

Best practice on twitter

A few top tips:

1. Say thank to those who have shared (RT'd) your tweets:



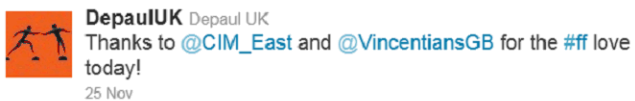
2. Put who your tweets are by so people feel they are talking to a real person not a faceless organisation

Vincentians

@VincentiansGB

Umbrella organisation of all Vincentian groups in Britain. Reg.charity no.1103442. 'Working together to overcome poverty'. Tweets by Emily and Maureen
<http://www.vip-gb.org/>

3. Say thanks to those who have promoted you on twitter:

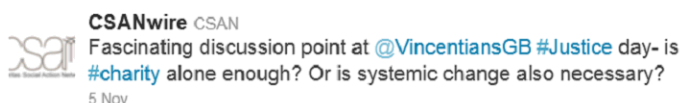


4. Use URL shorteners



As tweets are restricted to 140 characters or less there are a number of sites which will shorten your links for you. These are known as 'URL' shorteners (URL is technical term for web address), the most common is bit.ly. When people click on the shortened link they will be taken to the longer web address you want to share. You can also use it to track how many people are clicking on your links.

5. Encourage people to contribute to discussions:



6. Should I follow everyone back?

General rule yes (as long as they are not spambots). People can only send you a direct message if you are following them back. By following people back you will come up in their followers list spreading your logo across the web and people like to feel valued by a charity so simple way to do this is to follow them.

7. Use twitter lists

If you end up with lots of followers (firstly well done!) and then follow them back you will end up following a lot of people so use twitter lists to segment them. Eg you could have a twitter list for people who are fundraising for you, MPs, press etc.

8. Should I link my tweets with facebook?

Depends on your organisation but as a general rule no as different etiquette applies eg people post far more often on twitter than on facebook and if you post too many times on facebook people might 'unlike' you and not get any updates!

9. Should I have multiple twitter accounts?

Depends on your organisation. Some charities have different twitters for fundraising, campaigning etc while others have just one feed encompassing all strands. Having more than one twitter account can be useful eg if different regions or projects have one and have their own identity making links with people in their area and having their own tone of voice. However, each twitter account needs someone to update and monitor it so make sure there is a good reason for having more than one.

10. My questions?...