

101 Twitter Resources



The Very Best Hashtags, Chats, Lists and Tools

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Introduction

The beauty of Twitter is that it is simple, short and fast. When something happens in the world, more often than not, Twitter carries news of it first.

From earthquakes to elections, mundane to momentous, Twitter tells us what's going on and who's saying what. It lets us take the pulse of humanity.

But Twitter is also a firehose, a never-ending, unfiltered stream of characters. Not all of it is helpful, wanted or useful. You need to tame it, bend it to your will, filter it. Or it will run you over.

Tools help you make sense of Twitter.

In this guide you'll find the little bits of technology that nonprofits actually use to make Twitter better. A great deal of them are free. Most take time and a little bit of elbow grease.

Do try some, especially Hootsuite. If you've been frustrated by Twitter in the past, Hootsuite just might make a believer and a power user out of you.

A quick note: Twitter tools come and go all the time. These tools all worked as of February 2014.

Dashboards for Tweeting

1. **Hootsuite** A social media dashboard to manage and measure your social networks. Free version gives you 5 social profiles, basic analytics, message scheduling. *Free and paid versions.* <http://hootsuite.com/>
2. **Tweetdeck** An app that brings more flexibility and insight to Twitter power users. Twitter only. *Free.* <http://tweetdeck.com/>
3. **Commun.it** Twitter Community Manager. Focus on influencers, supporters and potential customers. Analyzes relationships and helps engage top members. *Paid versions.* <http://commun.it/>
4. **Socialflow** Uses predictive analytics to help brands and businesses understand the constant flow of real-time data, so they can deliver the right message to the right audience at the right time. *Paid version only.* <http://www.socialflow.com/>
5. **SproutSocial** Management and engagement platform for social business. Publishing, analytics, monitoring, collaboration. *Paid version only.* <http://sproutsocial.com/>

Scheduling Tweets

6. **Buffer** Schedule posts to Facebook, Twitter and LinkedIn. Analytics, teams. *Free.* <http://bufferapp.com/>

The dashboards also schedule tweets, but may be more horsepower than needed. Buffer is drop-dead simple.

Monitoring & Tracking

7. **Rowfeeder** Social media monitoring and analysis. *Free and paid versions.* <https://rowfeeder.com/>
8. **Hashtracking** Real-time insights for hashtag campaigns and events. *Free and paid versions.* <https://www.hashtracking.com/>
9. **TweetReach** TweetReach helps you monitor and measure campaigns – monitor tweets about your hashtag, brand name, Twitter account or URL; get in-depth social metrics on reach, exposure, tweets and contributors. *Paid versions.* <http://tweetreach.com/>

Archiving Tweets

10. **Tweet Archivist** Monitor your brand on Twitter. Charts, Excel reports, sharing. *Free trial and paid versions.* <http://www.tweetarchivist.com/>
11. **Twitter Archive** Twitter's own archive of your tweets. *Free.* Here's Twitter's blog post on how to access the feature. <https://blog.twitter.com/2012/your-twitter-archive>

Analytics

12. **Twitonomy** Twitter analytics including visual analytics, backup, monitor, list management and more. *Free.* <http://www.twitonomy.com/>
13. **Crowdbooster** Social media analytics with suggestions and tools to help you improve your online presence. *Paid versions only.* <http://crowdbooster.com/>

14. **Twitter Analytics** You have to log into the Twitter ads interface to get it, but Twitter itself offers metrics on your Tweet activity, followers and more. *Free.* <http://ads.twitter.com> (sign in with your normal Twitter credentials)

Research

15. **Followerwonk** Find, analyze and optimize for social growth. *Free.* <https://followerwonk.com/>
16. **Twitter Advanced Search** Twitter's own search allows you to search by hashtags, geography, sentiment, for tweets between accounts, and more. *Free.* <https://twitter.com/search-advanced>
17. **Hashtags.org** Organizing the world's hashtags. *Free.* <http://www.hashtags.org/>
18. **Hashtagify** Find out the volume of a particular hashtag, related hashtags, recent tweets with that hashtag and the top influencers of that hashtag. *Free and paid versions.* <http://hashtagify.me/>
19. **Social Mention** Real-time search and analysis. *Free.* <http://socialmention.com/>

Finding Trends & Influencers

20. **WhatTheTrend** What's trending on Twitter. *Free.* <http://whatthetrend.com/>
21. **Klout** Help people unlock influence and grow their Klout. Klout scores measure social influence. *Free.* <http://klout.com>

22. **WeFollow** Discover prominent people. *Free.* <http://wefollow.com/>

Timing Tweets

23. **Tweetwhen** Shows you what days and times you get the most retweets per tweet. *Free.* <http://www.tweetwhen.com/>

Many of the dashboards and Buffer also suggest optimal times to tweet.

