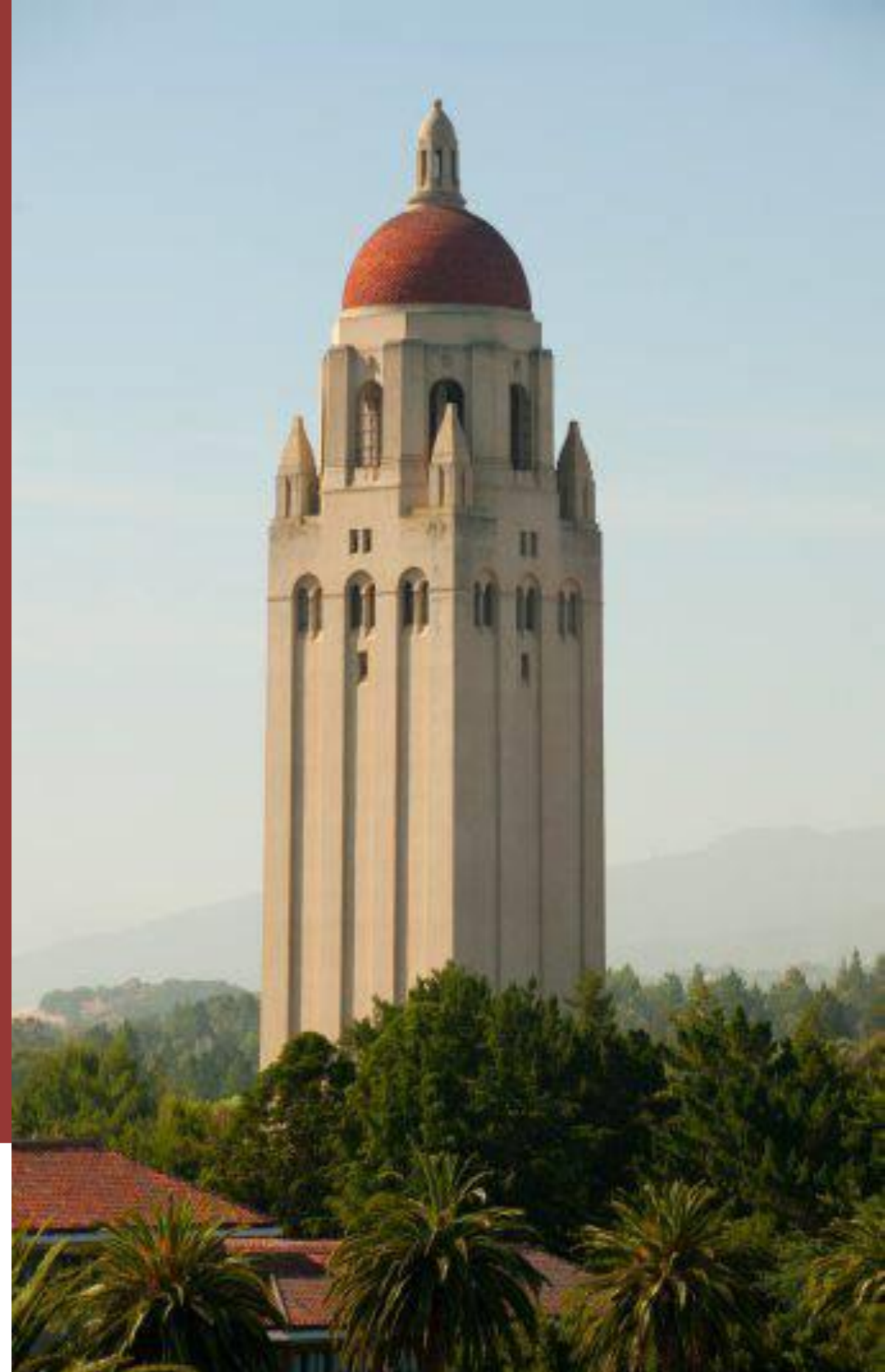


Twitter

Caroline Barlerin — Head of Twitter
for Good, Twitter

Sammie Rayner — Director of Business
Development, HandUp

Stanford SOCIAL
INNOVATION Review



BUILDING SOCIAL MOMENTUM Handup

Increasing advocacy and share of voice on Twitter

Stanford Social Media on Purpose
May 22, 2014

@cbarlerin @TwitterforGood
@sammierayner1 @HandUp

GOALS FOR TWITTER

- Increase awareness for your organization, mission and programs
- Connect with and grow your community of influencers, donors and volunteers
- Demonstrate your unique brand personality and voice





Let us all join in prayer for the immediate release of the schoolgirls kidnapped in Nigeria.

#BringBackOurGirls

Reply Retweet Favorite More

RETWEETS 17,450 FAVORITES 13,721

11:00 AM - 10 May 2014



It can't happen soon enough.

#BringBackOurGirls

pic.twitter.com/Jf97fQUd7N

Reply Retweet Favorite More



RETWEETS 26,236 FAVORITES 30,470

2:22 PM - 8 May 2014

Flag media



Our prayers are with the missing Nigerian girls and their families. It's time to

#BringBackOurGirls. -mo
pic.twitter.com/gIDKDotJRT

Reply Retweet Favorite More



RETWEETS 57,676 FAVORITES 35,250

2:03 PM - 7 May 2014

Flag media



Tomorrow's Times front page: British special forces join hunt for kidnapped girls
pic.twitter.com/fE3KxIHX6O

