



GETTING A HANDLE ON TWITTER FOR **NONPROFITS**

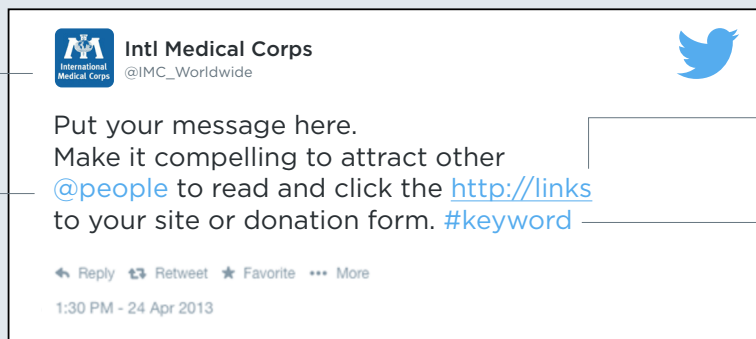
ANATOMY OF A TWEET

(What is a Tweet)

Nonprofit logo and Twitter handle (aka username)

Shortened links (like bit.ly) can be easily tracked to measure campaign performance

@Usernames (show up on user walls) recognize donors and get more replies and mentions



#Hashtags(s) links Tweets on the same topic and appear in a live stream

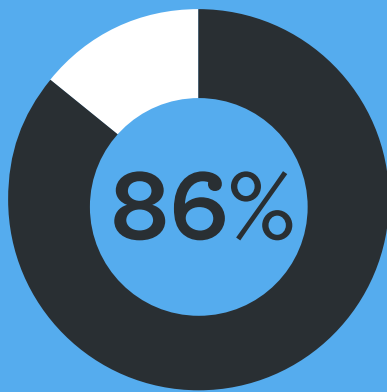
**Tweets are limited to 140 characters max.
Twitter handle, message, links, & hashtags included.**

Tip: Include trending hashtags like #GivingTuesday in your posts to reach new followers.

Tip: Display a live Twitter stream at your event to showcase donor engagement and real-time participant feedback.

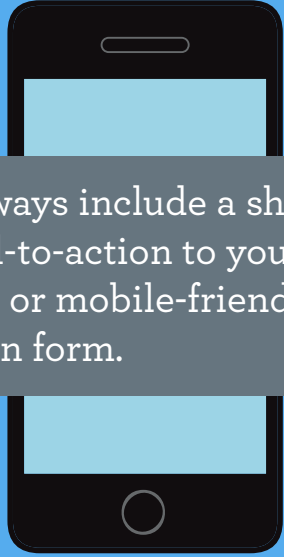
#RETWEETS

A Retweet (aka RT) is the Twitter term for sharing someone else's Tweet



Higher Retweet rates for tweets containing a link

12-23%  higher Retweet rates if you ask for a Retweet



Tip: Always include a shortlink as a call-to-action to your website or mobile-friendly donation form.

DID YOU KNOW:
Only 1% of brands ask for a retweet

#TIMING

(When to post)

12^{NOON}

highest CTR (click thru rate)



Days of Highest Engagement

Mo	Tu	We	Th	Fr	Sa	Su
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Tip: Use a scheduling app to pre-schedule Tweets on holidays, after hours and over the weekend.

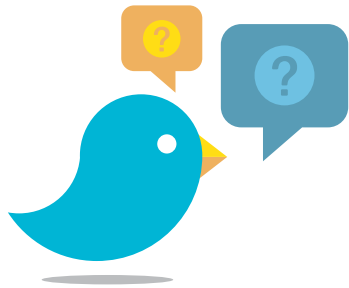
5^{PM}

highest retweets

6^{PM}

highest CTR

Tip: Use analytics.twitter.com to track data on your own followers to find the best times to tweet.



#CONTENT

(What do we post?)

200% ↑

More engagement for Tweets
with photos

500 Million Tweets Sent Daily

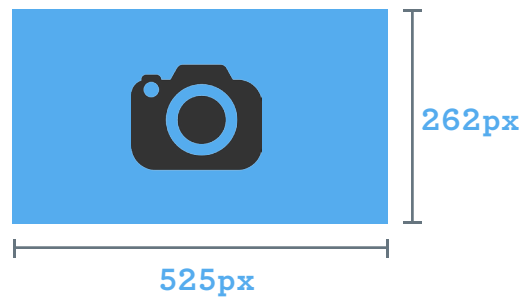


1 in 3

Tweets contain a link

55%

Contain a photo



Content Ideas:



Links to resources related to your mission



Questions & requests for feedback



Inspirational quotes or statistics over an image and as a Tweet



Thanks and recognize donors, volunteers and sponsors



Curate and comment on current events



Links to video testimonials and behind-the-scenes images and videos

**80/20
RULE**

80% Shared content from other sources, recognitions & valuable content

20% Information about your organization directly and donation appeals



MobileCause

MobileCause is the world's best "mobile first" fundraising platform for nonprofits. Our solutions make it as easy as possible for your supporters to make donations via social media, email and text messages. Each plan includes strategy support from fundraising experts, turnkey merchant services, and zero transaction fees with industry leading flat 2.5% credit card processing (including AMEX). Customers can be up and running in hours with no technical skills required.

Please call **(888) 661-8804** or go to **mobilecause.com/go** to request a demo for your nonprofit.

Sources

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