

Twitter for charities

10 March, 2010

Rachel Beer,
Founding Partner,
beautiful world



beautiful world

CharityComms

What is Twitter?

'A combination of messaging and social networking'

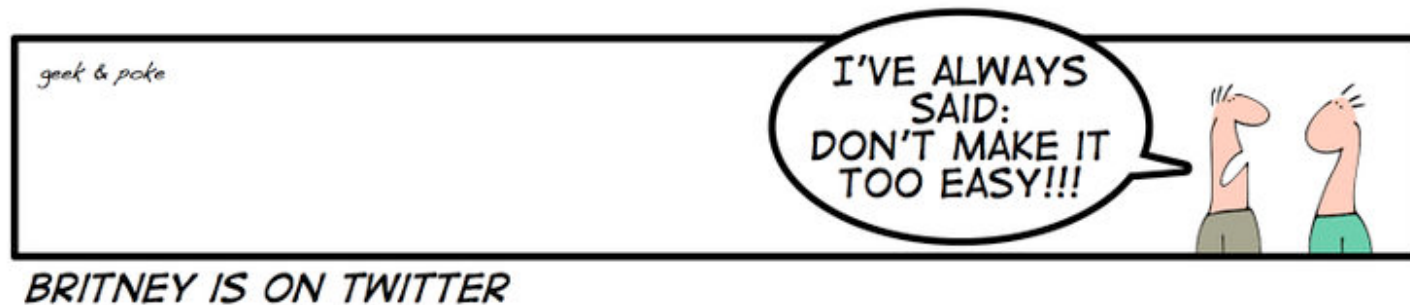
Jack Schofield, The Guardian

Twitter says...

- 'Twitter asks "what's happening" and makes the answer spread across the globe to millions, immediately.
- Twitter is a real-time information network powered by people all around the world that lets you share and discover what's happening now.
- The timely bits of information that spread through Twitter ... creates a platform for you to influence what's being talked about around the world.'

It's simple

- You type messages and 'post' them onto the web for others to find and read
- Each message is called a 'tweet'
- They're a maximum of 140 characters long



It's public

Anyone, anywhere in the world, can see your tweets - provided they have a PC or mobile with internet access

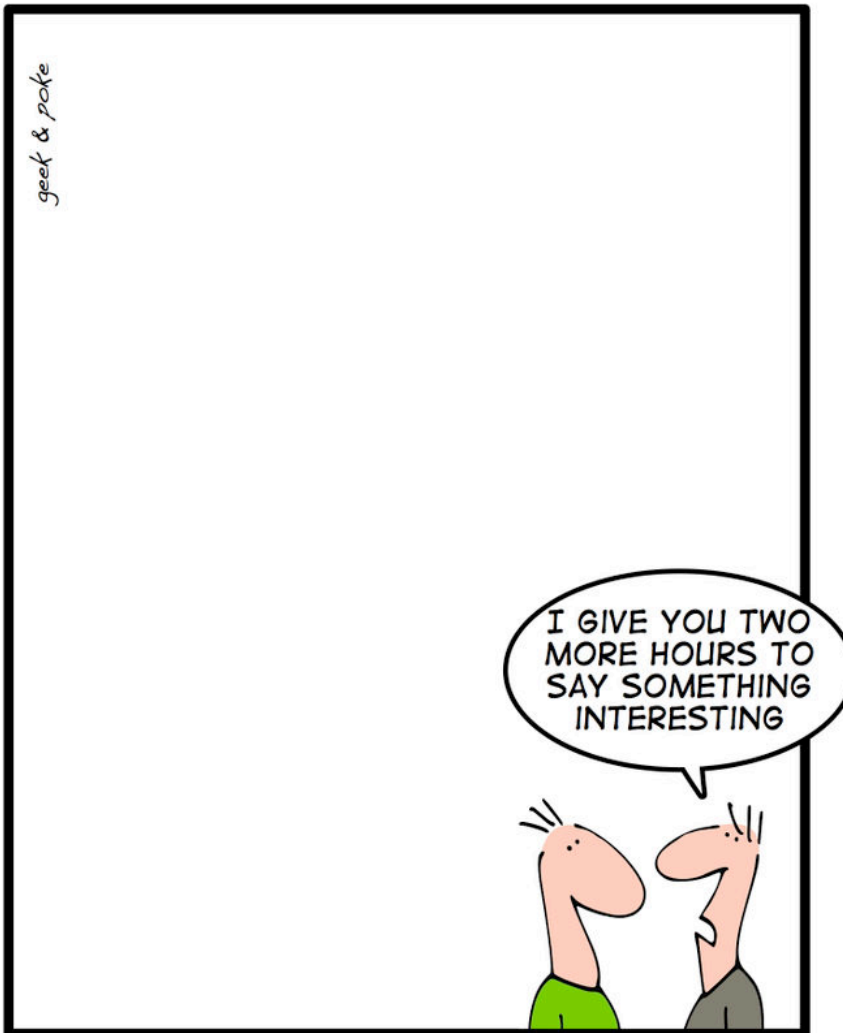
It's social

- You build up a network of friends and contacts – just like you do 'in real life'
- People that find you interesting will 'follow' you
- And you can follow them back if you want to
- Tweets can be passed on, or 'retweeted', from user to user, and be seen by their networks of 'followers'
- As you follow others, retweet them and have conversations, you will widen your network of influence

Follow and be followed

- Follow people and organisations you share interests, missions or values with – and people talking about your cause
- They will follow you back – if they think you're interesting too!
- Find them by searching Twitter using keywords. Try some of these and see what works for you:
 - Directories – e.g. wefollow.com, twellow.com
 - Twittersearch – search.twitter.com
 - Hashtags – hashtags.org, wthashtag.com
 - Trending topics – on Twitter.com or via your Twitter client
 - Social media monitoring – samepoint.com or addictomatic.com

