

# #ccevents

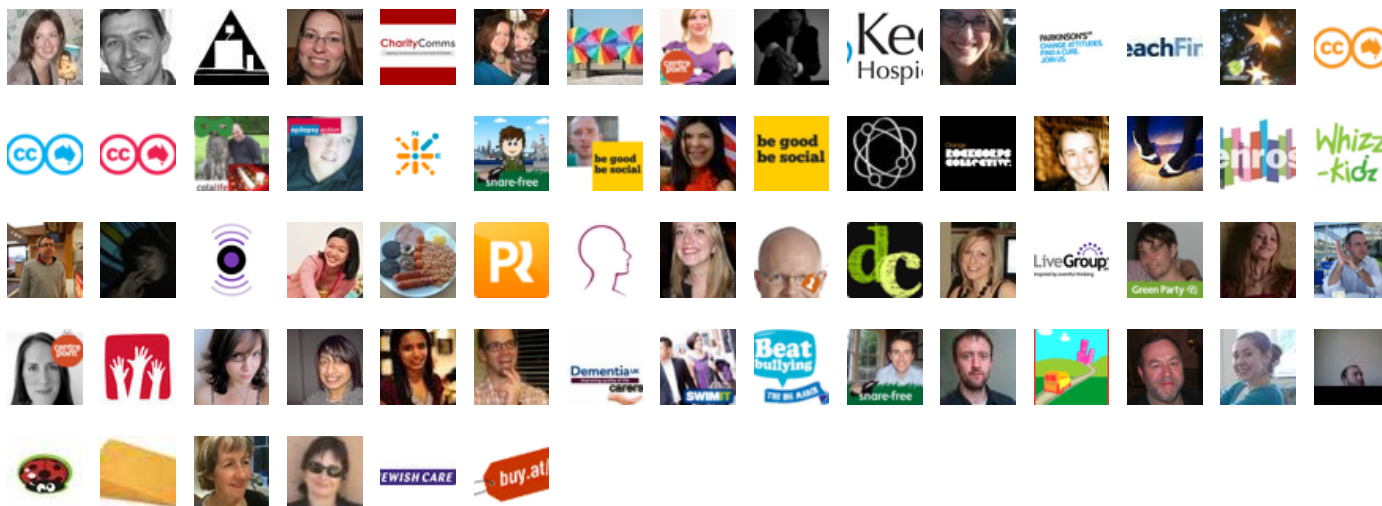
## Digital Communications on a Shoestring

Tweets from the CharityComms Digital Communications on a Shoestring Conference, October 2010

## Trending Words

-, rt, people, social, use, don't, great, &, online, media, more, @charitycomms, @teridoubtfire:, good, up

## Event Participants





@RobmDyson Brilliant advert for @WhizzKidz Here's hoping you get even more free telly spots! And thanks for interesting talk at #ccevents

15-Oct-10 16:05 | jenthorley



@scope get a namecheck for their great use of Flickr (2009 advent calendar) in this audiobook from #ccevents <http://goo.gl/DMEK>

15-Oct-10 13:35 | RobmDyson



Couple of @audiobooks from @charitycomms #ccevents <http://audiobook.fm/CharityComms> & this erm audiobogg from @robinbogg <http://goo.gl/oROW>

15-Oct-10 12:05 | thirdsectorPR



@CharityComms thanks for inviting me to talk on wed #ccevents and for the nice words \*blush\*

15-Oct-10 12:00 | CJLedger



RT @RobmDyson: Listen to an @audiobook intv with me after today's session (& some I "made earlier" from a previous conf) <http://goo.gl/Znck> #ccevents

15-Oct-10 11:42 | CharityComms



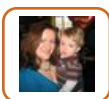
@ericwhelan Hallo, nice to hear you enjoyed the #ccevents tweets - we'll have the presentations up on our website next week too.

15-Oct-10 11:40 | CharityComms



Lolz (& lolz!) RT @robinbogg: #couscousgate <http://bit.ly/bxwAlt> #ccevents cc @charitycomms

15-Oct-10 09:08 | RobmDyson



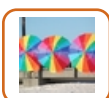
RT @robinbogg: @RobmDyson Couscous? Is that what it was? Looked dodgy. I've been here all day sitting at back. Haven't understood a single word #ccevents

14-Oct-10 19:12 | cazwa



#couscousgate Was @Robinbogg at #ccevents? Did you meet him during the speed networking break? Did he prefer the quiche or the pesto pasta?

14-Oct-10 16:44 | RobmDyson



.@RobmDyson Apparently I WAS at #ccevents yesterday - someone reckons they have unmasked my identity <http://bit.ly/aEkrpz>

14-Oct-10 16:18 | robinbogg



@CharityComms Thanks! Great to be involved, and a great day. Particularly liked the voting - although hope they all came back! #ccevents

14-Oct-10 15:53 | TeriDoubtfire



@mcgregormt Thanks! And a great opening to the event yesterday :) #ccevents

14-Oct-10 15:51 | TeriDoubtfire



@PontoonDock My reward was lots and lots of pastries! Had a great day, and lots of tea :) #ccevents

14-Oct-10 15:50 | TeriDoubtfire



Gutted to miss yesterday's #ccevents - might add some of this new wave of enthusiastic #4Sq users tho - hope you don't mind!

14-Oct-10 14:44 | geecologist



Fab @CharityComms event yesterday - loads of soc med tips. Just need to find time to do it all now. @jon\_bedford def best speaker #ccevents

14-Oct-10 13:10 | Keechospices



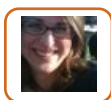
\*wave\* back at you - belatedly due to bad internet connection yesterday! Did you enjoy it? RT @TeriDoubtfire: @TeachFirst \*wave\* #ccevents

14-Oct-10 08:30 | teachfirst



Wow. There was a lot of info at yesterday's event! Looking back at #ccevents tweets an excellent alternative to old skool notes

14-Oct-10 08:19 | Skipinder



Morning twitter! Early start this morn so i have time to review my notes (tweets!) from yesterday's charity comms event! #braw #ccevents

14-Oct-10 06:41 | Skipinder



RT @ccAustralia: #CCEvents 28 Oct, Canberra - @CreativeCommons seminar w/ @wilbanks, @ScienceCommons and @bfitzgerald7, @ccAustralia, <http://bit.ly/bfcdIX>

14-Oct-10 03:09 | miakgartick



#CCEvents 28 Oct, Canberra - @CreativeCommons seminar w/ @wilbanks, @ScienceCommons and @bfitzgerald7, @ccAustralia, <http://bit.ly/bfcdIX>

14-Oct-10 03:04 | eduCCAu



#CCEvents 28 Oct, Canberra - @CreativeCommons seminar w/ @wilbanks, @ScienceCommons and @bfitzgerald7, @ccAustralia, <http://bit.ly/bfcdIX>

14-Oct-10 03:04 | govCCAu



#CCEvents 28 Oct, Canberra - @CreativeCommons seminar w/ @wilbanks, @ScienceCommons and @bfitzgerald7, @ccAustralia, <http://bit.ly/bfcdIX>

14-Oct-10 03:04 | ccAustralia



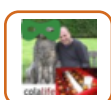
If she says yes she is lying RT @watfordgap: @VONNENews wow - you mean you have really met the real @robinbogg?! #ccevents

13-Oct-10 22:00 | robinbogg



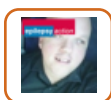
Was I really there? RT @VONNENews: On way home from #ccevents page full of actions. Can't believe @robinbogg was there, infamous brollyman!

