Setting up your account

• Choose a Twitter Handle (Account Name) that is an accurate and easy to understand abbreviation of your club name

• Follow the instructions to partially set up your following list (you can continue building it later)

• Select a profile image- Rotary Wheel is fine or you can use something more specific to your club

• Add a background image (Header) of Rotarians smiling or participating in projects in action. This will enhance your account.

• Lead with a good description of what you do (helping the community), and then follow with how to take action (join our next meeting, etc). Just the meeting time is meaningless to people outside of Rotary.

• Include the statement Visitors Welcome or similar. If visitors are not welcome then your investment in social media will be wasted. Make sure that your club committee is on board with the idea that strangers may come to your meetings. Someone is only a stranger the first time you meet, then they can become a friend and then a member.

• Hover the cursor over the top right corner of your profile once your basic account is active to access the edit function.

• Add your precise location- remember that there may be another town of the same name on the other side of the world.

“A tweet with #rotary is sent every 35 seconds”

-TweetReach
Writing Tweets

- Make your tweet concise – it has to fit into 140 characters – no waffle
- Write ‘Want to help change the world?’ instead of ‘Do you want to help change the world?’
- Omit words like ‘a’ and ‘the’ if you need to cut it down.
- Read how other users compose their tweets and copy the style of the best ones. You can tell a top Twitter user because they will have lots of followers, plus retweets and mentions in their stream (it’s possible to buy followers but more difficult to buy retweets/mentions)
- Test that the web link you have shortened goes to the right place before you finalize the tweet

Once you've squared away your username, photo and bio, you need to seek out people to follow
**Frequency and Scheduling**

- Consider connecting your Twitter account to your Facebook page, but this depends on the frequency with which you intend to tweet. Twitter tends to be a higher frequency than Facebook, so Facebook users may be turned off if you connect all your Twitter content to there.

- Understand that Twitter users may be anti-Facebook, so you may not wish to link too much Facebook content to Twitter. Using a tool like Hoot Suite https://hootsuite.com allows you to publish the same message on separate platforms at once, saving time when you are managing multiple accounts.

- Don’t flood your tweet stream with too many repetitive tweets. It’s a conversation, so you shouldn’t talk over the top of people or say the same thing fifty times.

- Avoid automated content—frequency will likely be too high and it means that you are not listening and responding to the conversation on Twitter. Tweeting several times an hour is OK, especially during events, but 3-5 tweets every other day or so would be a more normal level of activity.

- Tweet at least once a week— if your account becomes inactive people will start to unfollow you and you will lose your audience.

- Invest in a smart phone or tablet. You can use the apps to quickly Tweet or scan the conversation on Twitter during waiting times (e.g. on the bus) and when you are out and about.

- Use tools like HootSuite https://hootsuite.com/ to schedule your tweets so that they can reach people at the optimal time. For example, you can set up a tweet in the evening to be sent during commuting time the next morning when people may be looking at their smartphones.

- Use Tweriod to give you an analysis of the peak time when your followers are online. http://www.tweriod.com/ (You need to build up your followers first)
Mentions

• Talk directly to other users by typing @ and their handle/account name.

• Mention other users in the middle of a tweet to help other users find their account easily and let the other account know that you are saying something positive about them.

• Say thank you, hello, nice work using mentions.

• Take care not to over mention people if the information is not relevant for them.

• Understand that mentions send a direct notification to the person being mentioned. Be very careful with negative mentions.
Tips for Engagement

- Keep your tone friendly, open and positive.

- Write for a mixed audience of Rotarians and general public—don’t use too many in jokes or in house acronyms.

- Ask questions, respond to other tweets, have conversations—don’t just broadcast information.

- Search for and follow local accounts—business, media, government, community organizations.

- Build a following list that matches Rotary values—you can follow jokes and silly pictures of cats on your personal account if you like but you should use your Rotary account to seek out people and organizations that matter.

- Share both serious content and fun times, but never anything that is sexist, racist or otherwise discriminatory.

- Include photos of your club activities—smiling people making a difference.

- Say hello to people you know or people/orgs you would like to meet.

- Use Twitter to ask someone if they may be interested in speaking at your club. If their response is positive, follow up via direct message to ask them to email you for more detail.

- Support other Rotary clubs and your community (people, businesses etc) by retweeting their content (see below).

- Find a good balance between staying on topic and providing variety. Support Rotary themes and causes but also share the good work of our partner organizations, other NGOs and community organizations.

- Use ‘We’ rather than ‘I’ and be mindful that you are representing your whole club, not your personal opinions.

- Consider that many journalists, tech entrepreneurs, marketing professionals, humanitarians, educators and socially progressive individuals are represented on Twitter.

- Share the core values that make Rotary great and honest commentary about the journey of change and modernization that we are all on.
Retweeting

- On Facebook and LinkedIn, updates are shared with connections or friends. On twitter a tweet can be shared by “retweeting.”