THE FOLLOWERS



PART 1: EASY TO GET, HARD TO KEEP

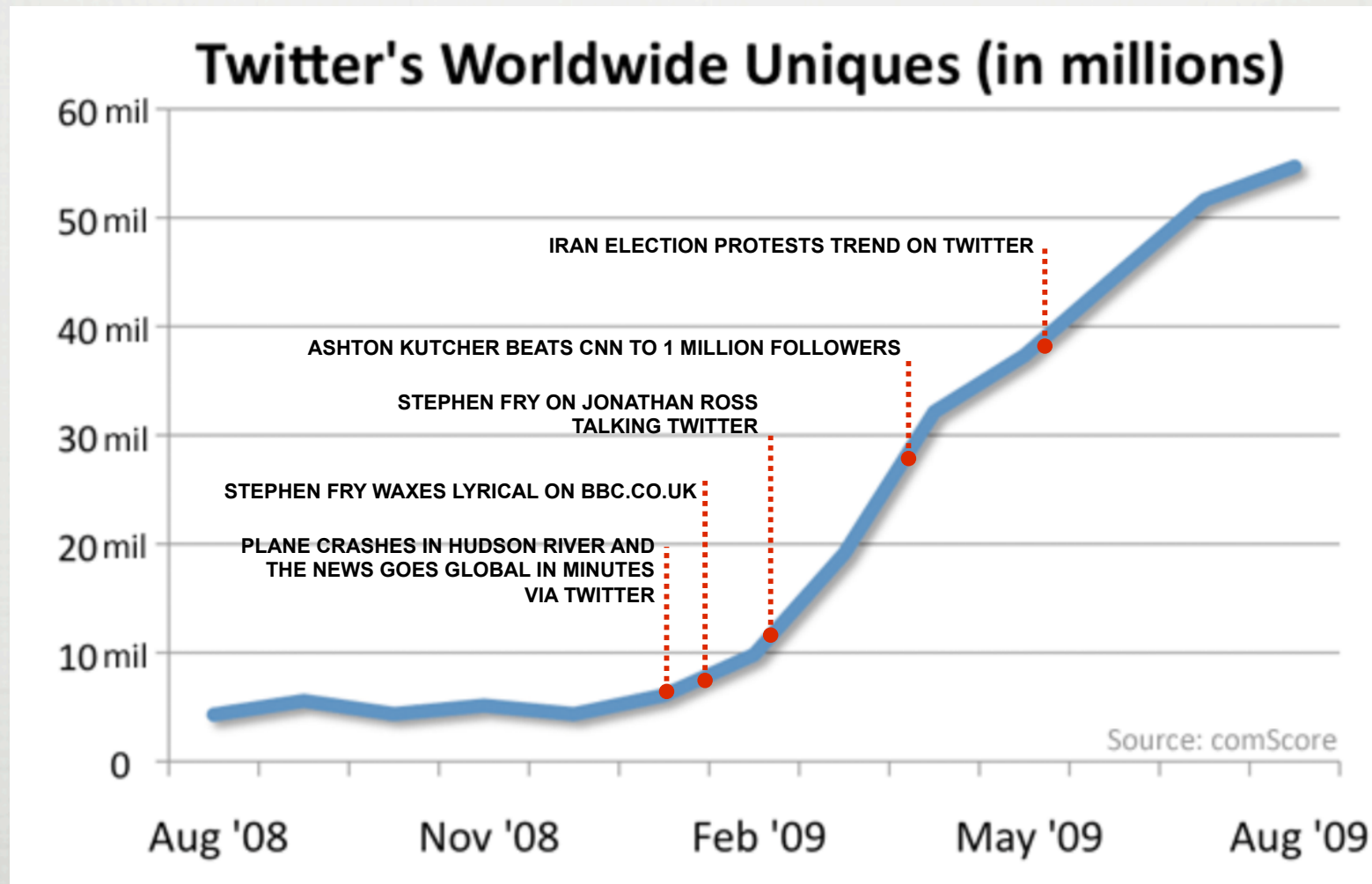
It's all about developing your 'social capital'.

That means you need to be interesting.

And you need to be interested in others, and the things they care about, too.

Why use Twitter?

The adoption curve: 2009



Twitter UK User Demographics

Traffic statistics

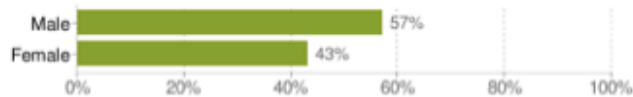
All traffic statistics are estimates.

	Country	Worldwide
Unique visitors (estimated cookies) ?	3.8 M	150 M
Unique visitors (users) ?	80 M	80 M
Reach	5.2%	5.2%
Page views	300 M	4.8 B
Total visits	48 M	720 M
Avg visits per visitor	13	9
Avg time on site	12:20	11:50

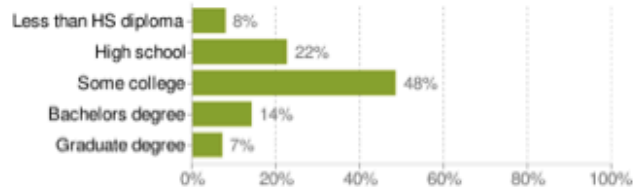
Daily Unique Visitors (cookies)



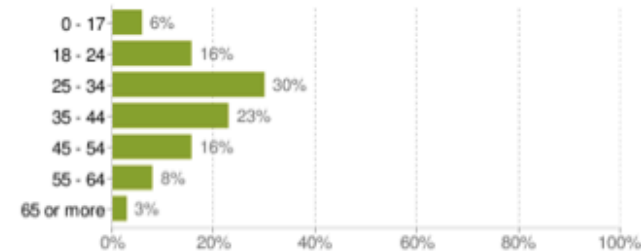
Gender



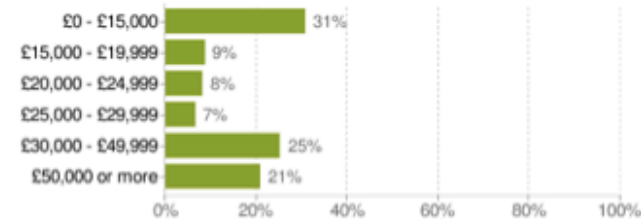
Education



Age



Household income



Facebook UK User Demographics

Traffic statistics

All traffic statistics are estimates.

	Country	Worldwide
Unique visitors (estimated cookies) ?	26 M	1.1 B
Unique visitors (users) ?	26 M	490 M
Reach	31.6%	31.6%
Page views	52 B	470 B
Total visits	1.3 B	17 B
Avg visits per visitor	52	34
Avg time on site	28:20	23:20

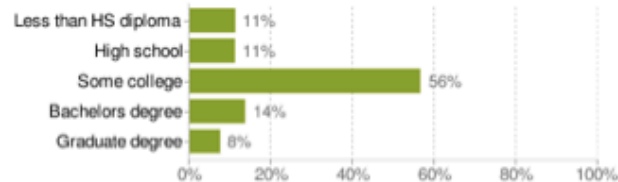
Daily Unique Visitors (cookies)



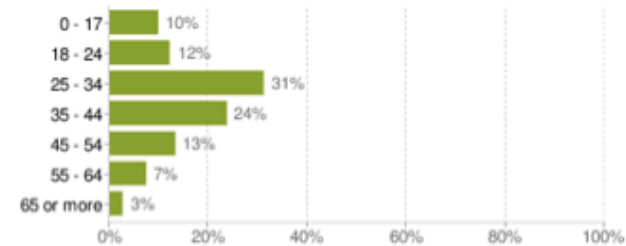
Gender



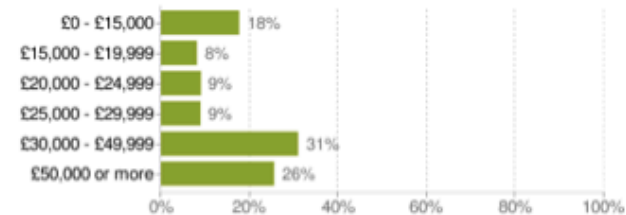
Education



Age



Household income



People use Twitter to...

- share
 - ideas
 - news and opinions
 - thoughts about things they are interested in
 - feelings about things they care about
 - what they are doing or planning to do

But most of all to...

- Connect

- with people they have something in common with

- with brands they share values with

- with causes and issues they care about

Twitter says...

- How you use Twitter is completely up to you.
- Follow hundreds of people. Follow a dozen.
- Post every hour. Post never.
- Search for your favourite topics and create lists.
Or not.
- You are in control.

Putting that another way...

- Twitter users create, and are in control of, their own experience – and each experience is unique
- You will be part of that experience, or not, as they choose
- They will follow you, or not, as they choose
- They can even block you if they feel you're 'spamming' them
- So treat them with respect

It can help to think of Twitter as...

- ... a bit like being at huge party
 - Where there are some people you already know
 - And all sorts of people you've haven't met yet



it's all about

ME!

I'm so AWESOME
I'm jealous of myself!

Twitter isn't...

- A marketing channel
- Somewhere to broadcast
- Somewhere to press release to
- A 'cold list'
- All about you!
(No one likes someone that only talks about themselves)

Benefits of Twitter

- Are entirely what you make them!
- You 'get what you give' - the more you engage and share, the more you'll benefit
- Huge potential to engage with people that care about your cause across the UK - and the world
- The ability to:
 - reach journalists, politicians, policy makers, funders, celebrities and other influencers - including other charities
 - engage with stakeholders, donors, campaigners, members, volunteers & advocates

Unbelievably...