13-Oct-10 21:57 | robinbogg



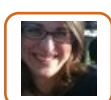
@VONNENews wow - you mean you have really met the real @robinbogg?! #ccevents

13-Oct-10 20:49 | watfordgap



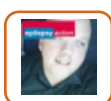
@Skipinder Thanks for your #ccevents tweets. I learned a lot thanks to you and @teridoubtfire

13-Oct-10 20:34 | PontoonDock



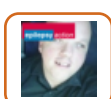
@CharityComms My pleasure! Thanks for a great day! #ccevents

13-Oct-10 20:28 | Skipinder



RT @Skipinder Always be transparent. Don't delete comments that are negative. Try and engage and work out what went wrong #ccevents

13-Oct-10 20:18 | PontoonDock



@TeriDoubtfire I hope you got some kind of award/alcohol for all the running around and tweeting you did today? #ccevents

13-Oct-10 20:17 | PontoonDock



RT @TeriDoubtfire: Write for the skim reader - use powerful headings. Use subheadings which are useful/informative - they need to do a job #ccevents

13-Oct-10 19:57 | CharityComms



RT @marcbowker: I told at least 6 people about #BeGoodBeSocial today at #ccevents Spreading the love south of the border!! < Awesome!

13-Oct-10 18:28 | ThirdSectorLab



RT @thirdsectorPR Recommend checking out #ccevents hashtag - back on tweets from today. Social media & e comms gold from @charitycomms conf.

13-Oct-10 18:21 | JudeHabib



RT @marcbowker: How good was Digital Comms on a Shoestring today! Speed Networking actually rocked & I confess I enjoyed it! #ccevents

13-Oct-10 18:18 | RobmDyson



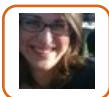
I told at least 6 people about #BeGoodBeSocial today at #ccevents Spreading the love south of the border!!

13-Oct-10 18:14 | marcbowker



How good was Digital Comms on a Shoestring today! Speed Networking actually rocked & I confess I enjoyed it! #ccevents

13-Oct-10 18:13 | marcbowker



Awesome food at #ccevents today. Good thing I've got training tonight! #cycling

13-Oct-10 17:09 | Skipinder



RT @thirdsectorPR: I'd recommend checking out #ccevents hashtag - working back on tweets from today. Social media & e comms gold from @charitycomms conf.

13-Oct-10 17:03 | iCharmaine



RT @TeriDoubtfire: If you want a volunteer - use a volunteer case study telling them why they're a volunteer! Let people see themselves #ccevents

13-Oct-10 16:35 | Collective\_Lond



RT @ParkinsonsUK: RT @Penroseha: Thanks to @CharityComms for today's #ccevents in digi comms. @ParkinsonsUK and @mcgregormt definitely a highlight.

13-Oct-10 16:25 | CJLedger



RT @ParkinsonsUK: RT @vikkichowney: Blown away by the good practice shown by @parkinsonsuk in terms of online engagement. Very impressed #ccevents

13-Oct-10 16:24 | CJLedger



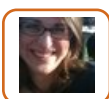
Muchos gracias to @mcgregormt @jon\_bedford @vikkichowney @judehabib @robmydison and @fairsay for thought provoking talks today at #ccevents

13-Oct-10 16:15 | Skipinder



RT @thirdsectorPR Recommend checking out #ccevents hashtag - back on tweets from today. Social media & e comms gold from @charitycomms conf.

13-Oct-10 16:04 | ericwhelan



@seidl My pleasure! A bit tired now. This tweeting malarky is exhausting! Great event though #ccevents

13-Oct-10 16:03 | Skipinder



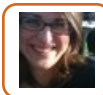
Boom boom! RT @TeriDoubtfire Write for your readers needs, and what they want to know. Don't 'we' all over your copy #ccevents

13-Oct-10 15:58 | Skipinder



Agreed! RT @marcbowker An absolutely fantastic & content rich event! #ccevents

13-Oct-10 15:57 | Skipinder



@mcgregorMt Thanks for the mention Matthew! Really enjoyed your plenary this morning. Lots of useful tips and ideas! #ccevents

13-Oct-10 15:53 | Skipinder



Thanks to @CharityComms for today's #ccevents in digi comms. @ParkinsonsUK and @mcgregorMt definitely a highlight.

13-Oct-10 15:53 | Penroseha



@TheLiveGroup Enjoyed using your technology today, will definitely look at it for @quarriers!! #ccevents

13-Oct-10 15:50 | marcbowker



@TeriDoubtfire Pleasure to be involved with today's #ccevents @charitycomms conf. Hope we can come back again :)

13-Oct-10 15:41 | WhizzKidz



Follow @TeriDoubtfire & @Skipinder who did a stellar live tweet of #ccevents & definitely check out Charity Comms <http://bit.ly/aUBTLK>

13-Oct-10 15:29 | mcgregorMt



RT @Skipinder: Don't take criticism online too personally. Apt! #ccevents accept it and be oo

13-Oct-10 15:27 | pbfhpunk



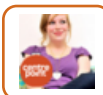
An absolutely fantastic & content rich event! #ccevents

13-Oct-10 15:25 | marcbowker



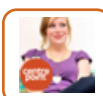
@missnpatel Jealous. Although it \*was\* a lovely packed-lunch courtesy of #ccevents Delicious pastries too.

13-Oct-10 15:10 | thirdsectorPR



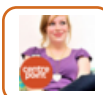
And that's probably enough from me today! Thanks for an excellent day @charitycomms - now back to @beautifulw #ccevents

13-Oct-10 15:06 | TeriDoubtfire



RT @thirdsectorPR Recommend checking out #ccevents hashtag - back on tweets from today. Social media & e comms gold from @charitycomms conf.

13-Oct-10 15:05 | TeriDoubtfire



And thanks to @beatbullying @sounddelivery @baigendigital @freshnetworks @amnesty and everyone who attended @charitycomms #ccevents

13-Oct-10 15:04 | TeriDoubtfire



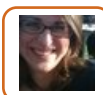
Great - just laughed really loudly in quiet office! RT @robinbogg: Listen to an @audiobogg I made earlier <http://bit.ly/cnO2wA> #ccevents

13-Oct-10 15:04 | RobmDyson



It's just about home time. Big thanks @robmdyson @whizzkidz @mcgregorMt @bsdwire @vikkichowney @rep\_online @fairsay @parkinsonsuk #ccevents

13-Oct-10 15:04 | TeriDoubtfire



And I'm done with my first live tweeting experience. Phew. Sorry if i bored y'all! Look forward to reading other #ccevents tweets.

13-Oct-10 15:03 | Skipinder



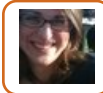
@RobmDyson Listen to an @audiobogg I made earlier <http://bit.ly/cnO2wA> #ccevents

13-Oct-10 15:03 | robinbogg



Use transition copy - short phrases in marketing material used to keep people reading. E.g. 'And there's more...' #ccevents

13-Oct-10 14:59 | TeriDoubtfire



Good example of activism e mail and relating website -Avaaz.org #ccevents #emails

13-Oct-10 14:58 | Skipinder



Use bullet points! #ccevents

13-Oct-10 14:57 | TeriDoubtfire



Lol! RT @TeriDoubtfire: Write for your readers needs, and what they want to know. Don't 'we' all over your copy #ccevents

13-Oct-10 14:56 | rebekahhah



Google \*loves\* subheadings #ccevents

13-Oct-10 14:55 | TeriDoubtfire



Write for the skim reader - use powerful headings. Use subheadings which are useful/informative - they need to do a job #ccevents

13-Oct-10 14:55 | TeriDoubtfire



I'd recommend checking out #ccevents hashtag - working back on tweets from today. Social media & e comms gold from @charitycomms conf.

