



providing links to reputable, external sources that refute wildly incorrect information. Often, Facebook pages become self-correcting with your most supportive users taking it upon themselves to correct false comments. Be sure that you have ample information available to your supporters if this begins to occur.

Staffing

In order to maintain a robust presence on Facebook, we recommend that an organization plan on devoting approximately 2-3 days to set up a page, define the strategy, and solicit a core group of fans. After that, the pages should require approximately 2-3 hours of staff time per week. This time typically breaks out in the following ways:

- 1 hour – creating 1-2 updates per week and linking them to relevant content
- 1-1.5 hours – monitoring comments and participating in conversations



While not the largest social networking platform, Twitter has attracted a great deal of attention and popularity due to celebrities using it as a promotional platform.

Twitter

Founded: 2006

Users: 190 Million

Website Worldwide Rank (traffic): 10

Twitter grew out of a meeting of employees of the San Francisco-based podcasting organization, Odeo Inc. Since then, it has become a leader of so-called “microblogging” where users post very short updates frequently.

Twitter allows users to post 140-character updates, known as “tweets.” These tweets are

text-only but often have links to external websites, including blogs, photos, video, and articles. Unlike Facebook, aside from the name and what the user adds to the profile, there is no functional difference between a Twitter profile for an individual and an organization. Users can connect with other Twitter users by “following” them. Unlike Facebook, this is not a reciprocal relationship – there is no technical requirement for a user to follow an individual who follows them.

Twitter grants users, including organizations, significant leeway in designing a profile page that matches their brand. The short update length is a double-edged feature – it both makes many updates easy but also means that each tweet lacks the nuance of longer-form media.

What It’s Good For

Twitter’s low-impact structure and short updates allows for considerable flexibility for nonprofit organizations. Some of Twitter’s core strengths include:

Broadcasting Messages

Due to the way Twitter connects users, it is possible for organizations with many followers to push out a message to its followers without the back-and-forth conversation of many other social mediums. Twitter also allows users to “retweet” messages verbatim, which means that your tweet can travel far beyond the confines of the group that follows your profile.

Engaging with Constituents & Like-Minded Organizations

Twitter’s short update length makes frequent updates easier. When leading up to an event or occasion, this feature can be particularly effective, as you can dribble out multiple ‘teaser’ posts linking back to your website.



Connecting with the Media

Many journalists use Twitter to source articles, research upcoming projects, and pursue leads. By following journalists that cover your organization's issues, it is possible to create more earned media opportunities that transcend Twitter as a social media platform. For example, if you follow a reporter from the *Washington Post* who tweets about her upcoming story on green jobs and you respond, you just might find your organization in an upcoming *Washington Post* article. For weatherization in particular, this can allow you to become a source for stories highlighting the positive aspects of WAP.

Providing Real-Time Updates

Nonprofit organizations can also use Twitter to keep their constituents in the loop on time-sensitive matters. For large events, rallies, or hearings, frequent Twitter updates can keep individuals engaged who could not otherwise attend in-person.

What It's Not Good For

Nuance

Twitter's character limit means that long, or nuanced messages are not possible. In order to excel at Twitter, organizations must become extremely good at conveying complex concepts in a concise manner.

Occasional Users or Resource-Strapped Organizations

Twitter users expect regular updates – at minimum one post per week, but ideally closer to one post a day. While the short posts make this easier, organizations who cannot commit the staff time and resources outlined below will have a hard time effectively using Twitter.

Tone

Like Facebook, Twitter users use the platform to share personal details of their lives. Thus, organizations should strive to match that by creating posts that have a personal tone. For many organizations, an even better option may be to designate a spokesperson who will use Twitter on their behalf.

Posts & Comments

Twitter allows users to reply or comment on each other's posts using the @ symbol. These replies then appear on your organization's homepage. Depending on the type of comment, it is often a good idea to reply to those comments and engage the users in a conversation. Like Facebook, it is important to have clear policies in place for engaging with negative comments and hostile users.

