

10 Tips to Using Twitter (the Right Way)

Twitter is an amazing way to quickly engage and transmit information quickly and efficiently. To get started, check out this guide to [Getting Started on Twitter](#) and this page with [Twitter 101](#) 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! We put together 10 steps to get your nonprofit's Twitter page ready for Give BIG Lexington:

- 1. First, follow @LexFoundation from your organization's Twitter account.**
 - Do this by clicking: <https://twitter.com/LexFoundation> and clicking the Follow button on the right-hand side of the screen. Now you'll be able to keep up with new resources and updates.
- 2. Also follow people/organizations that are important to your organization.** These could be people who've fundraised for you before, those who hold important positions in your community, 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](#).
- 3. Tell your followers about your participation in Give BIG Lexington.** Let them know what you're up to and how they can help you make it to the top.
 - When you talk about Give BIG Lexington be sure to include our handle in your Tweet. For example, your Tweet could look like this: *We're excited about the Give BIG Lexington event hosted by @LexFoundation! Help us reach our \$2,000 goal (include a link to your fundraising page here).*
- 4. Be part of the community by including the giving day's hashtag (#GiveBIGLex) in all of your Tweets, if possible/relevant.** [Hashtags are used to hold a conversation](#) amidst the Twitter chatter. People 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: *Join us in supporting (include a link to your fundraising page here) on November 15! #GiveBIGLex*
- 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](#) and [Tweetdeck](#) to help you monitor different lists and keywords at the same time.
 - [Save the search of your hashtag](#) 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, 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](#) 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, landmarks in your community, etc. Get creative, take a snapshot, and post it on Twitter. Here are [6 ways you can capture images](#) of your nonprofit.
9. **Link your Twitter account to your Facebook Page.** Linking the two social media sources together will save you time. Once linked your facebook posts will automatically post on your twitter page.
 - Through your settings on your Twitter account you can add the Facebook App. Follow the steps to allow access to your facebook account. This will allow you to post stories, pictures and updates at one time and have it post in both places. (Be sure to only allow access to your organization's page and not your personal page.)
10. **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 is more exciting than before.
 - Frequently post updates about the progress toward your goal, media (e.g. pictures, videos, graphics) that helps your online followers visualize the event, re-tweet posts from other fans, and 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](#) to help you get ideas on how you can create a community on your page.

Questions, comments, or words of support, feel free to contact us
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