13-Oct-10 14:54 | thirdsectorPR



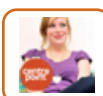
Google will tell you what people want from you #ccevents

13-Oct-10 14:54 | TeriDoubtfire



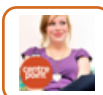
Of the people who are most likely to take action (that I want them to take) - what would they search in Google? #ccevents

13-Oct-10 14:53 | TeriDoubtfire



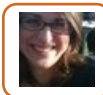
Get Google friendly - match your keywords with your email marketing, use language that people will search for #ccevents

13-Oct-10 14:52 | TeriDoubtfire



Write for your readers needs, and what they want to know. Don't 'we' all over your copy #ccevents

13-Oct-10 14:51 | TeriDoubtfire



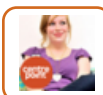
Some principles: talk with not at people, focus on one action at time, have supporter care in place for replies.#emails #ccevents

13-Oct-10 14:51 | Skipinder



Ask for one thing - and repeat repeat repeat. Hammer home your messages, don't confuse with multiples asks/actions #ccevents

13-Oct-10 14:50 | TeriDoubtfire



Emarketing demand that less is more! Be short and sweet. Do not concentrate on scene setting - make your point straight away #ccevents

13-Oct-10 14:49 | TeriDoubtfire



Should tell Nat Wei...RT @TeriDoubtfire Write actively not passively for e-communications - don't write backwards #ccevents

13-Oct-10 14:48 | RobmDyson





Use the right words. Use emotive words. Use first names. Use sensual words - engage physically! Need for a gut reaction #ccevents

13-Oct-10 14:44 | TeriDoubtfire



Just hit my 2000th tweet!! Think that means at least 100 tweets from today... and still going! #ccevents

13-Oct-10 14:42 | TeriDoubtfire



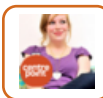
Listen to an @audioboo intv with me after today's session (& some I "made earlier" from a previous conf) <http://goo.gl/Znck> #ccevents

13-Oct-10 14:41 | RobmDyson



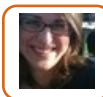
Use subject headings to segment your audience - don't worry about those who don't open the email #ccevents

13-Oct-10 14:41 | TeriDoubtfire



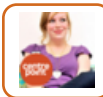
Answers: 1. Social entrepreneurs vital to society 2. Tell us are you surviving or thriving in the recession? #ccevents

13-Oct-10 14:40 | TeriDoubtfire



Split test e mails as you would with direct mail. Get to know your audience #ccevents

13-Oct-10 14:38 | Skipinder



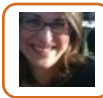
What are you going to write in your subject line to make sure you qualify your leads? 49 seconds... go! #ccevents

13-Oct-10 14:37 | TeriDoubtfire



Good email marketing is about segmenting your audience #ccevents

13-Oct-10 14:34 | TeriDoubtfire



Still way more e mail users than social media users. Echoes point this morning that e mail gives more value #ccevents

13-Oct-10 14:33 | Skipinder



Always enjoy speaking at @charitycomms events, so well organised and friendly. Thx for inviting me :- ) #ccevents

13-Oct-10 14:33 | jon\_bedford



RT @TeriDoubtfire: Postrank good for measuring impact of blogs (\$9/mo) - match up w/ Google Analytics & generate engagement score #ccevents

13-Oct-10 14:33 | PostRank



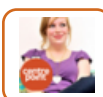
Aims have to be absolutely specific to have an impact. Visit website and... take and action? Register... and? Donate... how much? #ccevents

13-Oct-10 14:33 | TeriDoubtfire



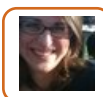
Answers: open the email and 1. Donate 2. Register on website 3. Drive traffic to website #ccevents

13-Oct-10 14:31 | TeriDoubtfire



What would you want to achieve from an email campaign? 39 seconds to tell me - go!! #ccevents

13-Oct-10 14:30 | TeriDoubtfire



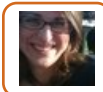
People won't read everything you send. Send more but have genuine reason and action. Within reason! #ccevents

13-Oct-10 14:29 | Skipinder



Gideon Burrows - always gets unsubscribers from emails newsletter, and always get one or two rude replies! #ccevents

13-Oct-10 14:26 | TeriDoubtfire



E campaigning works on similar principles to other forms of campaigning. Most common use is to recruit & monitor #ccevents

13-Oct-10 14:25 | Skipinder



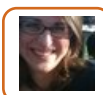
Good web email comms starts with the truth - it's a numbers game! You can't please all the people all the time #ccevents

13-Oct-10 14:25 | TeriDoubtfire



Breakout G - now we hear from Gideon Burrows at NGO media: shining copy for digital communications #ccevents

13-Oct-10 14:22 | TeriDoubtfire



And finally...improving your e mail campaigns with Duane Raymond #ccevents

13-Oct-10 14:22 | Skipinder



Laments having to leave early \*sad face\*. RT @brainstrust Cake! #ccevents

13-Oct-10 14:16 | RobmDyson



Cake! #ccevents

13-Oct-10 14:13 | brainstrust



RT @vikkichowney: Blown away by the good practice shown by @parkinsonsuk in terms of online engagement. Very impressed #ccevents

13-Oct-10 14:10 | ParkinsonsUK



More tea and cakes:) fit to burst after all the food they've been feeding us! #ccevents

13-Oct-10 14:08 | roisibo



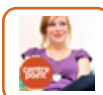
And now for a tea break before the last breakout session! #ccevents

13-Oct-10 14:01 | TeriDoubtfire



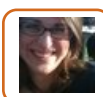
#ccevents Re guidelines: Tone often legalistic, containing staff within their job desc - or encouraging, building capability & social voice

13-Oct-10 14:01 | stevebridger



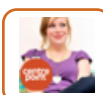
Consider planning content in advance, e.g. National pancake week (suggests @jon\_bedford) to create relevant engaging content #ccevents

13-Oct-10 14:00 | TeriDoubtfire



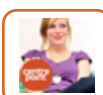
Sometimes better to give examples of what you should do on SM instead of what you shouldn't to staff #ccevents

13-Oct-10 13:59 | Skipinder



IBM great example of good practise for social media management says @vikkichowney #ccevents

13-Oct-10 13:58 | TeriDoubtfire



Guidelines vs. principles - having things you do, more helpful than list of things you don't! #ccevents

13-Oct-10 13:57 | TeriDoubtfire





52% say the possibility of negative comments diminishes support for social media in their organisation #ccevents

13-Oct-10 13:51 | TeriDoubtfire



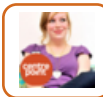
More polls... How much time a day do you spend interacting with social media a day? 32% less than 30 minutes #ccevents

13-Oct-10 13:50 | TeriDoubtfire



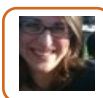
RT @Skipinder: Don't take criticism online too personally. Apt! #ccevents accept it and be oo

13-Oct-10 13:49 | robinbogg



5. Welcome constructive criticism 6. Be friendly and authentic when you reply 7. Measure effectiveness of comms #ccevents

13-Oct-10 13:48 | TeriDoubtfire



Don't take criticism online too personally. Apt! #ccevents accept it and be oo

13-Oct-10 13:47 | Skipinder



4. Take a deep breath before responding to criticism - be thick skinned, and don't take it personally #ccevents

13-Oct-10 13:47 | TeriDoubtfire



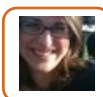
Thanks Jonathan @JustGiving for the talk, will be investigating those listening tools tomorrow :) #ccevents

13-Oct-10 13:47 | vicprince



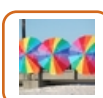
7 golden rules for listening online: 1. Set up listening toolkit, 2. make sure you have time to listen, 3. make time to respond #ccevents

13-Oct-10 13:46 | TeriDoubtfire



@robinbogg @TeriDoubtfire dodgy g and wifi so tweeting through text mainly. Not ideal i know #ccevents

13-Oct-10 13:46 | Skipinder



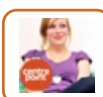
Come on keep up @Skipinder - @TeriDoubtfire has already told us about ViralHeat - what do you have to say about it? #ccevents

13-Oct-10 13:45 | robinbogg



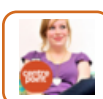
So many useful online measuring tools out there! @Jon\_Bedford #ccevents

13-Oct-10 13:45 | marcbowker



Also recommends bit.ly - measures click throughs and tweetreach - potential audience. Good for buy in with managers #ccevents

13-Oct-10 13:44 | TeriDoubtfire



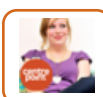
ViralHeat - weekly view of Twitter impact. Top influencers by volume and by impact - plan outreach #ccevents