Reply Retweet Favorite More



RETWEETS 55 FAVORITES 23

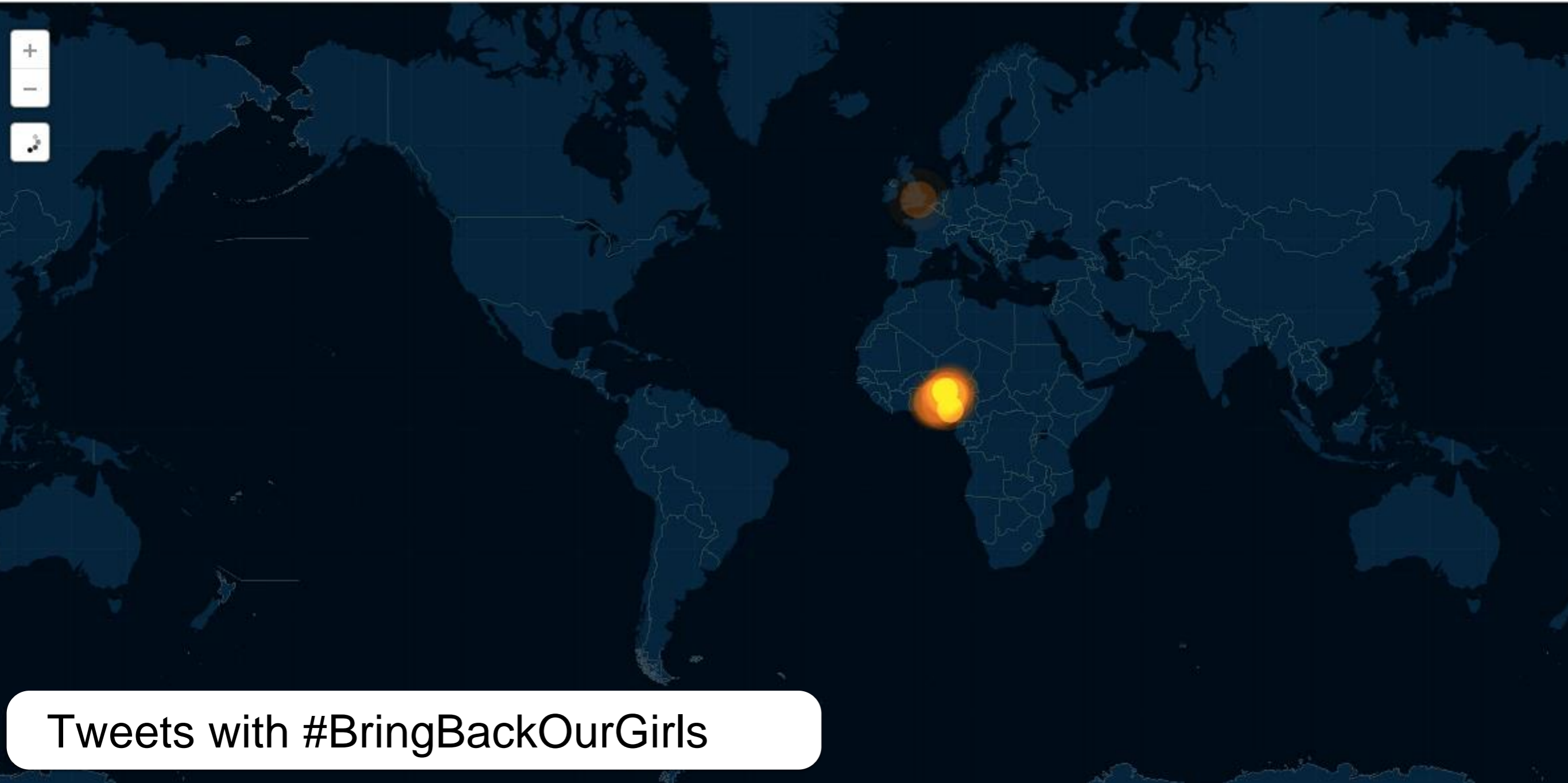
2:33 PM - 7 May 2014

Flag media

#BringBackOurGirls

#Bringbackourgirls

Geotagged Tweets about the #Bringbackourgirls campaign, EST



Tweets with #BringBackOurGirls

GAINING MOMENTUM

1. Establish
brand
presence

2. Leverage
key
partnerships

3. Publish
engaging
content

4. Amplify
events &
initiatives

5. Measure
success



Directly fund a homeless neighbor in need.

100% of your donation goes directly toward basics like food, clothing, and medical care.

Discover HandUp



Lesley
📍 SOMA
In 2008 I got assaulted and hit on the hand with a hammer. As a result, I lost my job and became homeless. It's pretty hard to get...

1. Establish a consistent brand presence

DEVELOP YOUR TWITTER CAMPAIGN PLAN

a.

Define your mission & values

- Define your values
 - Express your personality
 - Develop conversational guidelines and cadence
-

b.

Establish clear goals

Example: align with existing Marketing Objectives

c.

Define target audiences

Outline demographics, psychographics and personas

d.