You can do all of this
without paying a thing!

Examples of Twitter being
used by UK charities

One of my favourites

The image shows a screenshot of a Twitter profile for 'Natures_Voice'. The profile is set against a blue background with a white cloud pattern. On the left side, there is a vertical banner with the RSPB logo at the top and the text 'NATURE'S VOICE' in large, pink, 3D-style letters. The main profile area includes the RSPB logo, the name 'Natures_Voice', and a 'Following' button. Below this, there are several tweets. The top tweet is from the account itself, mentioning 'The jury is in on sparrowhawks and magpies' with a link and a hashtag. Below it are two replies from other users. On the right side of the profile, there is a summary box with the account name, location, website, bio, and statistics for following, followers, and listed users. Below this are sections for 'Tweets', 'Favorites', 'Actions', and 'Following'.

twitter Home Profile Find People Settings Help Sign out

RSPB **Natures_Voice**

✓ Following Lists Settings

The jury is in on sparrowhawks and magpies <http://tinyurl.com/yII5s4j> #RSPB
about 10 hours ago via web

@pigsonthewing Thanks, will pass on your feedback.
about 22 hours ago via web in reply to pigsonthewing

Fantastic great grey owl hunting in snow photos <http://bit.ly/aIVzwN> Thanks to @piginfo
2:31 PM Mar 8th via web

Please share your 'signs of spring' on our Love Nature flickr group <http://tinyurl.com/ydrpc9v> #RSPB #LTF
2:17 PM Mar 8th via web

143 MPs support action to protect birds of prey. If yours hasn't, you might like to ask them to sign. <http://tinyurl.com/yg4h2bg> #RSPB
10:14 AM Mar 8th via web

Name RSPB
Location Sandy, UK
Web <http://www.rspb.org.uk>
Bio Love nature? Help us save it. Written by Paul in PR - with a bit of help from my colleagues.

3,863 following **6,587** followers **467** listed

Tweets 3,307

Favorites

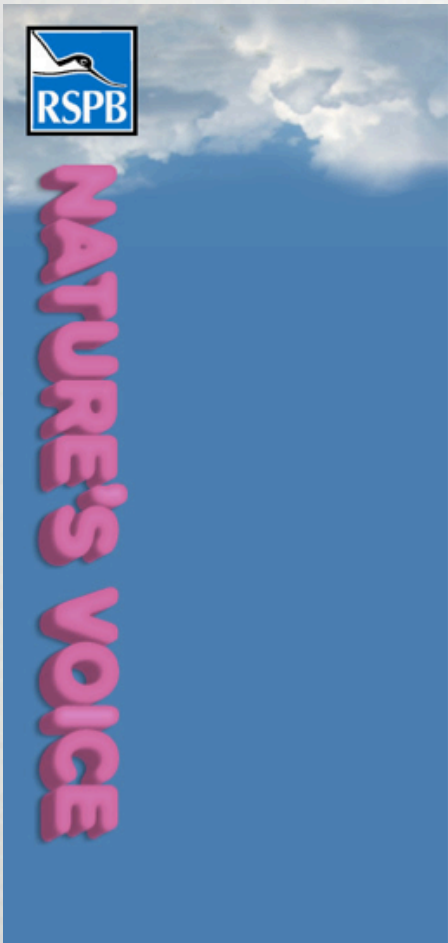
Actions
[message](#) Natures_Voice
[block](#) Natures_Voice
[report for spam](#)

Following

[View all...](#)

RSS feed of Natures_Voice's tweets

Great engagement with others...



RSPB
NATURE'S VOICE

Nature knows a stinker when it sees one <http://tinyurl.com/ykvg8ym> #RSPB
9:23 AM Mar 8th via web

@gethywilliams Yes, I think so.
7:49 AM Mar 8th via web in reply to gethywilliams


@pipersfarm Just been reading about your farm – sounds fabulous.
7:48 AM Mar 8th via web in reply to pipersfarm


@wildfreckle Thanks!
10:01 PM Mar 7th via web in reply to wildfreckle


@ethernat At nesting time anything goes.
8:28 PM Mar 7th via web in reply to ethernat


@pettitsa Thank you!
8:27 PM Mar 7th via web in reply to pettitsa

Just joined the Birding community to keep track of the best experts. Join me here: <http://mrtweet.com/c/birding?v=jt>
5:57 PM Mar 7th via MrTweet

 **greenroofsuk** I once saved and released a bittern [1979] –Rescued rare bittern released back into the wild – #birds
<http://ow.ly/1eWWy> #iyb #rspb
11:20 AM Mar 6th via HootSuite
Retweeted by **Natures_Voice** and 1 other

 **claraesse** Looking forward to volunteering for the RSPB in Battersea Park tomorz – Date with Nature looking at herons. Hope the weather stays nice!
12:07 PM Mar 5th via web
Retweeted by **Natures_Voice**

 **SCUBA_rabbit** The RSPB: Call for world's largest marine reserve <http://bit.ly/ayhLgp>
2:35 AM Mar 6th via twitterfeed





RNLI

✓ **Following**

Lists ▾



PlymouthHerald Ollie's memory will live on: THE FAMILY of a popular teenager killed in a car crash say his memory will live on af... <http://bit.ly/9rLqDc>

about 8 hours ago via twitterfeed
Retweeted by **RNLI**

@alialifarn Ah, yes - was that on Meridian? Lovely story, isn't it :-)

about 12 hours ago via web in reply to alialifarn

As you might've noticed, folks, our profile name has now changed from **@RNLIrescues** to **@RNLI** :-)

about 12 hours ago via web

Video: listing dredger escorted to safety by Angle RNLI lifeboat - <http://bit.ly/cIQBH5>

12:00 PM Mar 8th via web

Rescue: Appledore's new lifeboat can't wait to help:

Name RNLI

Location The UK and RoI

Web <http://www.rnli.o...>

Bio The charity that saves lives at sea

3,114 **3,257** **141**
[following](#) [followers](#) [listed](#)

Tweets **866**

Favorites

Lists

[@RNLI/rnli-fundraising](#)

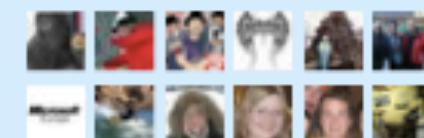
[@RNLI/rnli-stations-and-crew](#)

[View all](#)

Actions

[message RNLI](#)
[block RNLI](#)
[report for spam](#)

Following



Rescue:Appledore's new lifeboat can't wait to help:
<http://tinyurl.com/yafvlc9>

11:33 AM Mar 8th via API

Rescue:Listing dredger escorted to safety by Angle RNLI
lifeboat: <http://tinyurl.com/y9xqsel>


11:30 AM Mar 8th via API

Rescue:Sunderland RNLI rescue two men after fishing boat
suffers mechanical failure: <http://tinyurl.com/ye6f87g>

10:30 AM Mar 8th via API

Rescue:Commercial workboat entering Barrow begins to take
on water: <http://tinyurl.com/ycwofye>

8:30 PM Mar 7th via API

 **RNLIevents** RNLI lifeguards feature in Sunday's episode of
the BBC's Country Tracks, <http://www.bbc.co.uk/programmes/b00rdt3h> to check it out

3:49 PM Mar 5th via web

Retweeted by RNLI

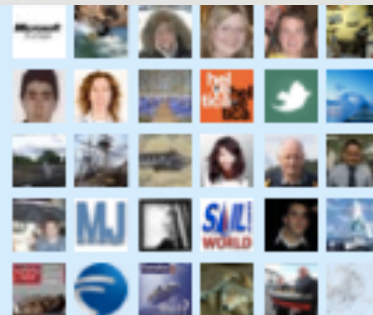
@Laanetweets @thecivvie @White_Box @HolidayDrivers
@BestTourGuide @MouseholeCat @_SimonArnoldme
@HelpforHeroes Thanks for the #FollowFriday!