Staffing

Like Facebook, in order to maintain a robust presence on Twitter, we recommend that an organization plan on devoting approximately 2-3 days to set up a profile, define the strategy, and solicit a core group of followers. After that, the pages should require approximately 1-2 hours of staff time per week. This time typically breaks out in the following ways:

- 1 hour – creating 3-5 tweets per week and linking them to relevant content
- 0.5-1 hours – monitoring comments and participating in conversations



The ubiquitous video sharing platform owned by Google, YouTube boasts over 425 million unique visits a month and countless off-site views using YouTube's embeddable video viewer.



SETTING UP A TWITTER ACCOUNT

1. Go on to Twitter.com and click the yellow “Sign Up” button on the right hand side.
2. Once you click “Sign Up,” you’ll be redirected to the sign up screen which looks like this:



3. You will then be prompted to enter information about your organization. In the field “Full Name,” put in the name of your organization, not the name of the staff members responsible for maintaining the account. If the full name of your organization does not fit, use a commonly-understood abbreviation or acronym.

Similarly, for the field, “Username,” type in a short form of the name of your organization or its acronym. You will use your username to log onto Twitter and it will also be your organization’s personal URL on Twitter.

For example, NASCSP’s Twitter username is NASCSP and its URL is <http://www.twitter.com/nascsp>.

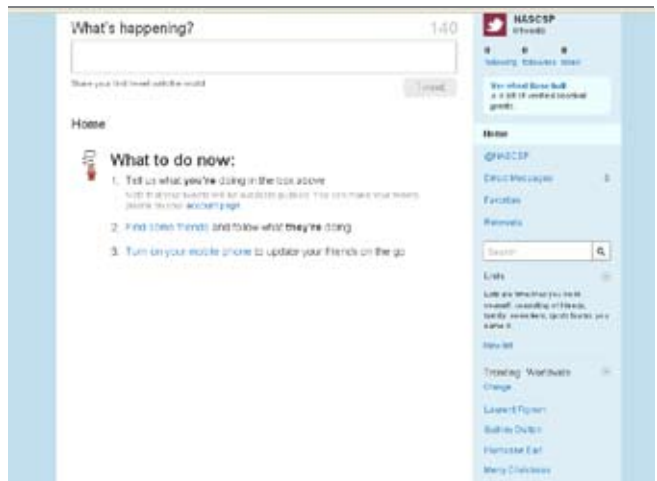
4. Choose an easily remembered but secure password.
5. In the field “Email,” add a valid general contact email address (i.e. info@yourorganization.org) that is checked often. If your organization does not have a contact email address, feel free to use the business email of the staff member responsible for updating the account.
6. Click “Create My Account.” Twitter will then verify the account by sending a confirmation email to the account you specified. Click the link in the email to verify the account and you’ll be redirected to your Twitter homepage.

Congratulations! You have created a Twitter account!

TWITTER HOME PAGE

Home

Now that you’re on Twitter, whenever you log in, your homepage will look similar to the screenshot below. At the top of the page, there is a rotating question – usually “What’s happening?” or “What are you doing?” – followed by a box where you can write text. This is where you enter your update or “tweet” (more on tweets below).

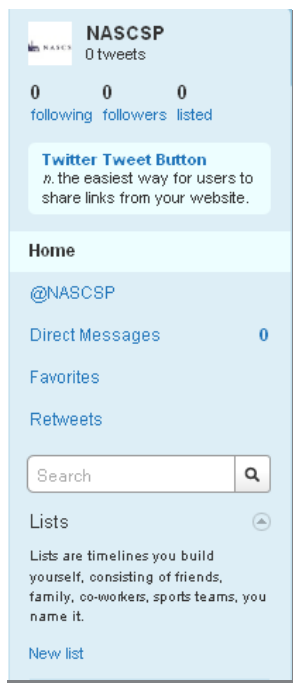




Your Feed

Below the text box, you will see a large white space that is labeled “What to Do Now?” This is your feed. Your feed is where you can read tweets from the individuals and organizations with whom you connect. The feed is updated in, or near, real time, so you can track the latest developments across your Twitter connections.