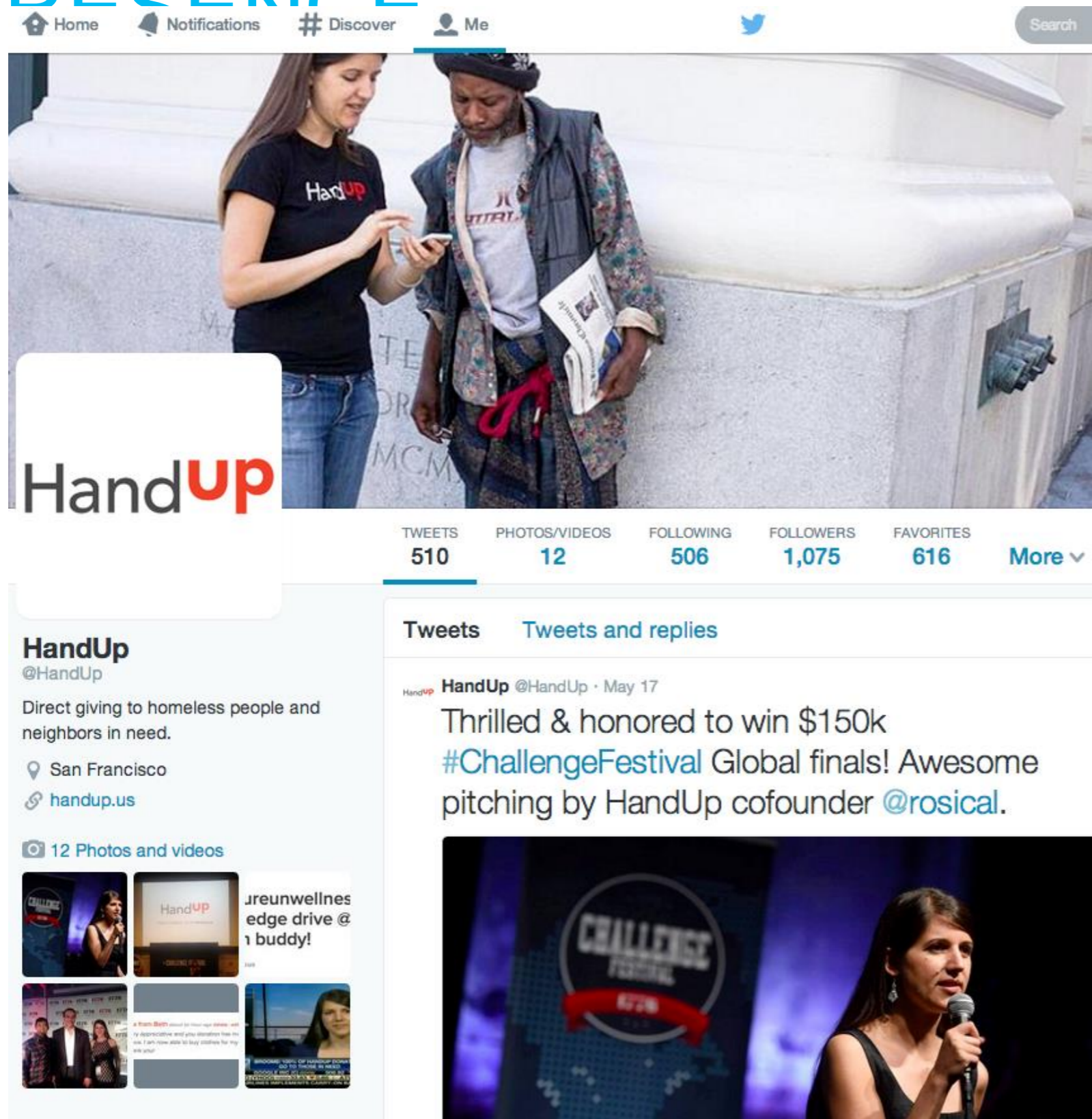
Develop Success metrics

How will you measure success?

FOLLOW AN “ALWAYS-ON” & FLIGHTED CONTENT CALENDAR



ESTABLISH A CONSISTENT BRAND PRESENCE



Profile Photo

Choose a profile image that visually represents your brand

Bio

Keep it clear and concise, but be creative. Include links to your website and brand content.

Site Link

Help drive traffic to your main website or specific landing page

Header Image

Showcase your brand prominently to grab the attention of visitors

Background Image

Create a rich experience with an engaging background image that tells your brand story

2. Leverage key partnerships

ENGAGE BRAND ADVOCATES



jason @Jason · Jan 4
Proud to be 1st investor in @HandUp -- thanks @mickbirch for being the 2nd.
angel.co/handup -- who will be the 3rd?
View details Reply Retweet Favorite More

Eric Ries @ericries · Jan 4
@Jason @HandUp @mickbirch OK
Hide conversation Reply Retweet Favorite More

FAVORITES
5
HandUp [Profile 1] [Profile 2] [Profile 3] [Profile 4]

1:34 PM - 4 Jan 2014 · Details

START A DIALOGUE

Follow key # on your dashboard and start a conversation with new people.