4:31 PM Mar 5th via web in reply to Laanetweets


@timgardendesign A beautiful part of the country though,
Tim

2:41 PM Mar 5th via web in reply to timgardendesign

@MarineEx2010 Sounds perfect!



[View all...](#)

 [RSS feed of RNLI's tweets](#)

@Laanetweets @thecivvie @White_Box @HolidayDrivers
@BestTourGuide @MouseholeCat @_SimonArnoldme
@HelpforHeroes Thanks for the #FollowFriday!

4:31 PM Mar 5th via web in reply to Laanetweets

@timgardendesign A beautiful part of the country though,
Tim

2:41 PM Mar 5th via web in reply to timgardendesign

@MarineEx2010 Sounds perfect!

2:36 PM Mar 5th via web in reply to MarineEx2010

@BestTourGuide Glad to hear it, Janie!


2:03 PM Mar 5th via web in reply to BestTourGuide

@charlieconnelly Fantastic news! Doesn't it lighten your mood
- smiles all round here :-)

1:56 PM Mar 5th via web in reply to charlieconnelly


@mandajroberts Fingers crossed for the rest of the weekend!

1:54 PM Mar 5th via web in reply to mandajroberts

 **dougmiestergen** Please anybody who can, support my
friend who is doing a 1500m Swim, 40km Cycle and 10km
Run for the RNLI <http://tinyurl.com/ydl2d74> Please.

1:30 PM Mar 5th via TweetDeck

Retweeted by RNLI

 **naominf** Having a raffle at work to help reach my
marathon fundraising target for The RNLI Trying to get some
donated prizes - could anyone help pls?

1:30 PM Mar 5th via BeTwittered

Hitchhiking
Watch the video

Click here ▶

Grace & Peter
Watch video diary

Click here ▶

twitter

and enter to win a flip video camera

Enter our prize draw

Fill in your details ▶

WIN

WRVS

positive about age
practical about life



Twitter feed

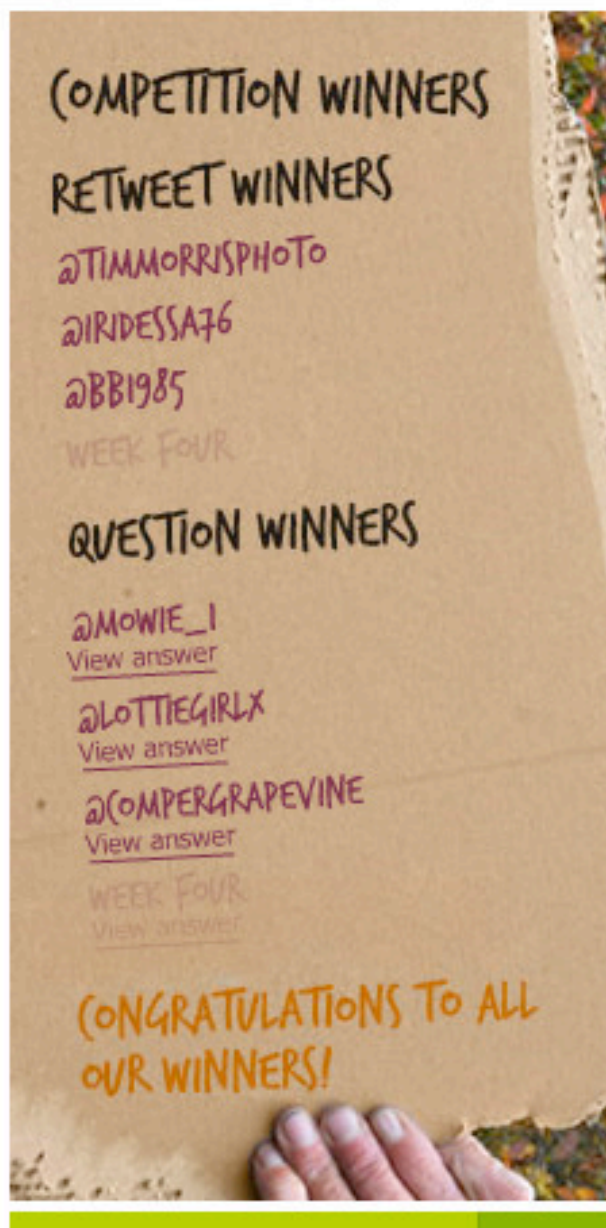
Follow us at
twitter.com/wrvs

Have you watched our Hitchhiking video? We would like to hear your thoughts about it! <http://bit.ly/6yRe6c>
[#giveuslift](#)
yesterday

@alan25c Hi Alan, thanks for your competition entry, but just a reminder you need to be following us for it to be counted as a valid entry
yesterday

@chichard41 Thanks for your competition entry, but just a reminder you need to be following us on twitter for your entry to be valid :)
yesterday

@Dark_Wolf Hi Graham!



A competition helps to spread the word about the appeal and build brand awareness with new audiences

All that effort and only following 159 people?!

twitter Home Profile Find People Settings Help Sign out

WRVS Manage lists in which WRVS appears

✓ Following Lists ⌵ ⚙

Name WRVS
Location All over Great Britain
Web <http://www.wrvs.org>
Bio WRVS is an age positive charity. Help us make Britain a great place to grow old. Donate or volunteer.

159 following 526 followers 30 listed

Tweets 348

Favorites

Actions
block WRVS
report for spam

Following

One In three older people can't always get to where they want to go

Don't leave Britain's older people stranded
www.giveusalift.org.uk

Volunteer 0845 601 4670
Donate 0845 607 6524

forum3 Trustee – WRVS – Nationwide – N/A (unpaid): Help us make Britain a great place to grow old.WRVS is a national cha... <http://bit.ly/cUGqBp>
12:36 PM Feb 23rd via twitterfeed
Retweeted by WRVS

patholio @mike_1727 city hospital, they also do a good cuppa in the WRVS cafe #tea
4:36 PM Feb 19th via twidroid in reply to mike_1727
Retweeted by WRVS

Booktrust launches writing competition for the over-60s. Enter a short story on "The letter I wish I had written". www.bookbite.org.uk
2:37 PM Feb 11th via web

RubyJubilee If anyone didn't know, I did a skydive last March for @WRVS video is here www.youtube.com/watch?v=4Cv4T6uKIS0 donate to them! Please!
10:56 AM Feb 8th via web
Retweeted by WRVS

And one US charity

Tweetsgiving: the classroom built by gratitude



STORY | PRESS | TEAM | FIND A PARTY:

City or Campus



I'm THANKFUL for all friends INDEED! #Tweetsgiving
@MamaLucy (103 days ago)

More from the #TwitterKids of Tanzania



TweetsGiving is a global celebration that aims to change the world through the power of gratitude. Follow these simple steps to bring your grateful heart to the party:

1 share your gratitude

Share whatever you're thankful for on Twitter, your blog, Flickr, Facebook, YouTube, or blip.fm. Include the #tweetsgiving tag and a link to www.TweetsGiving.org so we can share your grateful heart with the world!

2 give

give now!

Contribute in honor of whatever you're thankful for. Each \$10 donation brings us 1 brick closer to a classroom, orphanage/dormitory, library and cafeteria at the #twitterkids' school in Arusha, Tanzania, or helps us fund a future Epic Change project.

