
Twitter Quick Start Guide

Launch Your Twitter Account (<http://www.twitter.com>)

Establish Your Identity

- Upload profile and cover photos and background image (DO NOT leave blank)
- Write a really good bio; pack it with keywords representing your mission, audience, benefits
- Add a link to your website
- Add your location
- DO NOT protect your tweets

Start the Conversation

- Try to tweet a few times a day
- Share YOUR news, programming, blog posts, events
- Comment on the news (be topical)
- Answer inquiries about your nonprofit and your area of expertise
- Offer timely assistance
- Thank people
- Retweet others
- Spark dialogue with influencers in your space
- Monitor hashtags and keywords to listen AND contribute to topic-specific discussions

Build Your Connections

- Use your existing email and online accounts (Gmail, Yahoo, AOL, et. al.) to find contacts
- Use Advanced Twitter search to find people in your immediate geographic area
- Create and follows Twitter lists (suggestions: influencers, board members, peers, volunteers, staff, politicians, donors)
- Put Twitter on your website
- Put Twitter in your email newsletter

Optimize

- Put links in your posts when possible – links get more retweets
- Tweet during peak times to increase likelihood of retweets
- Leave room (~20 characters) for retweets