Manage Followers

24. **ManageFitter** Sort followers, find new people to follow, find out when followers are online, who unfollowed you and more. *Free and paid versions.* <http://managefitter.com/>
25. **FriendorFollow** Twitter follow management. Who unfollowed me, who doesn't follow back, who follows back on Instagram. *Free.* <http://friendorfollow.com/>
26. **SocialBro** Explore and analyze your Twitter Community. *Free trial and paid versions.* <http://www.socialbro.com/>
27. **Unfollower** Track your unfollowers and get a direct message or email if someone stopped following you. *Free.* <http://unfollower.name/>
28. **Tweepi** Cleanup inactives, flush unfollowers, reciprocate. *Free.* <http://tweepi.com/>

Twitter Buttons for Your Website

29. **ShareThis** *Free.* <http://sharethis.com>
30. **AddThis** *Free.* <http://www.addthis.com/>
31. **Wibiya** *Free.* <http://wibiya.conduit.com/>
32. **DiggDigg** *Free.* <http://bufferapp.com/diggdigg>

Twitter Button for Content

33. **ClickToTweet** Make it easier for your visitors and email subscribers to tweet specific tweets. *Free.* <http://clicktotweet.com/>

Twitter Widgets

34. **Twitter Widgets** Twitter's own. *Free.*
<https://twitter.com/settings/widgets>

Blog to Twitter

35. **Dlvr.it** Distribute your blog to Facebook, Twitter, Google+ and more.
Paid plans. <http://dlvr.it/>

Twitter to Facebook

36. **Twitter App** Twitter's own Facebook app. *Free.*
<https://apps.facebook.com/twitter/>

URL Shorteners

37. **Bit.ly** *Free.* <https://bitly.com/>
38. **Goo.gl** *Free.* <http://goo.gl/>

Hootsuite has its own URL shortener.

Manage Twitter at Events/Conferences

39. **Visible Tweets** Visualize tweets. *Free.* <http://visibletweets.com/>

Curating Tweets

40. **Storify** Collect media from across the web. Publish on Storify, embed anywhere. *Free.* <https://storify.com/>
41. **Scoop.it** Share ideas on topic pages. *Free and paid versions.*
<http://www.scoop.it/>
42. **Paper.li** Create your own online newspaper. Find, publish and promote articles, photos and videos from across the web. *Free.* <http://paper.li/>

Nonprofit Hashtags

43. #activism
44. #advocacy
45. #causes
46. #charity
47. #charitytuesday
48. #csr – corporate social responsibility
49. #donate
50. #foundation
51. #foundations
52. #fundraising
53. #grant
54. #grants
55. #grantwriting
56. #ngo – nongovernmental organization
57. #nonprofit
58. #nonprofits
59. #npcons – nonprofit consultants
60. #nptech – nonprofit tech
61. #philanthropy
62. #sm4sg – social media for social good
63. #socent – social entrepreneur or social enterprise
64. #socialgood
65. #video4change
66. #volunteer
67. #volunteers
68. #voluntweet

Nonprofit Twitter Chats

69. **#nptalk** nonprofit talk (weekly Wednesdays, 3-4pm EST)
70. **#ynpchat** young nonprofit professionals (first Wednesday of the month, 4-5pm EST)
71. **#npcons** nonprofit consultants (third Tuesday of the month, 4-5pm EST)
72. **#socentchant** social entrepreneurs (first Wednesday of the month, 4-6pm EST)
73. **#smNPchat** Small nonprofits (every other Friday, 12-1pm EST)
74. **#commbuild** Community building (every Tuesday, 1-2 EST)