22,605

thank you notes

21,226 tweets

336 photos

79 videos

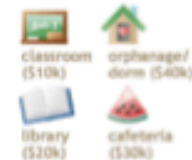
68 songs

896 blogs

\$31,680

total contributions

give now!



top turkeys

Give \$100 or more to be a Top Turkey!

- Natalie Villalobos
- Christian De Neef
- JGJ Hermkens
- Markus Hafner



The UK's largest dog welfare charity, with 17 nationwide rehoming centres.

We never put a healthy dog down.

We also campaign & educate about responsible dog ownership, including neutering & microchipping.

www.sponsoradog.org.uk

Find us online

Facebook
www.facebook.com/dogstrust

MySpace
www.myspace.com/officialdogstrust

Bebo
www.bebo.com/dogstrust

Flickr
www.flickr.com/photos/dogstrust

YouTube
www.youtube.com/dogstrust

Blog
www.dogstrustblog.blogspot.com

DoggySnaps
www.doggysnaps.com

Twibbon
www.twibbon.com/join/dogstrust

Follow [@dt_glasgow](#) for regional updates!



dogstrust

✓ Following

Lists

Fantastic! RT: [@hellschilde17](#):
<http://twitpic.com/17k0ug> -
Members of WelshFord on a Xmas
pet food run for [@dogstrust](#)

about 4 hours ago via Echofon

[@lonmarathon](#) Hope it helps! Being so close to the target is a great achievement (and I couldn't run 26 miles in a million years!)

about 6 hours ago via Echofon in reply to lonmarathon

[@jedi2009](#) That's so kind! Anything you can offer is much appreciated. :)

about 6 hours ago via Echofon in reply to jedi2009

RT: [@marleyterrier](#): [@lonmarathon](#) needs £10 to reach his fundraising target for [@dogstrust](#) from the London Marathon.
<http://bit.ly/1CJ16E>

about 6 hours ago via Echofon

Canine Carer Joy [@dt_leeds](#) tells all about one of the centre's sweetest residents, Toby: <http://bit.ly/7WtCy> (vid)#

about 7 hours ago via Echofon

[@sammi24](#) We do! Everything you need to know:
<http://www.dogstrust.org.uk/az/s/stamps/default.aspx> :)

about 8 hours ago via Echofon in reply to sammi24

Hope [@simonpegg](#)'s Minnie does indeed reach stardom - to make sure, anyone want to nominate her for celeb dog?
www.dogstrusthonours.co.uk

about 9 hours ago via Echofon

RT [@simonpegg](#) Minnie to try acting again. How To Lose Friends, Pack, Paul, cut out, Burke & Harp. 3rd time lucky

Name Dogs Trust
Location London
Web
<http://www.dogstrust.org.uk>

Bio Tweets by Dogs Trust digital team: Alex (alex.goldstein@dogstrust.org.uk), Lo & manager Jacqui. Erm... woof? Bark! Whiiiiine...

6,483 following 11,651 followers 375 listed

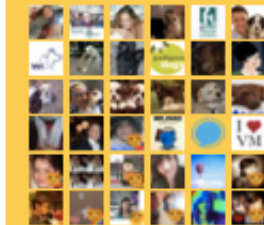
Tweets 7,219

Favorites

Actions

[message dogstrust](#)
[block dogstrust](#)
[report for spam](#)

Following



View all...

[RSS feed of dogstrust's tweets](#)

Your Profile

- Make it easy for interested people to find you by making your bio statement clear and including searchable keywords.
- Mention who at your organisation is tweeting, if you can.
- Include a URL that links to a page on your website providing clear information about your organisation and its purpose.
- utilise your profile background – add an attractive, relevant, branded background and make the most of this additional opportunity to say more about who you are and what you do.
- Make sure your avatar is clear and simple. It will be viewed as a tiny icon. No point including detail or type that won't be visible!

Can you tell who is who?



Can you tell who is who?



FARMAfrica



scopecharity



WaterAid



mencap_charity



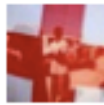
fordementia

These are much better



You are your brand

- Are your tweets on brand?
- Are you using searchable keywords associated with your charity?
- Do they reflect your Google Adwords and keyword density of your website? Tip: Social media monitoring can inform which paid search keywords you should be using.
- Have you conducted a competitor analysis – and are you clear about how you are differentiating?



britishredcross's tweetcloud...

Aceh affected amazing **appeal** arrive big **blog brc**
British britishredcross **camp** Chile community DEC decappeal
difference disaster **donate** ducksandcows **earthquake**
email emergency everyone family Federation floods fundraising great
Haiti help HIV home **Indonesia** lives looking love many
money **more** News office older photos Please pls **post** quake
raise really **Red** refugees relief response send shop sorry
support team **Thanks** think **today**
toilets tsunami tweeting twitter update video
volunteers want worker working World www.redcross.org.uk years
yesterday

10ft hate
Chile marmite Quite well
Conception Research good never
@decappeal <http://bit.ly/bmpzR9> britishredcross
first ongoing. britishredcross Telegraphjam entire
Quake <http://dlvr.it/8CZ4> toast... britishredcross
Buttering @parsingphase burns right aid
move city @pjbryant britishredcross RT
bad marmelade efficacy horror left
Love

How do you know when
you're getting it right?

Monitoring Metrics and Measuring

- utilise all of the free tools available to optimise the impact of your Twitter activity.
- Look at dwell time on your website for people coming from Twitter (quality of traffic) and see how this relates to your activity.
- Map your retweeting reach and the spread of information
- Learn and evolve.

A Case Study

twitter Home Profile Find People Settings Help Sign out

 **BritishRedCross**

 **britishredcross**

✓ Following   

Name British Red Cross
Location UK
Web <http://www.redcro...>
Bio The British Red Cross helps people in crisis, whoever and wherever they are.

2,994 following **6,146** followers **395** listed

Tweets 1,080

Favorites

Lists

- [@britishredcross/volunteers-and-staff](#)
- [@britishredcross/red-cross-red-crescent](#)

[View all](#)

Actions

- [message](#) britishredcross
- [block](#) britishredcross
- [report for spam](#)

Following

Our online community

Blog
blogs.redcross.org.uk

Facebook
facebook.com/britishredcross

YouTube
youtube.com/britishredcross

Flickr
flickr.com/britishredcross

Thanks for the #charitytuesday!
[@beautifulw](#) [@TeriDoubtfire](#)
[@Gemma7586](#) [@animalallsorts](#)
[@White_Box](#) [@PeerLink_Leap](#)
[@100fundraising](#)
about 2 hours ago via TweetDeck

Gearing up for the London Marathon <http://dlvr.it/8TKI>
about 2 hours ago via dlvr.it

RT [@decappeal](#): Quake in Chile has move entire city of Conception 10ft to the left, Telegraph: <http://bit.ly/bmpzR9>
about 6 hours ago via TweetDeck

Check out our Top 10 Lists for 2009



Enter a Twitter username here

Go

Users Topics Lists

Username: britishredcross

Location: UK

Web: <http://www.redcross.org.uk>

Bio: The British Red Cross helps people in crisis, whoever and wherever they are.

[View Twitter Profile](#)

K score

40

Tweet My Klout

[What does this score mean?](#)

Summary

Stats

Content

Influence Tracker

Are you gaining or losing influence with your friends?

The Influence Tracker allows you to manage your influence with your friends.

Sign in now to see your Influence Tracker.