- Retweets are indicated by the acronym ‘RT’

- If you want your followers to share something, you can write Please RT or Pls RT at the end of your update, but don’t overuse this.

- Retweets by others that you already follow show up in your stream with a small green arrow. This was created by Pete (not following yet) but retweeted by Randwick Council, so through Council a community minded person (Pete) has been discovered.

- Retweets include a mention of the original content creator so that they know their content has been shared. This usually gives the creator a warm feeling and they are likely to think positively about people and organizations who support their ideas and projects

- People will naturally want to share stuff that creates an emotional response in them (awe, joy, sadness, laughter, sympathy, curiosity) so your number one job is to write authentic, meaningful content
• Some applications that integrate with Twitter, such as Tweet Deck or HootSuite, allow you to edit or quote items that you are retweeting

• Twitter etiquette requires you to accurately represent what someone else has said. You can add your comment outside the quotation marks or edit the original slightly to fit into the character limit, but you shouldn’t change the original meaning of the tweet.

Following Back

• Follow back your followers, unless you suspect that the account does not belong to a real person. Not following them back is like turning your back on someone who would like to have a conversation with you.

• Understand that if an account has very few tweets, or very high frequency tweets that do not make sense or consist only of weblinks, the account has no image or there is something dodgy about the description or photo, it is likely that the account is a spam bot. Spam bots can be blocked. Equally if your club or personal account shows any of these characteristics, people may think that you are a spam bot!

• Use a tool like Just Unfollow http://www.justunfollow.com/ to catch up on a backlog. This program can identify your ‘fans’ (people who are following you that you haven’t followed back yet). Be careful not to activate this program’s automated tweets re: your account statistics however- this can give an appearance of arrogance.
• Ask if it’s not obvious why someone has followed you from their bio e.g. ‘Thanks for following us. Look forward to your feedback about your interest in @Rotary.

Personal Account

• It’s a good idea to have a personal account too. This can help you to augment your club account by re-tweeting your top Rotary news and ideas from your club account to your personal followers (friends, business associates, broader networks).

• Make sure that you identify yourself as a Rotarian in your own personal description. This will help you to engage with other Rotarians and also creates awareness of your association with Rotary with your broader network.

• Make your personal account an interesting mix of professional, Rotary and social updates and conversations- show your personality and the ideas and hobbies that you are passionate about.

• Remember Twitter is a 100% public forum (unless you ‘protect’ your tweets which will limit your audience).

• Be mindful of the consequences if you intend to tweet things that are controversial.

• Apply the four way test to everything you say anywhere on social media.

• Mention the personal account of the person(s) handling the club Twitter account if you can fit it into your description. That way, people can see that there is a real person behind the club account and it also creates good accountability for the person(s) trusted with the account.

• Add initials and the little hat symbol at the end of the tweet e.g. ^KM if more than one person is managing the club account.
Lists

- Lists can help you to categorize your followers.
- Lists can be public or private.
- Public lists help to create engagement as it will help your followers understand more about why you are interested in their news.
- Lists help you find people faster if you want to share a particular message with a particular group. For example, you may want to reach out to local businesses for a vocational project.
- Follow/Subscribe to Lists already built by other users to save time. The @ROSNF Lists are a great place to start.
Trouble Shooting

• Respond calmly and rationally if someone makes a valid critique of your ideas

• Own up and apologize if you or the club makes a mistake

• Know how to block and report if someone becomes abusive

• Don’t click on any link you receive via direct message if it seems out of character. You may need to warn your followers that their account may have been compromised.

• Be aware of True Twit, a direct message that is an exception to the above rule- you can learn about this tool here: http://truetwit.com/truetwit/home.form

• Read the troubleshooting section of Help carefully to understand potential pitfalls https://support.twitter.com/groups/55-troubleshooting#

Hashtags

• Link together content on social media using Hashtags # link together content on social media.

• Know that hashtags started on Twitter and have since spread to Facebook.

• See example of hashtag #rotaryawareness

• Click on or search for a hashtag, to see a stream of content that is linked to the same topic, from all the people that have used the same phrase

• Don’t over use hashtags. Just one is plenty or three at most. Definitely don’t hashtag every second word.

Live Tweeting

• Live Tweeting is a form of reporting on what happens at an event or project. You report as fast as you can think and type.

• Start before the event as a way of building excitement

• Create in advance a good concise hashtag to link the content together and enable people attending the event to connect with each other and review the content
• Make the hashtag as unique as possible. For example, don’t use rotaryconf14 as there may be multiple Rotary conferences happening on the same day around the world.

• Inform your speaker(s) before the event that there may be people live tweeting and send them the event hashtag. This means they won’t be concerned if people are looking at their smartphone. Your speaker may also be inspired to tweet the fact that they will be speaking at your event to help attract a bigger audience.