13-Oct-10 13:43 | TeriDoubtfire



@robinbogg Mmm Cadbury bread... \*salivates into leftover couscous\* #ccevents

13-Oct-10 13:42 | RobmDyson



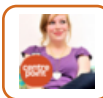
Looking at page views isn't always as informative... learn where to spend time, and action your insight! #ccevents

13-Oct-10 13:42 | TeriDoubtfire



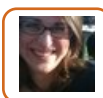
@TeriDoubtfire @Skipinder What about keeping track of tweets when 2 people are tweeting almost identical things? #ccevents

13-Oct-10 13:39 | robinbogg



Need to understand the audience you're connecting with. #ccevents

13-Oct-10 13:39 | TeriDoubtfire



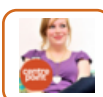
Facebook insights very useful for monitoring activity of fans on facebook and understanding them #ccevents

13-Oct-10 13:39 | Skipinder



@robinbogg haha - well there some pain au chocolat at the very start...Best of British, them. #ccevents

13-Oct-10 13:38 | RobmDyson



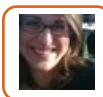
Measurement is vital! Use of Facebook insights - how people interact with content and demographics #ccevents

13-Oct-10 13:38 | TeriDoubtfire



Keeping track of Twitter activity: Recommends Cotweet and hootsuite, for multiple tweeters in an organisation #ccevents

13-Oct-10 13:37 | TeriDoubtfire



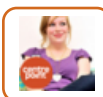
Keeping track of tweets when more than one person tweeting for org - co-tweet or hootsuite useful #ccevents

13-Oct-10 13:36 | Skipinder



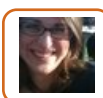
@RobmDyson Pasta? Cous cous? Why all the poncey foreign food? What is wrong with good old English croissants? #ccevents

13-Oct-10 13:36 | robinbogg



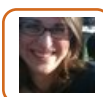
Social mention, Samepoint.com, and addicotmatic also free tools to use to capture your brand online #ccevents

13-Oct-10 13:34 | TeriDoubtfire



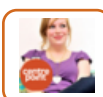
Social mention, adictomatic, same point all good #ccevents

13-Oct-10 13:34 | Skipinder



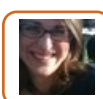
Back type, tweet scan, technorati and many more! There are sites that can monitor all and save time #ccevents

13-Oct-10 13:34 | Skipinder



@jon\_bedford starts day reading Google alerts! Also recommends Backtype alerts, Tweetscan, technorati, Delicious & Flickr searches #ccevents

13-Oct-10 13:34 | TeriDoubtfire



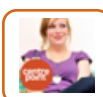
How to listen! Google alerts. Broad so might need more tools. #ccevents

13-Oct-10 13:32 | Skipinder



@robinbogg Sorry about that - coughing was my main communication tool during my preso #ccevents Try the pasta instead; more agreeable.

13-Oct-10 13:32 | RobmDyson



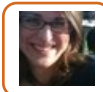
Never underestimate the power of Google alerts! @vikkichowney references @bullyinguk after it was mistook for another charity #ccevents

13-Oct-10 13:32 | TeriDoubtfire



Twitter will never be the answer in a crisis situation says @vikkichowney but still important online voice for instant snapshot #ccevents

13-Oct-10 13:26 | TeriDoubtfire



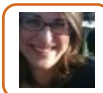
@jon\_bedford eep! Will be nice! V interesting so far! #ccevents

13-Oct-10 13:25 | Skipinder



Responding to a crisis - similar to offline procedure. Monitor, share news quick, clear message internally #ccevents

13-Oct-10 13:24 | TeriDoubtfire



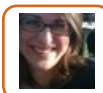
You cant appease everyone though! #ccevents

13-Oct-10 13:23 | Skipinder



Protect your reputation online - it's important to address any negative response, but remember someone will also disagree! #ccevents

13-Oct-10 13:22 | TeriDoubtfire



3. People who misunderstand what you're doing and are publically negative. Reach out to them publically #ccevents

13-Oct-10 13:22 | Skipinder



Threat 3: People don't understand. Solution: Reach out to them publicly. Consider you may not be communicating properly #ccevents

13-Oct-10 13:21 | TeriDoubtfire



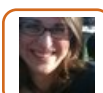
Threat 2: People don't agree. Maybe they don't know full story? Solution: create an online hub of information #ccevents

13-Oct-10 13:20 | TeriDoubtfire



Create social media guidelines & educate. Via Reputation Online #ccevents Makes perfect sense.

13-Oct-10 13:20 | marcbowker



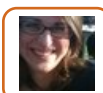
Threat to orgs. 1. Your staff! Guidelines and education for staff on social media essential #ccevents

13-Oct-10 13:20 | Skipinder



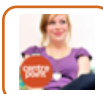
Threat number 1: your employees Solution: create guidelines and educate, without big brother environment #ccevents

13-Oct-10 13:19 | TeriDoubtfire



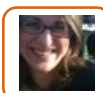
Can go beyond listening and reacting. Can see trends and lead on them pro actively #ccevents

13-Oct-10 13:18 | Skipinder



Focus: Technology, platforms, content and behaviour #ccevents

13-Oct-10 13:17 | TeriDoubtfire



Listening, monitoring and reporting are obligatory cogs in social media. Brian Solis #ccevents

13-Oct-10 13:17 | Skipinder



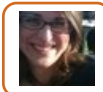
Listening, monitoring and reporting are obligatory cogs in the social media machine - Brian Solis #ccevents

13-Oct-10 13:16 | TeriDoubtfire



RT @TeriDoubtfire: How about guidelines for professional social media accounts? 36% yes, 53% no #ccevents

13-Oct-10 13:11 | leahsoleil



#ccevents next up @jon\_bedford and Vikki Chowney on Listening to what people say about us online!

13-Oct-10 13:11 | Skipinder



RT @vikkichowney: Blown away by the good practice shown by @parkinsonsuk in terms of online engagement. Very impressed #ccevents

13-Oct-10 13:11 | ruinunes



How about guidelines for professional social media accounts? 36% yes, 53% no #ccevents

13-Oct-10 13:11 | TeriDoubtfire



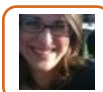
Time for more votes- does your org have guidelines for personal social media accounts? 76% No #ccevents

13-Oct-10 13:10 | TeriDoubtfire



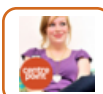
Indeed. RT @vikkichowney: Blown away by the good practice shown by @parkinsonsuk in terms of online engagement. Very impressed #ccevents

13-Oct-10 13:09 | sarabeirne



Not many tweeters here. Suprising! Must look like the bad kid texting in class #ccevents

13-Oct-10 13:08 | Skipinder



Up next, Plenary three: what are people saying about you? with @vikkichowney @rep\_online and @jon\_bedford @JustGiving #ccevents

13-Oct-10 13:07 | TeriDoubtfire



Looking forward at checking out #ccevents tweets later for sessions I couldn't go to! Keep tweeting tweeps!

13-Oct-10 13:06 | marcbowker



Thanks Mark - take a look: <http://goo.gl/SZAw> RT @marcbowker: Great use of Flickr @whizzkidz #ccevents

13-Oct-10 13:06 | WhizzKidz



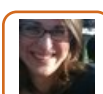
Thanks, glad you think so :) RT @vicprince: @RobmDyson from @WhizzKidz has taken to the stage. What an amazing charity! :) #ccevents

13-Oct-10 13:05 | WhizzKidz



Back from reception to continue tweeting - big thanks @skipinder for all the updates! #ccevents

13-Oct-10 13:04 | TeriDoubtfire



Could be up and running with kit and training to deliver audio in house for »600 or so #ccevents

13-Oct-10 13:02 | Skipinder



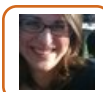
If you're not at #ccevents the hashtag is worth a look - if you are there, come along to the next @digitalcharity meetup on Weds 3 Nov!