The screenshot shows a Twitter thread. At the top, a tweet from HandUp (@HandUp) dated April 25 says, "Us, too. That's why we came up with HandUp." Below it is a retweeted tweet from Sean Thompson (@visualSean) from San Francisco, CA, dated 12:26 PM on April 25, 2014. Sean's tweet asks, "A rainy day always reminds me of how many people are stuck outside. Any ideas around helping out the homeless?" The interface includes a profile picture, name, handle, location, and interaction buttons (Reply, Retweet, Favorite, More, HootSuite) for both tweets. A "Follow" button is visible next to Sean's profile.

HandUp **HandUp** @HandUp · Apr 25
Us, too. That's why we came up with HandUp.

 **Sean Thompson**
@visualSean

A rainy day always reminds me of how many people are stuck outside. Any ideas around helping out the homeless?

from San Francisco, CA

Reply Retweet Favorite More HootSuite

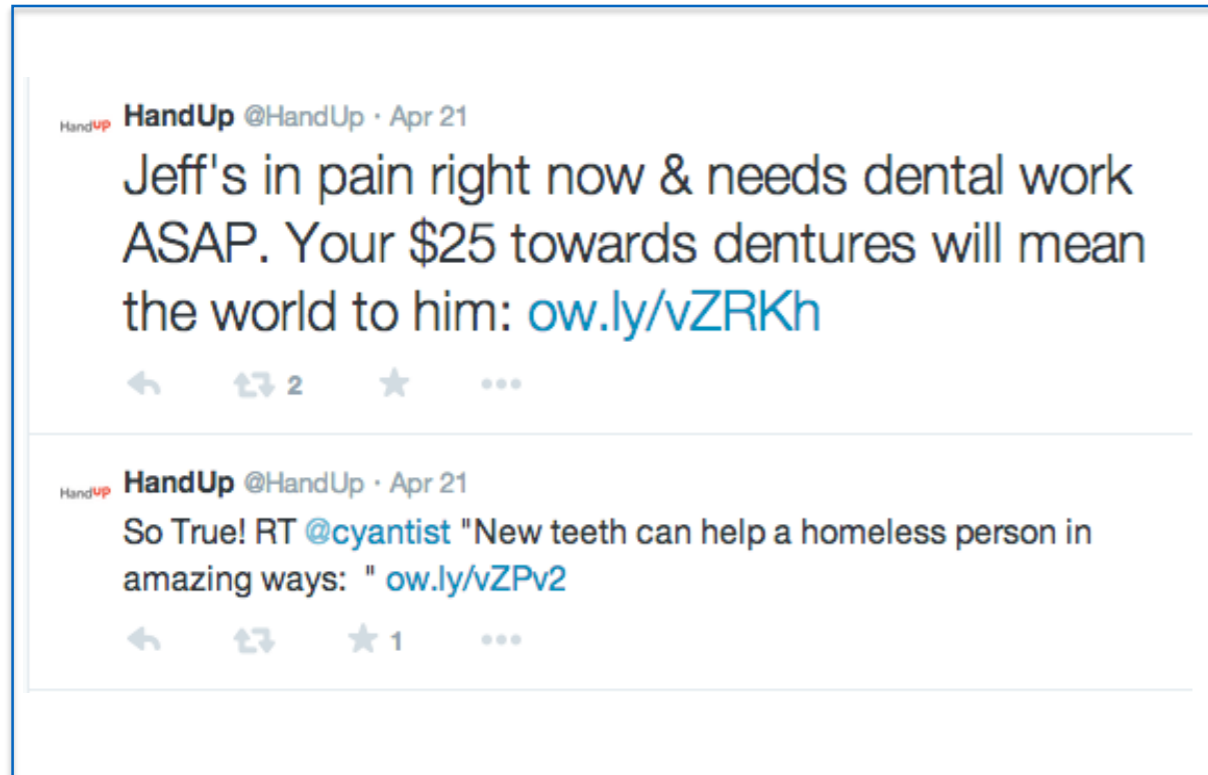
12:26 PM - 25 Apr 2014

Follow

← ↻ ★ 3 ... View more photos

3. Publish engaging content

COMPOSE ENGAGING TWEETS



Use direct calls to action

Retweet - Ask followers to spread your message

Reply - Get followers involved in a conversation

Vote/Poll - Ask a question, check community pulse

Submit - Ask followers to get involved

Include rich media

Photos, infographics and Vines increase the likelihood of engagement and retweets