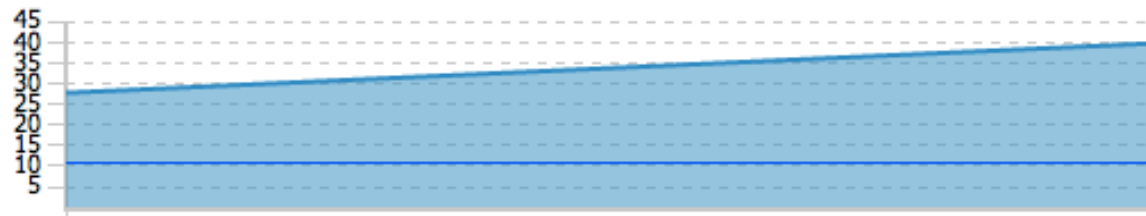
Klout Score and Key Stats (click variable names for description and analysis)

Current Klout Score	40
True Reach	393
Network Score	0
Amplification Score	0
Lists	128

britishredcross is effectively using social media to influence their network across a variety of topics.

[Tweet This](#)

chart by amCharts.com



Klout Score

The Klout Score is a representation of a person's overall influence. This number is generated through analysis of over 25 different variables and ranges from 1-100, with 100 being the most influential.



Reach

Followers	4570
Total Retweets	73
Friends	2939



Demand

@ Mention Count	8
Follower/Follow Ratio	1.53
Followed Back %	98 %



Engagement

Follower Mention %	0 %
Inbound Msgs Per Outbound Msg	0.48
Unique @ Senders	7



Velocity

Unique Messages Retweeted	22
Unique Retweeters	49
Follower Retweet %	1 %

Tags

No tags

Over last 30 days:

Links shared: 13

% of tweets containing links: 41%

@messages sent:

% of tweets containing @: 0%

Number of questions asked: 0

% of tweets that were questions: 0%

Avg reply count per question: 0

Longest thread reply count: 0

Top Retweets

Tweet	Carriers	Possible Reach
RT @britishredcross Haiti quake: bringing life-saving water http://bit.ly/5nYV3e #brc #hopeforhaiti	mtvuk	35343
RT @BritishRedCross On World Water Day,the Red Cross is improving water and sanitation for 130k people in Ethiopia www.redcross.org.uk/92987	twitterbo	15621
RT @BritishRedCross: New blog post: Konnie Huq, stigma and HIV. http://bit.ly/IHUIr #worldAIDSday	qiaqia , CampbellX , numerate	9251
RT @BritishRedCross: The DEC (@DECappeal) is looking for a fundraising manager: http://bit.ly/8KWdkf Closing date is 17th so apply now!	Aislinnye24	9124
RT @BritishRedCross: RT @lb_southwark Fire in Peckham - helpline for people affected to be manned overnight http://bit.ly/8vlqb5	Aislinnye24	9124

Most Popular Shared Items

URL	Info	Date	Clicks	Total Clicks	% of Clicks
http://bit.ly/5xg9eH	Haiti Earthquake Appeal British Red Cross	2010-01-13 03:01:35	90	141	64%
http://bit.ly/4qzvgz	Flickr: British Red Cross.'s Photostream	2010-01-14 10:01:46	48	125	38%
http://bit.ly/amhb2A	Prayers in La Piste - British Red Cross	2010-02-02 05:02:48	9	11	82%
http://bit.ly/4Tr5do		2010-01-25 09:01:47	8	10	80%
http://bit.ly/dvtXJd	Coldplay charity call for Chile British Red Cross	2010-03-04 06:03:47	7	11	64%
http://bit.ly/4Xnm5r	Haiti Earthquake Appeal Spend Nectar Points	2010-01-22 12:01:13	7	18	39%
http://bit.ly/5nYV3e	Haiti quake: bringing life-saving water Red Cross Blogs	2010-01-23 06:01:18	7	12	58%
http://bit.ly/767D4s	Loos will save lives in Haiti Red Cross Blogs	2010-01-24 14:01:07	6	17	35%
http://bit.ly/60mkP0		2010-01-23 04:01:20	6	10	60%
http://bit.ly/a5xT9A	Haiti collection strikes gold at Tesco Red Cross Blogs	2010-01-26 11:01:28	5	6	83%



britishredcross



Grade

99.8

Out of 100

Rank

11,794

out of 6,383,382

Followers

6,146

Following

2,994

Updates

1,080

[How It Works](#)

Account Summary

Full Name: [British Red Cross](#)

Bio: The British Red Cross helps people in crisis, whoever and wherever they are..

Location: UK [\[United Kingdom\]](#)

Followers: 6,146 ([analyze followers](#))

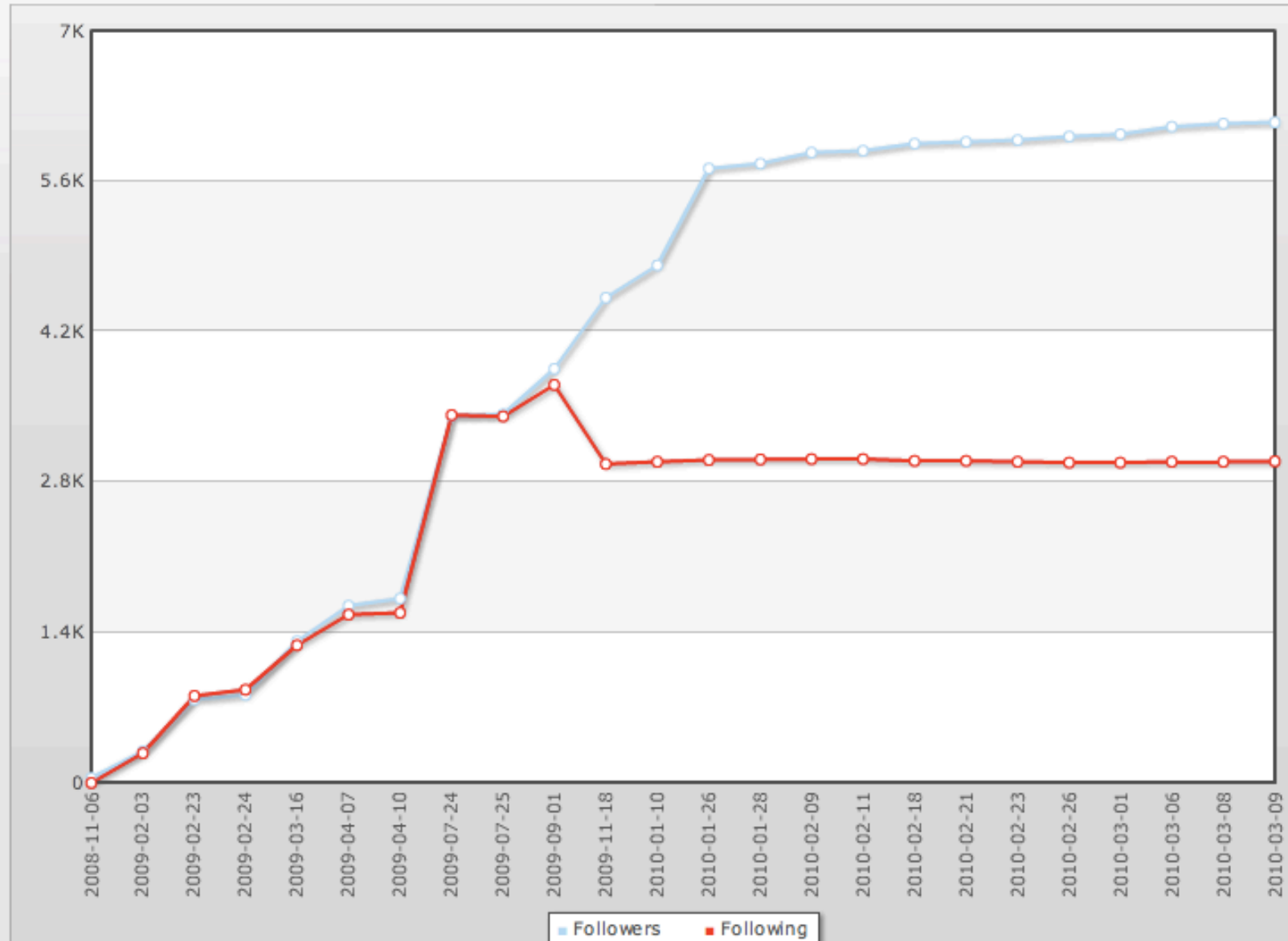
Following: 2,994 ([analyze following](#))

