**9 Tips to Using Twitter (the Right Way)**

Twitter is an amazing way to quickly engage with people and transmit information quickly and efficiently. To get started, check out this guide to [Getting Started on Twitter](https://support.twitter.com/groups/31-twitter-basics) and this page with [Twitter 101](http://mashable.com/guidebook/twitter/) basics to help bring you up to speed on Twitter etiquette. Don’t be intimidated if you’re new at this. You’ll soon find how effective and fun this tool is!

Here we put together 9 steps to get your nonprofit’s Twitter page rockin’ and rollin’ for the big day:

1. **First, follow @TMCmedia from your organization’s Twitter account.**
   * Do this by clicking [**twitter.com/tmcmedia**](http://www.twitter.com/tmcmedia)  and clicking the Follow button on the right-hand side of the screen. Now you’ll be able to keep up with any new tools, resources and updates we’ve got for you.
2. **Also follow people/organizations that are important to your organization.** These could be people who’ve fundraised for you before, people who hold important positions in your community, and experts in your area or people who are talking about your interests already.
   * You can find their Twitter accounts (also called Handles) from their websites or by [searching for them on Twitter](http://mashable.com/2009/07/02/twitter-people/).
3. **Tell your followers about your participation in Support Your Media Day.** Let them know what you’re up to and how they can help you make it to the top.
   * When you talk about Support Your Media Day, be sure to include our handle in your Tweet. For example, your Tweet could look like this: *We’re going to lock our manager in a cage for the day unless you help us reach our $2,000 goal (include a link to your fundraising page here). @tmcmedia*
4. **Be part of the community by including the giving day’s hashtag (#supportyrmedia) in all of your Tweets, if possible/relevant.** [Hashtags are used to hold a conversation](http://mashable.com/2009/05/17/twitter-hashtags/) amidst the Twitter chatter. People who are interested in meeting others who are speaking about a topic of interest follow hashtags to see what they’re saying.
   * Here’s an example of what your Tweet might look like: *Is anyone going to the @TMCmedia rally party? I’d like to meet fellow media folks!* ***#supportyrmedia***
5. **Listen to the conversations going on.** Just like you would at a party, listen to the conversations people are having (through hashtags) and then begin talking to them like you would face-to-face.
   * You can use a tool like [HootSuite](http://hootsuite.com) and [Tweetdeck](http://www.tweetdeck.com/) to help you monitor these different lists and keywords at the same time.
   * [Save the search of your hashtag](https://support.twitter.com/groups/31-twitter-basics/topics/110-search/articles/96646-how-to-save-searches) so you can easily access it whenever (and wherever) you log on. Also consider saving searches for terms without the # symbol, such as your organization’s name and Twitter handle, so you can keep track of what people are saying about you.
6. **Start talking but have something to offer.** Just because it’s online, it doesn’t mean there isn’t a person on the other end. Focus on building relationships with the people you’d like to be part of your event before asking for something in return.
   * Post links to new entries on your blog, pictures of your events, videos about your organization, and anything else that is useful to the people you’re talking to.
7. **Share, share, share!** Post frequent useful updates on your fundraising goals, links to stories and resources to keep your followers informed and involved in what you are doing. When you treat them as part of the team, they’ll feel like they have invested in you, and this will help pump up your crowd.
   * Here’s [a great short guide on how to engage on Twitter](http://social.razoo.com/2011/11/using-twitter-for-fundraising-guest-post-from-lisa-gerber/) from a PR pro!
8. **Upload photos and videos**. Pictures and videos are the most shared (or retweeted) items online, and most of them aren’t professional shots, so don’t hesitate to upload pictures you took with your phone. Those are the most interesting ones!
   * Take photos of your nonprofit’s events, staff in action, things related to your cause, and anything else you think of. Get creative, take a snapshot, and post it on Twitter.
9. **On the giving day, repeat steps 1-8 ALL DAY.** We know you’re busy but this is the most critical day of your campaign. You’ve been pumping up your crowd and today has to be more exciting than before.
   * Frequently post updates about the progress of your goal, any sort of media (e.g. pictures, videos, graphics) that help your online followers visualize the event, share posts from other fans about your giving day, and constantly interact with encouraging and exciting words.

Social media can be intimidating but you’ll quickly grasp how it works after spending some time with it. Play around with features and don’t be afraid to experiment. There are [lots of resources out there](http://social.razoo.com) to help you get ideas on how you can create a community on your page.

Questions, comments, concerns, or jokes, feel free to contact us @tmcmedia or [joellen@themediaconsortium.com](mailto:joellen@themediaconsortium.com), 415-878-3862.