EXTEND THE VALUE OF THE

Tweets

HandUp HandUp @HandUp · Apr 29

Excited to be judging this weekend's
[@Hackbright](#) hackathon! [@zacwitte](#)
[#hackforgood](#) ow.ly/wiRYe

  1  3  

HandUp HandUp @HandUp · Mar 12

What's in store for [#Bitcoin](#) & beyond? Hear what [@qhardy](#) [@Buttercoin](#)
[@JohnDVillasenor](#) think & support HandUp! bit.ly/1iBTI19

  1  2  

Branded campaign hashtags

Align campaigns and conversations

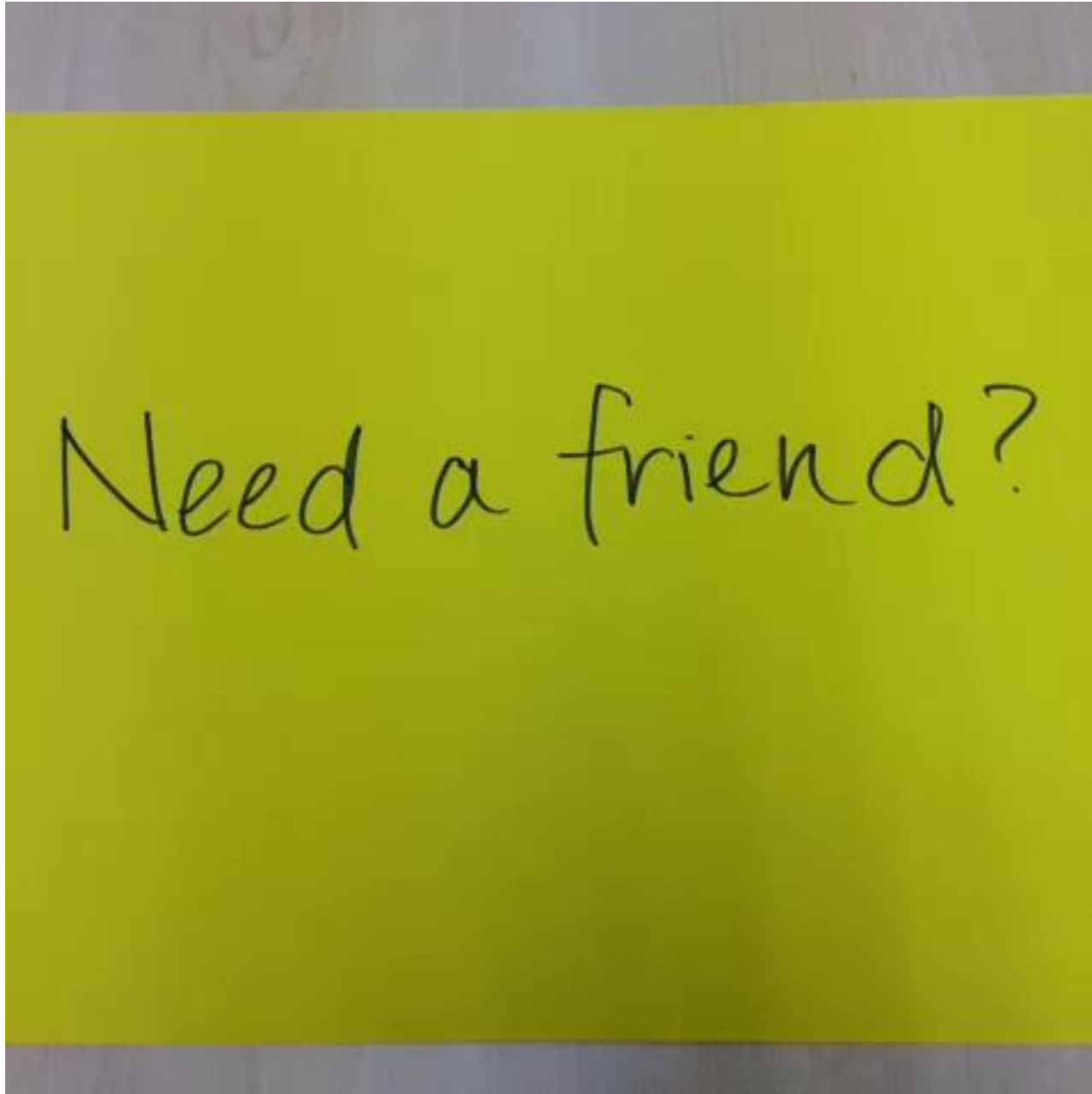
Trending topic hashtags

Extend the reach of your message

Unbranded campaign hashtags

Increase share of voice via organic trends

BUILD YOUR BRAND THROUGH VIDEO



4 Tips for Using Video

- 1) "A day in the life"
- 2) Demo a product or How-to