13-Oct-10 12:55 | digitalcharity



RT @Skipinder: Worthy but dull is the opinion from the floor on some charity podcasts #ccevents

13-Oct-10 12:49 | rachelbeer



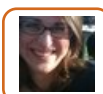
Cancer research very newsy. Informative and only for the very very interested. Not appealing to gen pub #ccevents

13-Oct-10 12:41 | Skipinder



thanks! Hope you enjoyed the talk. RT @vicprince Rob Dyson from @WhizzKidz has taken to the stage. What an amazing charity! :) #ccevents

13-Oct-10 12:40 | RobmDyson



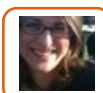
Rspb audio very atmospheric, using music, background sounds, soothing radio 4 voice! Works for them #ccevents

13-Oct-10 12:38 | Skipinder



Hello Will @brainstrust nice to meet you at #ccevents, good luck with meeting this afternoon, I'll drop you an email tomorrow to catch up.

13-Oct-10 12:33 | vicprince



Audio can take time. When you have it find ways you can use it for different audiences #ccevents

13-Oct-10 12:33 | Skipinder



Another great tip RT @Skipinder: Try and identify off line supporters... online... use lists to identify them. Don't pigeon hole! #ccevents

13-Oct-10 12:31 | rachelbeer



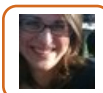
Good tip RT @Skipinder: Audio very personal. Need to record as if speaking to one person #ccevents

13-Oct-10 12:29 | rachelbeer



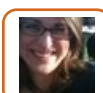
Listening to very interesting @parkinsonsuk talk at @Charitycomms digi comms conference #ccevents

13-Oct-10 12:29 | Penroseha



Audio very personal. Need to record as if speaking to one person #ccevents

13-Oct-10 12:27 | Skipinder



Would be interested to know who does. Examples seem to be from service providing orgs #ccevents

13-Oct-10 12:26 | Skipinder



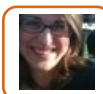
Great day so far-now listening to parkinsons uk speaker on their rebrand #ccevents

13-Oct-10 12:24 | roisibo



Caroline Ledger from @parkinsons is speaking at #ccevents atm, 120k people living with it. Funded mainly through donations.

13-Oct-10 12:24 | vicprince



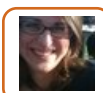
Very few of us produce podcasts and none listen to podcasts produced by charities . Hmmm. #ccevents

13-Oct-10 12:23 | Skipinder



At @CharityComms conference in digital comms. Enjoyed @bsdwire talk on election #ccevents

13-Oct-10 12:21 | sarabeirne



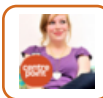
Now time for introduction to podcasts and audio stories with jude habib #ccevents

13-Oct-10 12:21 | Skipinder



@TeachFirst \*wave\* #ccevents

13-Oct-10 11:51 | TeriDoubtfire



Next up at #ccevents speed networking session & breakout sessions from @JustGiving @fairsay @baigendigital @ParkinsonsUK @sounddelivery

13-Oct-10 11:49 | TeriDoubtfire



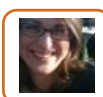
Teach First comms team at the great charity comms conference hearing how to get the best out of digital comms on charity budgets! #CCEvents

13-Oct-10 11:47 | teachfirst



lovely film about benefits of being online wherever you live or however old you are <http://digitalbritain.blogspot.com> #ccevents

13-Oct-10 11:43 | FizaUK



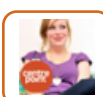
Lunch break and tweet break you'll be pleased to hear #ccevents

13-Oct-10 11:25 | Skipinder



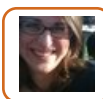
Awesome! You get to go to all the quality events! RT @Skipinder: Good netiquette tips from @robmdyson Be authentic mainly! #ccevents

13-Oct-10 11:24 | canadiancat



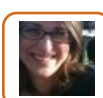
And now for lunch! #ccevents

13-Oct-10 11:23 | TeriDoubtfire



Lot of cross over between event participants and service users and social media peeps #ccevents

13-Oct-10 11:22 | Skipinder



Try and identify off line supporters amongst online supporters, use lists to identify them. Don't pigeon hole! #ccevents

13-Oct-10 11:21 | Skipinder



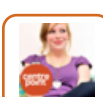
If local groups on fb set up before national central group let them carry on but ensure synergy across if you can #ccevents

13-Oct-10 11:19 | Skipinder



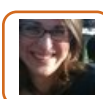
Snow White & the Seven Designers Panto in aid of Dementia UK, Garrick theatre til 16th Oct. Book now <http://www.nimaxtheatres.com> #ccevents

13-Oct-10 11:17 | DementiaUK



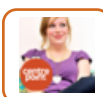
Put your charity on the map! #ccevents

13-Oct-10 11:14 | TeriDoubtfire



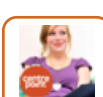
Audio boo and geolocating the next big thing. Super swarm event in London to gain a new badge on 4sq #ccevents

13-Oct-10 11:14 | Skipinder



Foursquare saw its first 'superswarm' in October - @robmdyson sees potential for charity superswarm events #ccevents

13-Oct-10 11:13 | TeriDoubtfire



A glimpse at the future... promoting use of audioboo for instant audio blogging #ccevents

13-Oct-10 11:13 | TeriDoubtfire





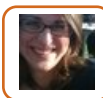
Metrics - what is important to you? Data capture is important! #ccevents

13-Oct-10 11:10 | TeriDoubtfire



RT @TeriDoubtfire: Advice & support snippets from staff, CEO, celebrities, young people (and X factor!) on @beatbullying's Youtube channel #ccevents

13-Oct-10 11:09 | Beatbullying



Amnesty crowd sourced funding for shell advert in times #ccevents

13-Oct-10 11:09 | Skipinder



RT @RobmDyson: #ccevents @beatbullying use 'guidelines' but encourage every member of staff to tweet. Including frontline staff & evangelists (kids innit).

13-Oct-10 11:09 | Beatbullying



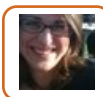
RT @FizaUK: #transnews beatbullying wants to turn children from slacktivists to activists #ccevents @objetpetitm @nonteoh @katbayang @azarzaidi

13-Oct-10 11:08 | Beatbullying



If you're following #ccevents online you can find more of @robmdyson's presentations here <http://slidesha.re/dwknY9>

13-Oct-10 11:08 | TeriDoubtfire



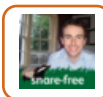
Not literally stalk of course! #ccevents

13-Oct-10 11:07 | Skipinder



Facebook professional profile - Jessica Whizzkidz to support the marathon runners #ccevents

13-Oct-10 11:07 | TeriDoubtfire



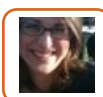
Very interesting, will check this out, thanks for coverage Marc RT @marcbowker: Great use of Flickr @whizzkidz #ccevents

13-Oct-10 11:05 | onekindMK



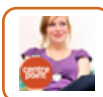
@whizzkidz record video messages from young people, London marathon runners made creative videos to help fundraise #ccevents

13-Oct-10 11:04 | TeriDoubtfire



Can we turn dialogue into donations? Youtube videos used for corporate partnership bids and to increase sponsorship #ccevents

13-Oct-10 11:03 | Skipinder



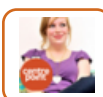
Can you turn dialogue into donations? #ccevents

13-Oct-10 11:02 | TeriDoubtfire



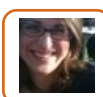
Influencing the influencers - Tweeting stories that capture that capture the imagination #ccevents

13-Oct-10 11:02 | TeriDoubtfire



PR generated from a tweet to Magic FM - lead to @whizzkidz Marathon picture of the week on its site #ccevents

13-Oct-10 11:01 | TeriDoubtfire



Used twitter and flickr to test adverts before paying for anything! #ccevents

13-Oct-10 11:00 | Skipinder



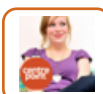
Bringing people with us, staying 'local' to loyal champions #ccevents