• Tell the audience at the start of the event that they are welcome to tweet and show them the official event hashtag on the screen. Do not tell them to turn off their mobile phones, but do ask them to switch them to silent.

• Understand that live tweeting is a reflective, interactive process. Tweeters are highly engaged with the event content and care about what the speaker is saying. They are not ‘playing with their phones’.

• Record summaries of speaker statements or key actions. Doesn’t have to be everything, just the best parts that inspire you or that you wish to question.

• Try not to be too critical of the speaker or the event organisers, unless they really deserve criticism. No one likes a know it all.

• Add photos of the crowd, the speakers, the project participants

• Ask questions of the audience following the conversation

• Retweet great summaries or statements by other people in the tweet stream

• Ask questions via the Q&A moderator or their assistant who will also be following the conversation (this is especially useful in large crowds where it would be difficult to get a microphone to people)

• Say hi to people you recognize in the stream so that they know they can catch up with you during any networking time that may follow

• Create a record after the event of the conversation using Storify. This allows you to select the best tweets and add extra descriptions so that people who couldn’t attend get the true flavor of the event http://storify.com
Number One Tip: Be Patient.

It may take more than a year to see your investment of time in Twitter to translate into new members. Done well, it can really enhance awareness of your club but don’t lose heart if it seems an uphill battle at first. It has to be part of an integrated strategy:

• Be open to non-Rotarian visitors

• Keep an up to date website with clear call to action- join our next meeting, join our next event, come see one of our projects in action

• Create E-newsletter that is written with both and internal and external audience in mind

• Plan fun social events and projects to create opportunities for informal interaction

• Build interesting program of speakers- some Rotary topics, some local community orgs, businesses or individuals passionate about a topic that you can link back to Rotary’s work.

• Ensure that Rotary speakers understand that there will be people new to Rotary in the audience

• Reach out to your community by attending their events- don’t expect people to come to you all the time

FAQ

Is Twitter Safe?

Like any social network, it is your responsibility to manage the risks of engaging in social media- it is a valuable tool that can be a lot of fun but you need to be smart about how you use it. When telephones were first introduced nothing on the switchboard was private so in a way the past has come a full circle!

• Keep your hardware and anti-virus software up to date

• Select strong passwords (letter/number/symbol combinations)

• Keep separate passwords for each social network

• Never use the same passwords for financial or work related accounts

• Make sure that you are familiar with the privacy settings and how to use them
• Be aware of scams and what they look like

• Never reveal your exact home address

• Only share what you are happy to be public about

• If in doubt, don’t click on or log into a link sent in an email. Search for the URL and go directly to the website.

• Let people know that you are taking photos for social media and that they should let you know in advance if they don’t want their photo published

• Be especially cautious with photos of children- ask for their parents permission

The Rotarians on Social Networks Fellowship is the fastest source for all your questions. Be sure to follow us @rosnf.

Should I Tweet from our Weekly Meeting?

Yes! Our club meetings are a really rich source of ideas and conversation that should be shared with the wider world. It takes a lot of effort to secure good speakers. If we share what is happening people will be more curious about what happens at a Rotary meeting and will want to come along next time.

Tweet highlights from each weekly club meeting- speaker quotes, key announcements, great moments

• Add photos of the speaker in action or club members and guests enjoying the meeting

• Share what is coming up next week at the end of the event

• Tweet a thank you to the speaker or the organization that they represent after the meeting

• Remember to inform the speaker and the audience that tweeting is encouraged and give them the hashtag
What other types of events should I tweet from?

Opportunities to promote Rotary are everywhere!

• Tweet from business and community events hosted by other organizations. Be a voice of support but make sure that your comments are relevant to the context of the event. Open with why you are there and perhaps a question e.g. Our members are looking forward to engaging with business leaders at #Chamber mixer. Who is here for the first time?

• Tweet from your projects e.g. We’re at the beachfront picking up plastic with students from our local high school. Come on down! #cleanup

• Share updates from your travels- other clubs you visit or friends that you meet. If you wear the Rotary Wheel you might make a new friend on the street!

• If you spot something around town that you can link back to your club and your projects in a meaningful way, do it
Other Useful Resources

https://business.twitter.com/twitter-organizations-nonprofits

http://www.echoditto.com/insights/best-practices-non-profits-twitter


Got More Questions? Looking for Support?
Join Rotarians on Social Networks Fellowship via www.rosnf.net
It’s a fun, free community of ideas.

Final Challenge:

@Rotary is currently in the Top 50 Non-profits on Twitter.
Let’s get @Rotary in the Top 30!

http://topnonprofits.com/lists/top-nonprofits-on-twitter/

Definitions:

Tweet: A 140-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It’s comprised of updates from users you follow.

Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @mashable). Users are notified when @mentioned. It’s a way to conduct discussions with other users in a public realm.

Direct Message (DM): A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following.
You may only DM a user who follows you.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #AmericanIdol, # Obama). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don’t follow.