Finding & Promoting Twitter Chats

75. **Twitter Chat Schedule** <http://tweetreports.com/twitter-chat-schedule/>
76. **Another Twitter Chat Schedule**
<https://docs.google.com/spreadsheet/ccc?key=0AhisaMy5TGiwcnVhejNHWnZIT3NvWfVPT3Q4NklzQVE&hl=en#gid=52>

Managing & Participating in Twitter Chats

77. **Twubs** Automatically adds hashtags to your tweets and helps you put the blinders on to the Twittersphere when you monitor and chat about one topic. *Free.* <http://twubs.com/>

78. **TweetGrid** Provides a dashboard of Twitter searches that update in real time. *Free.* <http://tweetgrid.com/>

Twitter Advocacy

79. **Thunderclap** Crowd-speaking platform helps people be heard by saying something together. *Free.* <https://www.thunderclap.it/>
80. **Twibbon** Create a microsite where users can support your cause, brand or organization in a variety of ways, including changing their Twitter avatar and Facebook profile picture. *Free and paid versions.* <http://twibbon.com/>
81. **GaggleAmp** Social marketing platform that lets companies amplify their social media reach by leveraging individual employees, customers and partners. *Free trial and paid versions.* <https://gaggleamp.com/>
82. **GroupTweet** Allow any number of contributors to tweet from a group account safely and securely. *Free and paid versions.* <http://www.grouptweet.com/>

Polls

83. **Polldaddy** Create polls and embed on websites and social networks. *Free and paid versions.* <https://polldaddy.com/>

Fundraising

84. **Chirpify** Buy, sell and pay with one comment on Facebook, Instagram and Twitter. *Free* plan has transaction fees, or choose paid enterprise version. <https://chirpify.com/>
85. **Piryx** Fundraising on Twitter. *Free* plan has transaction fees. <http://www.piryx.com/twitter-fundraising/>

Photos

86. **Twitpic** Share photos and videos on Twitter. *Free*. <http://twitpic.com/>
87. **Instagram** Fast, beautiful mobile photo sharing. *Free*. <http://instagram.com/>

Twitter allows you to post photos without an additional service.

Video

88. **Vine** Capture and share short looping videos. *Free*. <http://www.vine.co/>
89. **YouTube Twitter** (via Hootsuite) One of the Hootsuite apps. *Free and paid versions*. <http://hootsuite.com/app-directory>

Map Tweets

90. **TweepsMap** Find where you Twitters followers are located on a map.
Free. <http://tweepsmat.com/>
91. **MentionMap** A map of mentions. Each user is connected to the people and hashtags they mentioned in the most recent tweets. Explore neighborhoods. *Free.* <http://mentionmapp.com/>
92. **TrendsMap** See the latest on-the-ground media from breaking news events, as they happen. *Free and paid versions.* <http://trendsmat.com/>

Twitter Lists

Consider following these lists to tap nonprofit experts, or using these as a template for your lists.

93. <https://twitter.com/karvetski/charity-how-to-experts>
94. <https://twitter.com/CaseFoundation/nonprofits-to-follow>
95. <https://twitter.com/RedPumpProj/hiv-aids-orgs>
96. <https://twitter.com/HildyGottlieb/creating-the-future/members>
97. <https://twitter.com/TeachHV/education-local-press/members>
98. <https://twitter.com/kanter/lists/nonprofit-data-nerds>
99. <https://twitter.com/nonprofitorgs/lists/foundations>
100. <https://twitter.com/jcravens42/lists/tourism4good>

Other

101. **IFTT** If this then that. Create “recipes” that automate actions. For example, use Instagram to update your Twitter profile picture. *Free.* <https://ifttt.com/>

About Kerri Karvetski and Company K Media

Hi, I'm Kerri, owner of Company K Media. I help nonprofits and social benefit companies communicate online.

Strategist, campaigner, copy writer and trainer, I help clients reach out to supporters in ways that deeply resonate; turn out online copy that is crisp, clear and compelling; and deliver practical, useful training in online communications and social media.

I am a contributor to the Nonprofit Marketing Guide, Philanthropy.com and the Getting Attention blog. An aspiring baker and vegetable gardener, I live in the beautiful Hudson River Valley with my husband, two young children and a few other critters.

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