicks or conversions Send people to your site (to purchase, sign up, etc.)	<input type="button" value="Select"/>
	App installs or app re-engagements Get people to install or re-engage with your mobile app	<input type="button" value="Select"/>
	Video views BETA Get people to watch your videos using Twitter's native video player.	<input type="button" value="Select"/>
	Followers Grow your community on Twitter	<input type="button" value="Select"/>
	Leads on Twitter Collect emails from people who express interest in your offer	<input type="button" value="Select"/>

Objective-Based Campaigns

What do you want to achieve with your campaign? We have a suite of options that enable you to focus on specific objectives.

Compose Tweets



Write your Tweet here.

TWEET
140 characters remaining



CARD (optional)
✕

Website URL

+
Add image



Headline (70 characters remaining)

e.g. Learn about our products!

Select a call to action.

Read more
⌵

Card name (not visible to users)

WEBSITE CARD
What is this?

Creating your Promoted Tweet

Creating your Promoted Tweet is simple and intuitive. Type what you want to say, enter a media-rich card and specify what you want the user to do with a clear call to action. All set!

- 1. Enter credit card details**
- 2. Select your target audience**
- 3. Prepare your content**
- 4. Begin campaign**
- 5. Analyse and optimise results**

WHAT IS TWITTER?

Your world, live.

#GoodLuck