13-Oct-10 10:56 | TeriDoubtfire



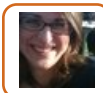
Agreed RT @marcbowker: Seems to be a common theme of being human/transparency Blatant that people still don't do this! Bizarre. #ccevents

13-Oct-10 10:55 | onekindMK



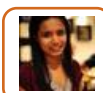
The viral loop - cross promoting all of our sites, NB: Flickr and Youtube #ccevents

13-Oct-10 10:54 | TeriDoubtfire



Facebook good space for peer to peer. Great example - whizzkidz open up discussions which creates a community. #ccevents

13-Oct-10 10:54 | Skipinder



@TeriDoubtfire do u kno who is blogging from breakout a the one on blogging #ccevents

13-Oct-10 10:54 | FizaUK



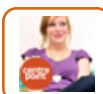
Snow day - show us your pics if playing in the snow, or alternatives if stuck inside. Creating a community #ccevents

13-Oct-10 10:54 | TeriDoubtfire



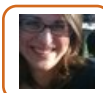
Seems to be a common theme of being human/transparency Blatant that people still don't do this! Bizarre. #ccevents

13-Oct-10 10:53 | marcbowker



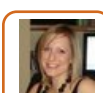
Spreading conversations across networks, opening a space or peer to peer advice and debate #ccevents

13-Oct-10 10:52 | TeriDoubtfire



Always be transparent. Don't delete comments that are negative. Try and engage and work out what went wrong #ccevents

13-Oct-10 10:52 | Skipinder



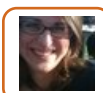
RT @TeriDoubtfire: Recommends Samepoint.com to find conversations online you might otherwise miss, NB: misspelled charity name #ccevents <http://bit.ly/cuala6>

13-Oct-10 10:52 | vicprince



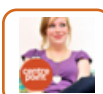
References Glee and Gok Wan tv show - relevant to @whizzkidz wheelchair users - creating relevant conversation #ccevents

13-Oct-10 10:51 | TeriDoubtfire



Samepoint.com helps you find people. Once you say hello have a conversation! Don't be afraid to sell tho #ccevents

13-Oct-10 10:51 | Skipinder



@whizzkidz Using Facebook as a valid place for advice, as its helpline - parents and young people #ccevents

13-Oct-10 10:50 | TeriDoubtfire



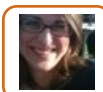
Recommends Samepoint.com to find conversations online you might otherwise miss, NB: misspelled charity name #ccevents <http://bit.ly/cuala6>

13-Oct-10 10:49 | TeriDoubtfire



Rob Dyson from @WhizzKidz has taken to the stage. What an amazing charity! :) #ccevents

13-Oct-10 10:48 | vicprince



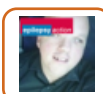
Right, time for breakout one with @r@RobmDyson on punching above your weight using social media #ccevents

13-Oct-10 10:44 | Skipinder



A cup of blueberry and apple tea (and a chocolate twist) and back in the main hall for the first breakout session today #ccevents

13-Oct-10 10:42 | TeriDoubtfire



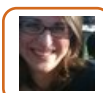
RT @Skipinder: Don't feel like you have to do everything if you are short of resources. Do one thing really well rather than lots half arsed #ccevents

13-Oct-10 10:29 | PontoonDock



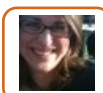
Another quick break from tweeting for microphone duty - lots of interesting questions. And now for tea, coffee and cake... #ccevents

13-Oct-10 10:21 | TeriDoubtfire



Films for youtube produced in house on the cheap. Don't always look great but more authentic. #ccevents

13-Oct-10 10:16 | Skipinder



Q-how do you let go on social media? A- cyber mentors trained, monitored and supported by counsellors #ccevents

13-Oct-10 10:14 | Skipinder



happens organically RT @Skipinder: @RobmDyson amazing to see! Not clinging to brand but letting it go and reach even more people #ccevents

13-Oct-10 10:13 | RobmDyson



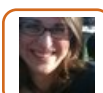
@FizaUK not actually at #ccevents, just following online. Pity, would have been good to meet. New @CarersTweets site looks great by the way.

13-Oct-10 10:12 | mesamb



Day of big march 15th November! #ccevents

13-Oct-10 10:07 | TeriDoubtfire



@RobmDyson amazing to see! Not clinging on to brand but letting it go and reach even more people #ccevents

13-Oct-10 10:06 | Skipinder



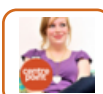
RT @Skipinder: Brave to handover brand and messaging online over to young people and beneficiaries. Great #cybermentors #ccevents

13-Oct-10 10:06 | thebfv



RT @Skipinder: Brave to handover brand and messaging online over to young people and beneficiaries. Great #cybermentors #ccevents

13-Oct-10 10:06 | danielesparra



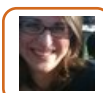
Working with all corporate, media and sector partners to host the big march - ending up at No. ten site #ccevents

13-Oct-10 10:06 | TeriDoubtfire



What now? 18 months on... the world's first virtual march, campaign only online, marching across the internet #ccevents

13-Oct-10 10:04 | TeriDoubtfire



Kids from school in yorkshire have created own site, are doing digital comms on their behalf and to own channels #ccevents

13-Oct-10 10:03 | Skipinder



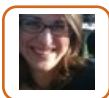
RT @jon\_bedford: Looking forward to speaking with @vikkichowney at the #ccevents conference today. Looks like great lineup of speakers.

13-Oct-10 10:00 | vikkichowney



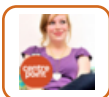
Waiting list of 4,000 to become CyberMentors - not just participating, they want to be involved in the campaign #ccevents

13-Oct-10 10:00 | TeriDoubtfire



Turning the young people from slacktivists to activists. Need to have people to respond when someone posts about being bullied. #ccevents

13-Oct-10 09:59 | Skipinder



The numbers: 900,000 unique users to CyberMentors - key referrals, Facebook and Youtube #ccevents

13-Oct-10 09:59 | TeriDoubtfire



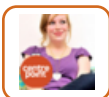
RT @RobmDyson: #ccevents courted controversy with banned ad (pro bono by Satchi) - generated lots of PR, ban lifted. Creating viral...

13-Oct-10 09:59 | girlcharity



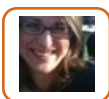
#transnews beatbullying wants to turn children from slacktivists to activists #ccevents @objetpetitm @nonteh @katbayang @azarzaidi

13-Oct-10 09:58 | FizaUK



Changing slacktivists to activists! Allowing young people to moderate and signpost Facebook page - engagement. #ccevents

13-Oct-10 09:58 | TeriDoubtfire



How do they deliver all their social media? They all tweet. With guidelines! Increasingly the young people they work with help #ccevents

13-Oct-10 09:57 | Skipinder



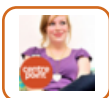
#ccevents @beatbullying use 'guidelines' but encourage every member of staff to tweet. Including frontline staff & evangelists (kids innit).

13-Oct-10 09:57 | RobmDyson



@TeriDoubtfire ...not forgetting cute animals #ccevents

13-Oct-10 09:55 | mesamb



Needed to adapt Twitter messaging for young people - not bore them, and not scare them off! Know your audience #ccevents

13-Oct-10 09:55 | TeriDoubtfire



Often the case, yep. RT @mesamb: @TeriDoubtfire reckon key to viral is either humour or controversy, whether deliberate or not...#ccevents

13-Oct-10 09:55 | RobmDyson



Advice & support snippets from staff, CEO, celebrities, young people (and X factor!) on @beatbullying's Youtube channel #ccevents

13-Oct-10 09:55 | TeriDoubtfire



Beatbullying used to be on bebo and myspace. No resources to manage all. Facebook and youtube more valuable for them #ccevents

13-Oct-10 09:54 | Skipinder



@TeriDoubtfire reckon key to viral is either humour or controversy, whether deliberate or not...#ccevents

13-Oct-10 09:53 | mesamb



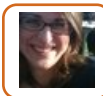
Also realised, in creating different more viral version for yp, you can't 'create' a viral - it'll either happen, or it won't. #ccevents

13-Oct-10 09:50 | TeriDoubtfire



Banners for my stand at the #ccevents in the back of a taxi... stand is a bit bare but pop over for a chat about fundraising anyway! :)

13-Oct-10 09:50 | vicprince



Talking about digital issues make it easier to engage with digital comms and publications. #ccevents

13-Oct-10 09:50 | Skipinder



@Skipinder true, email will be around for a while yet. #ccevents

13-Oct-10 09:50 | mesamb



#ccevents courted controversy with banned ad (pro bono by Satchi) - generated lots of PR, ban lifted. Creating viral failed tho :( < honest!