Website: <http://www.redcross.org.uk>

Joined On: 2007-07-11 08:49:55

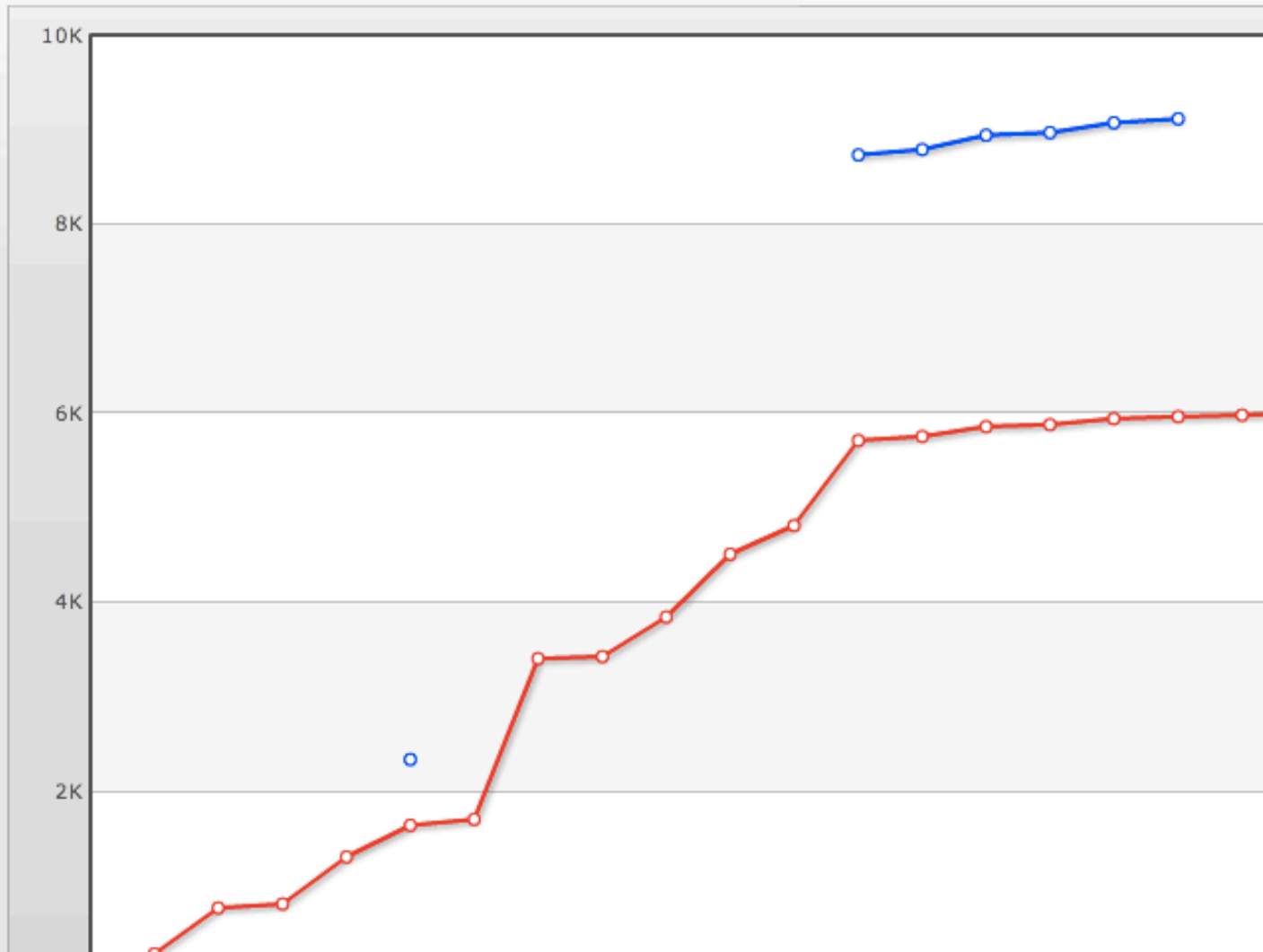
@britishredcross History

Compare @ vs. @ [Compare](#) [reset](#)



@britishredcross History vs. @OxfamGB

Compare @britishredcross vs. @OxfamGB [Compare](#) [reset](#)



Twitalyzer



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Your Dashboard

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Profile any Twitter User

Go!

Twitalyzer Profile for @britishredcross

[Tag](#) [Tweet](#) [Share](#)

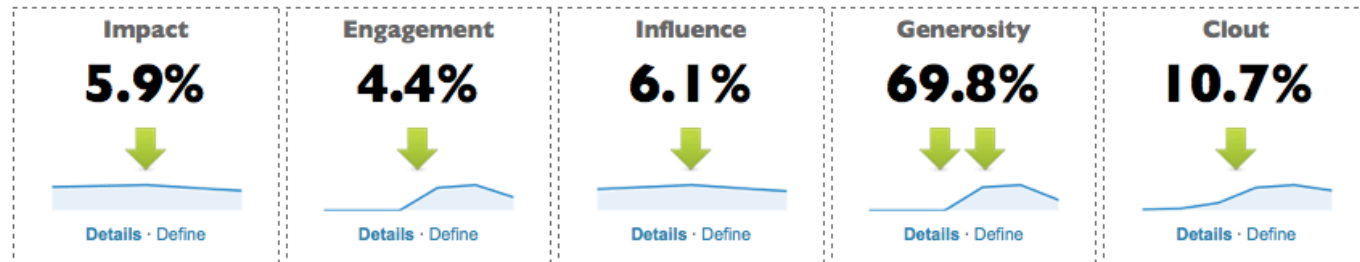


British Red Cross (@britishredcross)

The British Red Cross helps people in crisis, whoever and wherever they are. We think @britishredcross lives in **London**.

@britishredcross has not added any tags to their profile. [Ask them to add tags now!](#)

Measures and Metrics from about 0 minutes ago



@britishredcross's 30-day moving averages, last processed on 3/9/2010.

Don't forget! Twitalyzer provides nine additional **free reports** in [Twitalyzer Dashboard!](#)

Survey

Twitalyzer

Top 25 Network Participants

Here are the 25 individuals in conversation with @britishredcross recently who have the most overall impact in Twitter. Click on ? to process users and collect missing data. **Think someone is missing from this list?**

1.		@CarolinaMillan	26.1 Impact	37.1 Engagement	4,484 Followers	Show Tweets	Add Tags
2.		@JennieMACAULAY	17.7 Impact	31.3 Engagement	896 Followers	Show Tweets	Add Tags
3.		@debdobson	17.6 Impact	86.6 Engagement	2,873 Followers	Show Tweets	Add Tags
4.		@NorthwestFire	12.6 Impact	3.6 Engagement	2,454 Followers	Show Tweets	Add Tags
5.		@swissbusiness	9.7 Impact	52.9 Engagement	14,335 Followers	Show Tweets	Add Tags
6.		@heyjude408	8.9 Impact	29.1 Engagement	1,167 Followers	Show Tweets	Add Tags
7.		@CRUKWALTON	8.4 Impact	66.1 Engagement	652 Followers	Show Tweets	Add Tags
8.		@Oasica	5.4 Impact	77.9 Engagement	280 Followers	Show Tweets	Add Tags
9.		@hubbs	4.9 Impact	1.1 Engagement	108 Followers	Show Tweets	Add Tags
10.		@euzie	4.4 Impact	100.0 Engagement	565 Followers	Show Tweets	Add Tags