- 3) Create hype
- 4) Show personality

4. Amplify events & initiatives

DEVELOP A PHASED STRATEGY FOR EVENTS

Day of Event

- Drive engagement, conversation and retweets by live-tweeting highly engaging content
- Reward followers by surfacing exclusive event features and information

Pre-Event

- Generate buzz and excite your follower community
- Share teaser content and information about speakers, activities and guests
- Engage the community in event-related dialogue



Post-Event

- Keep the event momentum going by sharing out highlights achievements and attendee feedback

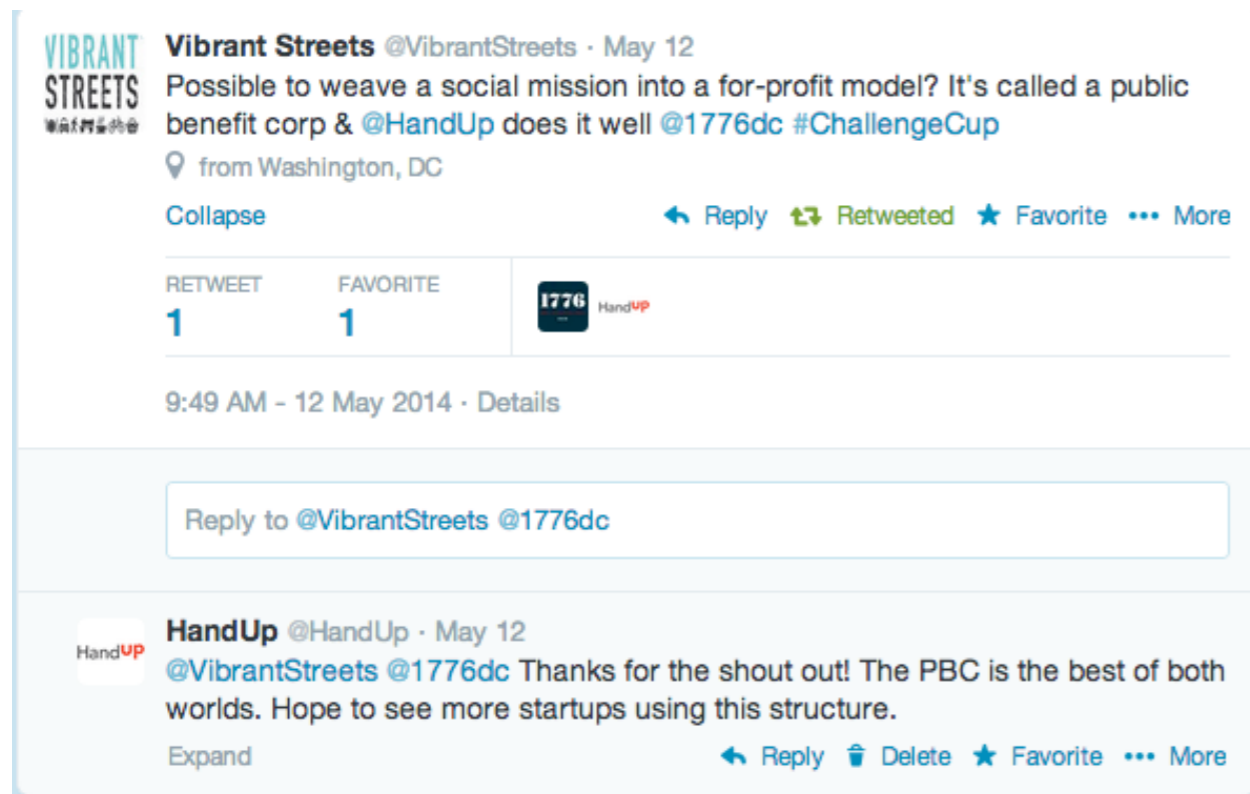
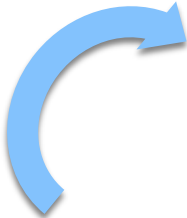
LEVERAGE EQUITY AROUND KEY EVENTS