13-Oct-10 09:50 | RobmDyson



@beatbullying advert: You can speak out now - <http://bit.ly/dyzeCz> banned during production, created controversy #ccevents

13-Oct-10 09:49 | TeriDoubtfire



RT @RobmDyson: Nice use of tech #ccevents RT @stevebridger As well as live TV coverage, Chilean govt is uploading photos to Flickr - <http://bit.ly/9hFHMJ>

13-Oct-10 09:48 | rebekahhah



RT @rachelbeer: funny and true! RT @TeriDoubtfire: Just because you can do something online doesn't mean you should, e.g. Gordon Brown on Youtube #ccevents

13-Oct-10 09:47 | rebekahhah



Morning! Loving all the #ccevents tweets on my feed. Almost feel like I'm there!

13-Oct-10 09:47 | rebekahhah



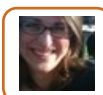
RT @Skipinder: Mozilla created cyber mentor add on for firefox browsers. Unfortunately schools didn't trust firefox only IE! #ccevents

13-Oct-10 09:47 | RobmDyson



Audience: Making Cyber mentor report more accessible to young people, NB: breaking it down on Facebook, Facebook polls #ccevents

13-Oct-10 09:46 | TeriDoubtfire



@mesamb and good ol e mail! #ccevents

13-Oct-10 09:45 | Skipinder



Me and @robmdyson tag teaming with live tweeting! Will be sure to keep content up when Rob presents later today #ccevents

13-Oct-10 09:45 | TeriDoubtfire



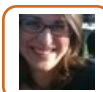
@Skipinder no worries, I found #ccevents soon enough. A few of us in the office are now following.

13-Oct-10 09:45 | mesamb



#ccevents @beatbullying approached a lot companies, e.g Mozilla / firefox, to secure cool pro bono tech & soc med support. Worth trying.

13-Oct-10 09:44 | RobmDyson



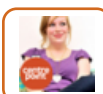
Combining offline and online. No difference between content just presented differently #ccevents

13-Oct-10 09:41 | Skipinder



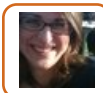
#ccevents @beatbullying empowered young ppl to act as activists; e.g asking them to film the launch on their phones & upload to YouTube.

13-Oct-10 09:40 | RobmDyson



Cyber Mentors site launch at imagination gallery, young people filmed their perspective - spreading fun, activists on our behalf #ccevents

13-Oct-10 09:40 | TeriDoubtfire



@mesamb tis #ccevents hash tag! Git it wrong initially!

13-Oct-10 09:40 | Skipinder



Trying to keep up with tweets from #ccevents whilst listening to speakers at #SiteCoreDT101. My small brain can't cope!

13-Oct-10 09:37 | missnpatel



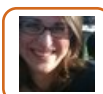
Primary objective to engage young people about cyber bullying #ccevents

13-Oct-10 09:37 | TeriDoubtfire



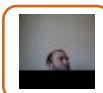
Nice use of tech #ccevents RT @stevebridger As well as live TV coverage, Chilean govt is uploading photos to Flickr - <http://bit.ly/9hFHMJ>

13-Oct-10 09:37 | RobmDyson



Talking about digital comms strategy for cyber bullying campaign. First stop-look at what partners and resources they had #ccevents

13-Oct-10 09:37 | Skipinder



RT @TeriDoubtfire: Use of social networking for cyber mentors #ccevents < 'cyber mentors' sound cool, they also sound a bit Dr Who

13-Oct-10 09:36 | medavep



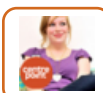
RT @Skipinder: Don't feel like you have to do everything if you are short of resources. Do one thing really well rather than lots half arsed #ccevents

13-Oct-10 09:36 | Ampola



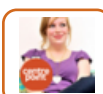
Not about cool viral - about integrating into wider communications strategy. Strategic continuum #ccevents

13-Oct-10 09:35 | TeriDoubtfire



Use of social networking for cyber mentors #ccevents

13-Oct-10 09:34 | TeriDoubtfire



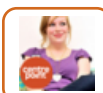
Plenary two: Leveraging digital communications, Richard Piggin from @beatbullying #ccevents

13-Oct-10 09:33 | TeriDoubtfire



RT @Skipinder: Don't feel like you have to do everything if you are short of resources. Do one thing really well rather than lots half arsed #ccevents

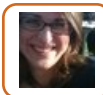
13-Oct-10 09:32 | missnpatel



Quick break from tweets for my first go with the mic... back of the room not so chatty! :) #ccevents

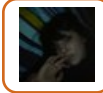
13-Oct-10 09:32 | TeriDoubtfire





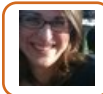
Q-What is the next big thing in social media? A-David milliband's use of audio boo interesting and personal. Just a tool tho! #ccevents

13-Oct-10 09:24 | Skipinder



RT @rachelbeer: great tip RT @TeriDoubtfire: different messaging for those who rarely open emails, and those that... do NB: ladder of participaion #ccevents

13-Oct-10 09:23 | pbfhpunk



Q-Is there the ultimate time to send an e mail? A-No right answer for this. Monitor results and learn more with every e mail. #ccevents

13-Oct-10 09:22 | Skipinder



@seidd @teridoubtfire I get that, but surely it depends on so many factors - like how and when email list was sourced, and more #ccevents

13-Oct-10 09:22 | rachelbeer



RT @TeriDoubtfire: Just because you can do something online doesn't mean you should, e.g. Gordon Brown on Youtube #ccevents

13-Oct-10 09:21 | DoubleGlos



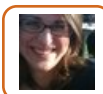
funny and true! RT @TeriDoubtfire: Just because you can do something online doesn't mean you should, e.g. Gordon Brown on Youtube #ccevents

13-Oct-10 09:20 | rachelbeer



great tip RT @TeriDoubtfire: different messaging for those who rarely open emails, and those that... do NB: ladder of participaion #ccevents

13-Oct-10 09:19 | rachelbeer



Question - is there cost effective monitoring tool for digital comms? A - nothing is free but it is worth the investment #ccevents

13-Oct-10 09:18 | Skipinder



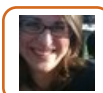
@RobmDyson and @TeriDoubtfire interesting points from #ccevents. Keep them coming.

13-Oct-10 09:18 | reuseisbest



RT @TeriDoubtfire: To be completely honest, 500 emails vs. 500 facebook fans - email would win everytime. #ccevents

13-Oct-10 09:17 | seidd



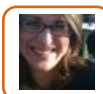
Question - Where should we start? What tool is best one to start with? #ccevents A - find out what suits supporters. E mail excellent start.