To the right of the feed, you’ll see a few labeled numbers which look like this:



Underneath your organization name, you’ll be able to see how many tweets you’ve posted. Underneath that you’ll see three different numbers and underneath those numbers reads:

Following - the people or organizations you have connected with. These tweets from these organizations or people are what appears in your feed.

Followers - people or organizations who are following you, and thus your tweets appear in their feeds.

Listed – refers to how many lists your Twitter profile has been added to.

About Lists: Twitter users can create “lists” which group other Twitter users. For example, NASCSP has created two lists: one for state WAP providers and another for CSBG organizations, so it can add those organizations’ Twitter profiles to the list.

Underneath the numbers you’ll see Twitter’s dashboard of view options.

@Username

When you click @Username, you will see other Twitter users’ mentions of you or comment directed to you. You can also reply to them by clicking “reply” underneath their tweet.

Direct Messages

Direct messages are private tweets between you and other Twitter users who you follow. You cannot send a message to someone you do not follow or who does not follow you.

Favorites

If you like another user’s tweet, you can mark it by hovering over their tweet and clicking the little star button that shows up on the bottom right-hand corner of their tweet. Other users can view which tweets you have listed as a favorite.

Retweet

“Retweet” is an option that allows you to share another user’s tweet with your followers. When you retweet something, that retweet shows up in all of your followers’ feeds, regardless of whether they are following the person you retweeted from or not. People to retweet



would be policymakers, organizations that you have partnered up with, or anyone who has mentioned something your organization did.

A Twitter user can also retweet your tweets and you can also see who has retweeted you, regardless of whether you follow them or not.

The central aspect of Twitter is, of course, sending out tweets. The text box on the top of the homepage is where you input your tweets. The key to typing tweets is making them short and concise. You'll notice the number 140; this refers to the maximum number of characters each tweet can have, including punctuation and spaces. As you type or paste text into this box, the character count will go down, showing you how many you have left.

Creating Tweets

Brevity is the key to a good tweet. To increase your space, be sure to use acronyms, clear abbreviations, and short, snappy sentences.



As you read Twitter, you'll notice other users often add links into their messages. Since URLs are often long, they may take up most, if not all, of your 140 characters:



Making Links Shorter

Twitter is currently rolling out a process that will automatically “wrap” URLs, shortening them to

a manageable length. Twitter’s process will also ensure that the links that you click on in other user’s tweets are safe and free of spam. This service is being rolled out to all profiles in the fall of 2010.

In the meantime, if your profile does not yet support wrapped URLs, a number of websites like *is.gd* and *bit.ly* have sprung up to shorten URLs. By clicking on a *bit.ly* link, users will be redirected to the pages you intended for them to go to. We particularly recommend *bit.ly*, as it will index all of the links you have put in the past. Using our link from the tweet above as an example, let’s make it shorter with *bit.ly*.

1. Go to <http://bit.ly>.
2. In the text box marked “Shorten with bit.ly,” put in the link you wish to shorten.



3. Click the “Shorten” button.
4. Underneath the “Shorten with bit.ly” text box you will see a green text box that says “Your Link” with an arrow pointing to a link. This is the shortened version of the original link you put above.



- To copy the link, roll your mouse over the link. A button will pop up that says “Click to Copy.” Click the button. Now go back to Twitter and hit CTRL + V to paste it into the Twitter text box.

Here’s what our new tweet looks like:
Our new tweet is now 59 characters long and we have 81 characters to spare!



When you are ready to tweet your message, click the “tweet” button. The tweet will be published in your profile and come up in the feeds of your followers, all in real time.



For more information on how to use Twitter, visit Twitter’s “Business Twitter 101” page: <http://business.twitter.com/twitter101/>.

OTHER SETTINGS: CUSTOMIZING TWITTER

At the very top right-hand corner of your browser window, there is a toolbar that has the following options: Home, Profile, Find People, Settings, Help, and Sign Out. This is Twitter’s main toolbar.

Home

Whenever you click “Home,” it will take you to your main homepage (which is the page you are on right now).

Profile Tab

Whenever you click “Profile,” you will be able to see what your Twitter profile looks like to other users. You will be able to see all of your tweets.