Brandon Andrews @brandontalk · May 15
.@handup is crowdfunding for neighbors in need. Something else for @ServeDC to check out. #ChallengeFestival #smartcities @1776dc


Expand Reply Retweet Favorite More

Sammie Rayner retweeted you May 15
May 15: Excited for @HandUp co-founder @rosical to take the stage @1776dc #ChallengeFestival WATCH live 1776.ly/1iTZ1Mf



Vibrant Streets @VibrantStreets · May 12
Possible to weave a social mission into a for-profit model? It's called a public benefit corp & @HandUp does it well @1776dc #ChallengeCup
from Washington, DC

Collapse Reply Retweeted Favorite More

RETWEET	FAVORITE	
1	1	

9:49 AM - 12 May 2014 · Details

Reply to @VibrantStreets @1776dc

HandUp @HandUp · May 12
@VibrantStreets @1776dc Thanks for the shout out! The PBC is the best of both worlds. Hope to see more startups using this structure.

Expand Reply Delete Favorite More



HandUp @HandUp · 8s
Thrilled & honored to win \$150k #ChallengeFestival Global finals! Awesome pitching by HandUp cofounder @rosical.



Reply Retweet Favorite More [View more photos](#)



5. Measure success

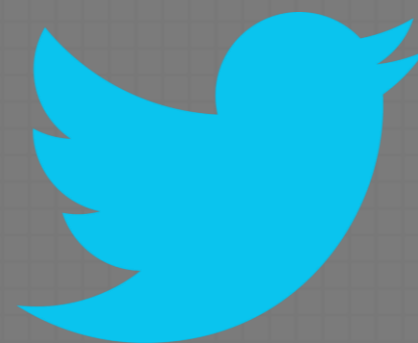
MEASURE SUCCESS

- Follower growth
- Engagement via retweets, favorites, @replies
- Site traffic, visits and time on site

Suggested Tools:

1. Twitter – analytics.twitter.com
2. Google Analytics - free + simple
3. Hootsuite - dashboard for managing Twitter
4. Sprout Social – more analytics features
5. Mixpanel - more sophisticated data visualization

#THANK YOU



Hand**up**



5 Common Twitter Mistakes You Might Still be Making

- 1) Starting a Tweet with someone's username
- 2) Follow me back
- 3) Making tweets too long
- 4) Tweeting the full URL
- 5) Setting up your analytics too late

Effect of Length on ReTweets



Source: Twitter Counter #blog, Katerine Petropoulou

By Dan Zarrella of HubSpot

Tumblr

Liba Rubenstein — Director of Social
Impact and Policy, Tumblr

Stanford SOCIAL
INNOVATION Review