13-Oct-10 09:16 | Skipinder



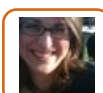
RT @TeriDoubtfire: Think about how online efforts can mirror and support offline events - crucial #ccevents

13-Oct-10 09:15 | mesamb



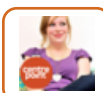
@RobmDyson thanks! First attempt at live tweeting! #ccevents mkjk

13-Oct-10 09:14 | Skipinder



Don't start with a dig strategy. Think what engagement you want with your supporters and then what tools you have to achieve it #ccevents

13-Oct-10 09:12 | Skipinder



What engagement do you want to have supporters/members? How can we meet these goals? #ccevents

13-Oct-10 09:10 | TeriDoubtfire



5. Syndicate energy everywhere - getting social networks right #ccevents

13-Oct-10 09:07 | TeriDoubtfire



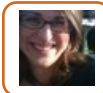
Currently following @Skipinder currently tweeting views from matthew mcgregor Blue State Digital! #ccevents < great tweets :)

13-Oct-10 09:07 | RobmDyson



Think about how online efforts can mirror and support offline events - crucial #ccevents

13-Oct-10 09:06 | TeriDoubtfire



Currently tweeting views from matthew mcgregor Blue State Digital #ccevents

13-Oct-10 09:05 | Skipinder



4. Create offline actions and events - what can people do in the real world? Driving them to real action #ccevents

13-Oct-10 09:05 | TeriDoubtfire



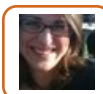
#ccevents clear paths to take action & get involved on websites or in email. Clutter confuses.

13-Oct-10 09:05 | RobmDyson



Give people a clear path to action #ccevents

13-Oct-10 09:05 | TeriDoubtfire



Be fast! First e mail post tv debate from party came 17 hours later! #ccevents

13-Oct-10 09:04 | Skipinder



3. Giver supporters the tools they need - offer low barrier actions. Surveys/polls, petitions, tell your story, write to MP #ccevents

13-Oct-10 09:04 | TeriDoubtfire



Getting in people's inboxes, moving them onto a journey to take action. Be fast and empower with engagement. Communication is key #ccevents

13-Oct-10 09:03 | TeriDoubtfire



2. Engage, don't just publish. NB: longest email, 1200 words, from George Osborne 10 days before election #ccevents

13-Oct-10 09:02 | TeriDoubtfire



Consider different messaging for those who rarely open emails, and those that always do? NB: ladder of participaion #ccevents

13-Oct-10 09:01 | TeriDoubtfire



RT @TeriDoubtfire: 1. Relationships matter - say what you mean, personalise messages, invite people to take action, use data to guide you, respect! #ccevents

13-Oct-10 09:00 | RobmDyson



1. Relationships matter - say what you mean, personalise messages, invite people to take action, use data to guide you, respect! #ccevents

13-Oct-10 08:59 | TeriDoubtfire



RT @Skipinder: Parties failed when on broadcast. Example of e mail from lord mandy that took twenty mins to read.#ccevents

13-Oct-10 08:58 | RobmDyson



#ccevents "loose tweets sink fleets" < like it ;) also looking at crowdsourced Party poster campaigns - & viral success.

13-Oct-10 08:55 | RobmDyson



New media tools also used to push people offline #ccevents

13-Oct-10 08:54 | TeriDoubtfire



Campaigning n fundraising go hand in hand. #ccevents if ur campaign doesn't break even ure doing something wrong

13-Oct-10 08:54 | FizaUK



Social media alliwed wider range of party members and staff to communicate and give more authentic.human face.#ccevents

13-Oct-10 08:54 | Skipinder



Attempt to put more authentic messaging into the campaign, and give 'human face' to politicians #ccevents

13-Oct-10 08:53 | TeriDoubtfire



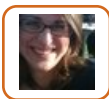
Ad break: It could be the wifi, but twitter client Osfoora is super fast & crashes less than twitter for iPhone. Great for confs #ccevents

13-Oct-10 08:53 | RobmDyson



Use of social media during the campaign, party allowing staff/advocates to use Twitter in very informal way #ccevents

13-Oct-10 08:52 | TeriDoubtfire



Lack of segmentation by political parties during election despite having knowledge #ccevents

13-Oct-10 08:51 | Skipinder



The Labour party used email to apologise for Gordon Brown's bigotgate #ccevents

13-Oct-10 08:50 | TeriDoubtfire



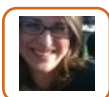
#ccevents has gone high tech! We've all got electronic voting tools for interactive polling. 1st session; social web during the Election.

13-Oct-10 08:49 | RobmDyson



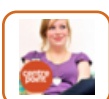
Parties used more tools than ever before... mostly unsexy email! More than once a week, email strategy, punchy, timely, engaged #ccevents

13-Oct-10 08:49 | TeriDoubtfire



Digital comms about building obline.community that takes meaningful action says matthew mcgregor #ccevents

13-Oct-10 08:48 | Skipinder



Our mission: To build online communities that take action and drive meaningful results #ccevents

13-Oct-10 08:48 | TeriDoubtfire



Matthew admits the last time government changed hands he didn't have an email address (And Facebook & Twitter didn't exist!) #ccevents

13-Oct-10 08:47 | TeriDoubtfire



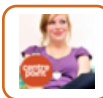
#ccevents digital conference to help Jewish Care get digital, exciting stuff!

13-Oct-10 08:46 | Jewish\_Care



RT @vicprince: at the #ccevents day nr Chancery Lane. Lots of charities here the we work with @CLIC\_Sargent @macmillancancer @bullyinguk

13-Oct-10 08:41 | buyatwebshops



Do you have any difficulty convincing management of the value of social media? 48% yes, 48% no, 4% don't know... #ccevents

13-Oct-10 08:41 | TeriDoubtfire



#CCEvents enjoying the voting gadget

13-Oct-10 08:41 | FizaUK



at the #ccevents day nr Chancery Lane. Lots of charities here the we work with @CLIC\_Sargent @macmillancancer @bullyinguk

13-Oct-10 08:40 | vicprince



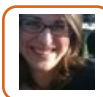
Do you have any kind of digital strategy for your digital activities? 69% answered yes! #ccevents

13-Oct-10 08:39 | TeriDoubtfire



Practise votes! How excited are you to be here today? Place your votes please... 59% very excited! #ccevents

13-Oct-10 08:39 | TeriDoubtfire



@brainstrust coo ee! #ccevents

13-Oct-10 08:38 | Skipinder



Voting 'gizmo' hidden in delegates lanyard - for instant results from polls throughout the day (results will be anonymous) #ccevents

13-Oct-10 08:37 | TeriDoubtfire



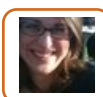
Speed networking after lunch @charitycomms digital comms event today at 12:55... you know you want to! #ccevents

13-Oct-10 08:35 | TeriDoubtfire



Coo eee to everyone at this thingy in the st alban's centre #ccevents

13-Oct-10 08:34 | brainstrust



And it's a sell out! Shall attempt to tweet exciting bits #ccevents

13-Oct-10 08:34 | Skipinder



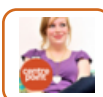
@charitycomms Twitter scribe for the day, and sat on a special red and gold chair in the corner... a tweeting throne perhaps?! #ccevents

13-Oct-10 08:29 | TeriDoubtfire



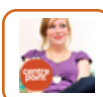
The main hall is filling up fast... #ccevents

13-Oct-10 08:23 | TeriDoubtfire



Sneak peak of the first plenary, Lessons from the general election. David Cameron on the first slide: <http://bit.ly/dfRJCe> #ccevents

13-Oct-10 08:20 | TeriDoubtfire



@charitychange Thanks Marc! Hopefully I'm well practised after the #NFPTweetup... we'll see :) Should be a great day though! #ccevents

13-Oct-10 08:15 | TeriDoubtfire



...arriving at the conference from Chancery lane tube? Just follow the signs! See you @charitycomms soon  
<http://bit.ly/cs62nc> #ccevents

13-Oct-10 07:40 | TeriDoubtfire



On your way to @charitycomms digital comms conference? See you at St. Albans Centre, Baldwin Gardens:  
<http://bit.ly/cs62nc> #ccevents

13-Oct-10 07:39 | TeriDoubtfire



An early start, sound testing @charitycomms digital comms conference, and preparing for arrivals... see you soon! #ccevents

13-Oct-10 07:29 | TeriDoubtfire



@robinbogg I believe it is #ccevents. Hope you can attend, virtually or otherwise ;)

12-Oct-10 16:28 | RobmDyson