Find People Tab

Clicking “Find People” will allow you to find organizations and individuals by name, Twitter username, or by email address. Please note that not all individuals or organizations allow you to search by their email address.

Settings Tab

The “Settings” tab allows you to do everything from changing your password to changing your profile picture. Below we will go through the process step-by-step.

1. Account

When you click the “Account” tab, you will see a few options including your name and username, email address of the account holder, time zone, language, tweet location, and protecting tweets.



Here you can change all of that information but must scroll down and click the “Save” button to save the changes.



2. Password

As the tab suggests, you can change your password here. You need to know your current password in order to make the change.

Here you can tweet directly from your mobile phone. We don't recommend this option for organizations as it requires a staff member's phone number to sync Twitter from that person's mobile phone.

Notices

Here you can choose to receive or not receive emails from Twitter which let you know when you have a new subscriber, when someone has sent you a direct message, or email updates from Twitter.

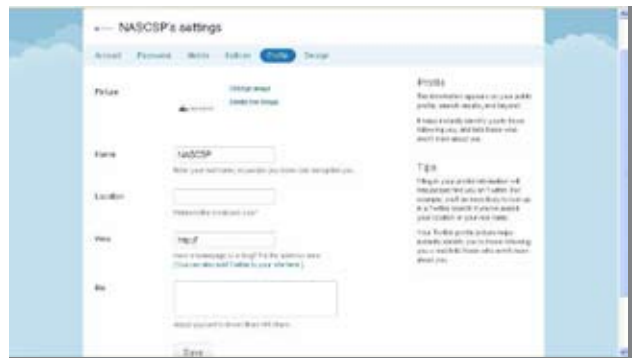
Profile

Here is where you are able to tell your followers a little bit about yourself. This information is featured in a box on the right-hand side of a Twitter user's profile.

Use your organization's logo as the profile picture. In the event the picture is too large and much of the logo gets cut out, you will need to resize it in order for it to fit.

We suggest you fill out all of the fields you can. Twitter only allows a few characters in the “Name” field so use an acronym if your organization's name is too long.

Similarly the “Bio” field only gives you 160 characters to write something, and this includes spaces and punctuation marks. Short and concise are the two things to keep in mind when using Twitter.



Make sure to save all of your changes.

Here is what our profile looks like once it has been updated:





Design

In the “Design” tab you can change your background image and the colors of your text and your links to match your organization’s branding. We suggest you use either a solid color for your background image and not change the colors for text and links.

To change the background color, scroll down and click “Change design colors.” Click the “Background” box and choose your color. If you want to use an image for your background, click “Change background image” and upload the image you would like to use.

Help Tab

As it suggests, you can search for topics related to issues you are having with Twitter.

Sign Out

Click this to log out of Twitter.



HOW TO GET STARTED ON YOUTUBE

Since YouTube is a service provided by Google, your organization will need to set up a Google account to get started on YouTube.

CREATE A GOOGLE ACCOUNT

1. Go to <http://www.google.com/accounts/Login> and click the “Create an Account” button in the lower right hand corner.
2. Fill in all of the fields. You can substitute your organization’s name or acronym for the “First” and “Last” name fields. Make sure the username you choose is easy to remember.
3. Click “I accept. Create my account.” You will be redirected to your Google Account homepage.
4. Setting up a Google account creates a Gmail address. You can use the Gmail address to receive email for YouTube views.

CREATING A YOUTUBE ACCOUNT

1. Now go to YouTube.com. Click the “Create Account” link in the top right hand corner.
2. Fill in all of the fields. If your organization uses an acronym, make your acronym your username. Click the “I accept” button on the bottom.
3. You will be redirected to a page that says “Do you already have a Google Account?” and two columns, one for “Yes” and another for “No.” Since you already created a Google account, Google Account username and password into the “Yes” column and click “Sign in.”

CREATING A NONPROFIT YOUTUBE CHANNEL

YouTube allows nonprofit organizations to apply to become a part of the YouTube Nonprofit Program. This allows nonprofits