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Benchmarks

Search

Community

Blog

Home

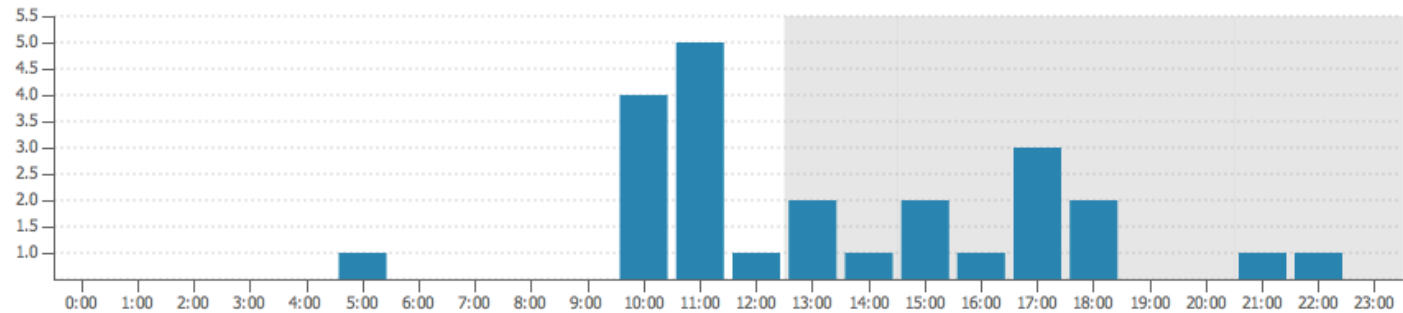
Profile any Twitter User

Go!

@britishredcross's Propensity to Tweet by Hour of the Day

[Update](#) [Tweet](#) [Share](#)

Your Timezone (GMT) Western Europe Time, London, Lisbon, Casabla [Update Times](#)



@britishredcross's Tweet Volume by Hour of Day - Afternoon

About this Report

Twitalyzer's **Tweets by Hour** report is designed to show you when @britishredcross is most active in Twitter. The timeframe covered is the seven (7) day period immediately prior to the user's last analysis in Twitalyzer. The times presented come directly from Twitter's "published at" timestamp and should be adjusted to the user's local time.

Your Dashboard

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- [Tweets From](#)
- [Tweets by Hour](#)

Benchmarks

Search

Community

Blog

People Sending Tweets To @britishredcross

[Tweet](#) [Share](#) [-](#)

We're sorry, but @britishredcross does not appear very active in Twitter! They may be writing to people but not anyone that we know. Maybe if you [reprocess their data](#) you'll find something.

About this Report

Twitalyzer's **Top 25 Tweets To** report shows the twenty-five people that Twitalyzer knows who have been writing to @britishredcross recently in Twitter. Twitalyzer also reports on the **25 people @britishredcross has been writing to** in our **Tweets From** report.

How Sociable?

HowSociable?































British Red Cross

British red cross's visibility score:

330

on 09 Mar 2010
what does this mean?
[Tweet this score](#)

Keep an eye on how this changes with monthly email updates

 Google Blog Posts Score 52	 Google Images Score 69	 Google Pages Score 133	 Twitter Tweets Score 1001	 Bebo Applications Score 0
 Bebo Pages Score 119	 Yahoo News Articles Score 0	 Digg Pages Score 70	 Academy Pages Score 259	 Eventful Events Score 274
 Facebook Applications Score 279	 Facebook Groups Score 1175	 Facebook Pages Score 1096	 Facebook People Score 3895	 Flickr Pages Score 155
 FriendFeed Items Score 265	 Google Gadgets Score 0	 Yahoo Images Score 198	 LinkedIn People Score 328	 MySpace Applications Score 0
 MySpace Pages Score 65	 Ning Pages Score 218	 Photobucket Pages Score 28	 Reddit Pages Score 18	 Yahoo Pages Score 141
 Social Median Stories Score 9	 Upcoming Events Score 88	 Vimeo Videos Score 314	 Xing Pages Score 0	 YouTube Channels Score 112
 YouTube Videos Score 100	 Wikipedia Pages Score 102			

Getting Buy-in

- Someone at your charity to that's interested in the medium and already uses it personally should manage your account.
- Become a 'mini expert' within your organisation and be prepared to make, and prove, the case.
- Overcome resistance by collecting and sharing evidence and success stories - including anecdotal - from other charities as well as your own.
- Study what other, similar charities are doing and how successful it appears to be. Use this to strengthen your case.
- Consider producing a monthly report including statistics and stories, to illustrate the value of your activity.

Tools & Applications

- Try them out & keep experimenting with new ones.
- Use Twitpic or yfrog - maybe post a 'pic of the day' and with Audioboo and video for authentic voice.
- Use URL shorteners - e.g. bit.ly - to make more of your 140 characters and monitor metrics.
- Using a client - e.g. Tweetdeck - makes life easy. Use CoTweet to manage an account or accounts with multiple users.
- Monitor who's talking about you - samepoint.com, addictomatic.com - and join in.

More Top Tips

- **Reach out:**
Follow other people, have conversations, ask questions and retweet other users' relevant tweets; this will increase awareness of your Twitter activity and help you attract a following.
- **Be interested and you will be interesting:**
Take time to read other people's tweets – consider what you like and don't like about their Twitter feeds. It will inspire you and help to inform your own approach.
- **Be yourself:**
Twitter is a very immediate, transparent medium. It's almost impossible to pretend to be what you're not. Be authentic and genuine – personally and on behalf of your brand.

More Top Tips

- **Focus on relevance:**
Follow and engage with people/organisations you share interests, missions or values with. Remember, with followers, quality is more important than quantity.
- **Make 140 characters count:**
Use URL shorteners, so you can link without using up too many characters. Include key words and hashtags that will catch your audience's attention and give them a reason to click on your link.
- **Always integrate:**
Twitter will provide most value when used in conjunction with other social media, your own website & microsites, third party websites, online forums & communities, so share content/links.

More Top Tips

- **Be your own, most constructive critic:**
Take stock of your Twitter feed from time to time. Ask yourself whether you would enjoy following it, what you might get out of that, whether it is providing the right mix of messages for your organisation's target audiences and how it could be better.
- **Don't be afraid to make mistakes:**
If something doesn't work, it's not the end of the world. Tweets are quite transitory and will pass a lot of people by without them noticing. When (not if) you mess something up, don't be afraid to say so – your followers will be forgiving and it's another opportunity to be engage in authentic dialogue.

And remember...

- Tweet about things that are important to your charity - and that it is passionate or excited about (it will show)
- Your tweets will be seen across to the world, by people in all sorts of situations, with a variety of outlooks
- You can't see and tweet everything or be on Twitter all the time
- It's all just communication and we've all been doing that for years!



nfp
tweetup

- Meet other charities using Twitter
- Share knowledge, experiences and tips
- FREE to attend
- Come along in person, or take part online - or both!



nfp
tweetup

- Keep up to date by:
 - Following Twitter.com/NFPTweetup
 - checking and subscribing to updates:
www.nfptweetup.org.uk
 - Becoming a fan on Facebook
 - Joining the group on LinkedIn

Connect with me:

twitter.com/rachelbeer

twitter.com/beautifulw

rachel@hellobeautifulworld.com

www.hellobeautifulworld.com



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